WCFC Meeting
November 13, 2013
Forterra offices
901 5th Avenue, Ste. 2200
Seattle WA 98164

Members Attending: Kathy Sheehan, Dave Nelson, Jim Freed, Cindy Deffe, Sandy Salisbury, Micki McNaughton, Ara Erickson, Garth Davis, Lisa Ciecko, Joe Scorcio, Terry Flatley.

Absent: Linden Lampman, David Erickson, Brian Cramer, Sheila Gray, Kathy Wolf, Richard Emery

Guests: Sarah Foster, Leif Fixen, Nikkole Hughes, AnneMarie Murdock, Gene Duvernoy, Mark Mead, Penny Kriese, Christopher Williams, Jana Dilly, and Andrea Mojzak. Several Forterra staff members were present for presentation of the Urban Forest Stewardship Awards.

Meeting convened
Council was called to order at 9:00am by Joe Scorcio.

Welcome
Gene Duvernoy, Executive Director of Forterra, welcomed us to the meeting and gave us an introduction to Forterra’s mission. The organization’s name was recently changed from Cascade Land Conservancy. Their focus is on sustainability and making better cities. They energize citizens and promote community through volunteerism and improvement of the urban canopy. The Tree Ambassador program plays a large role in achieving these goals and was presented later during the meeting.

Council reviewed the Minutes from the September meeting, and made no changes. Sandy Salisbury moved to approve the minutes from the September 2013 meeting; Ara Erickson seconded. Motion carried.

Urban Forestry Program updates
• Sarah Foster reported that Linden Lampman is now the new Urban Forestry Program Manager at DNR, but is currently in India with family and absent from today’s meeting. The council was represented by Sheila Gray during the interview process for the new Urban Forestry Program Manager position. There were many highly qualified candidates. Sarah has replaced Mark Gray as the Assistant Division Manager for Fire Prevention, Community and Camps. DNR will be hiring a new Urban Forestry Specialist to fill Linden’s former position and recruitment should start next week.
A Federal budget has not yet been passed, and we are still working on the spending plans. Urban Forestry is fairly certain about their funding, but is also closing out some old grants and using up this money. Last year, $250k was granted out to communities. Garth and Leif will be looking at grant needs for 2014 in the next few months. Tree City USA applications are due in December, 83 applications from current participants are expected, along with many new ones. Micki will score the applications and troubleshoot any difficulties that may arise during the process. If you are interested in helping to score Tree City USA applications, please let us know.

- **Nikkole Hughes** gave an update on the Urban Waste Wood Utilization project. Initial project trees in Olympia were removed in October. Now that Cedar Creek Correctional Center has a new wood shop supervisor, the wood technology program is getting started there. Nikkole will post the Urban Wood Waste Utilization feasibility study on the Urban Forestry webpage in the next couple of weeks.

  Nikkole is also working on a project to gather the information on Community Forestry Assistance grants by year with their deliverables. The intent is to post the information on the website so that it is more organized and accessible for communities to use as a resource.

- **Micki McNaughton** talked about an informal partnership DNR is forming with the Department of Commerce to use the Planners Forums for outreach. Forums are held each quarter, in four quadrants of the State. Commerce understands that healthy, safe urban forests are directly linked to their goal of sustainable/livable communities.

  The Urban Forestry Restoration Project crews are nearly fully booked for next year. Southwest Washington still has some availability. Vet participation has gone down by half, and we are looking at how recruitment and retention can be improved and enhanced. The crews shift to new local project partners each month, and spend a full calendar month with each local project partner.

  Dave mentioned that marijuana laws are creating immense issues for local government in small communities. Many are unable to think about urban forestry issues because they are so overwhelmed with permitting and legal enforcement of the State versus Federal marijuana laws.

**Tree City USA work session: Lisa Ciecko**

Last meeting, we came up with ways to increase the numbers of Tree Cities USA in Washington State, and what barriers discourage participation in the program. This meeting, we formed work groups to develop particular arenas of TCUSA outreach:

- **Group 1**: Write up benefits from participating in TCUSA. We’d like to compress the current list from 15 reasons to 3, and come up with more specific benefits.
- **Group 2**: Solicit three testimonials from current participants that can be used in outreach. Think also about cities to target for TCUSA recruitment.
- **Group 3**: Design a brochure and/or PowerPoint slideshow that would give helpful information in a graphical format to assist Council members in approaching cities with a consistent, concise message.
• Results
  o Leif was the spokesperson for Group 1 and reported:
    1) TCUSA participation provides a focus point for volunteers and staff to
       organize around, helps a community set urban forestry goals, and
       demonstrates a community’s commitment to doing what’s right for their urban
       forest.
    2) May provide financial benefits by demonstrating to grant funders that this
       community is being responsible and strategic in managing their urban forests,
       potentially making communities far more competitive for grants.
    3) TCUSA creates a framework or blueprint for healthy urban forests and
       stormwater management planning.
  o Garth from Group 2 reported that the three jurisdictions they felt would produce
    good testimonials would be:
    Renton, for its large Arbor Day projects and strategic urban forestry plan
    Rockford, for removing high-risk trees
    Ritzville, who as a new TCUSA participant received grant money for storm
    clean up due to urban forestry programming supported by their participation
    in the TCUSA program.
    Sarah said she can provide a list of participating cities as well as a list of those
    that are not yet participants, but have all the requirements already. There is a Tree
    City USA map on the DNR website that shows all the active Tree Cities. Areas
    of the state were paired with council members who will contact cities who are
    non-members and recruit them for membership.
    ▪ Eastern WA – Garth and Cindy
    ▪ Western WA – Lisa and others.
    ▪ North Central – Dave Nelson, with the caveat that he have a clear
      presentation to use.
    ▪ Island counties and Concrete – Leif
    ▪ Southwest – Micki and Kathy Sheehan
    ▪ Renton and SeaTac area – Joe
    ▪ Peninsula – Jim or Leif.
    ▪ Aberdeen area – DNR Resource Protection staff.
  o Micki reported for Group 3, who came up with a sketch for a one-page graphic as
    a potential format for conveying TCUSA benefits. The intention is that it be eye-
    catching and concise, and that it would work in both black-and-white or color.
    The Tree City USA logo should be incorporated, and perhaps a state-specific
    version of the logo could be developed. The group asked about the availability of
    help from RP’s Luis Prado (graphic designer) in creating a state-specific logo or
    the graphical representation of the information. The point was made that the
    existing DNR TCUSA webpage needs to be more easily navigable. Although it
    may not be an effective recruiting tool, it’s critical for the second step, in which
    cities would seek out information about participating in the program.
• Wrap-up – Lisa: How are we going to make this happen and track progress?
  Sarah will check into whether Luis can help with graphics for a one-page flyer,
  individual small graphic design (i.e. state-specific logo), and page layout into an
  integrated larger graphic.
Phase 1

- Solicit testimonials (may need to be pre-written)
- Create one-page flyer content
- Write out benefits talking points
- Work with Luis Prado at DNR to design materials
- Spreadsheet from DNR of current Tree Cities and near-Tree Cities
- Identify priority cities, create a comprehensive list and attach to council team members
  - Who will lead accountability and document participation?

Phase 2

- Create a PowerPoint slideshow for Council member outreach when recruiting new TCUSA participants
- Website update – perhaps audio voice-over on presentation with testimonials?
- Video of testimonials

By January 15, 2014

- Kathy, Cindy, and Leif will write out the talking points that Group 1 created.
- Garth will collect testimonials and secure permission for their use. 2-3 lines from each will be used in brochure/graphics.
- Linden will talk to Luis to schedule time to work on the TCUSA project, Sandy will work with Luis on project details.

Before the February 14, 2014 Meeting:

- Members need to visit the Urban Forestry and the Tree City USA websites to become familiar with these resources.
- Ara will make an online shared spreadsheet to track who is assigned to which city and which cities have been contacted.
- Micki and Garth will update spreadsheet and draft assignments.
- Create some time in the February agenda to discuss further action items.

AT the February meeting

- Check with people who had assignments for February. Discuss assignments for the next meeting.
- Could each member be responsible for recruiting one more TCUSA?
  - “Each one bring one.”
- Create other action items as needed.

Working lunch

Ara volunteered to apply for a small grant available to Weyerhauser staff who volunteer for activities outside work. The grant funds are unfettered, approximately $1000, to use as the recipient sees fit. The Council could use these funds for meeting-related expenses, expenses related to the Awards program (paper and frames for the awards themselves) and expenses related to the TCUSA promotion roll-out.

- Uses for the grant funds: Joe suggested awards programs, promotional materials, or engraved plaques for the trees we plant for TCUSA. The new DNR Camps
Carpentry program could possibly produce the plaques or frames. Sarah suggested the money could go into DNR general fund, with Finance setting the money aside specifically for Council use. She also suggested that since the Council has a non-profit partner, the funds could be funneled through that resource. She suggested another possible use for the funds in outreach and presentation materials. Ara also suggested that we could also ask for matching funds from other partners.

- Consensus from Council is that they are supportive of this idea, and Ara will proceed with the grant application.

**Urban Forestry Stewardship Awards**

Lisa Ciecko presented the Council’s Urban Forest Stewardship Award to Penny Kries, Tree Ambassador in Seattle. Lisa spoke of Penny’s commitment to the Tree Ambassador program and its Tree Walk project. Micki McNaughton presented the Urban Forest Stewardship Award to Mark Mead, Senior Urban Forester for Seattle Parks and Recreation, describing his involvement in the launch of the Green Seattle Partnership and his commitment to citizen participation in urban forestry throughout the City of Seattle. Christopher Williams, Seattle Parks Superintendent, spoke in praise of Mark’s dedication to healthy trees in Seattle, and his gratitude to Mark for always being available to answer his tree-related questions.

Ara reminded everyone that the stewardship awards are presented at every Council meeting, and award nominations are accepted throughout the year. The application form is online on the WCFC webpage.

**Presentation**

Jana Dilly and Andrea Mojzak gave a presentation about the City of Seattle’s Tree Ambassador Program.

The City of Seattle saw a need to control invasive plant species outside of park boundaries. The goal of the Program is to create a training program and outreach materials for Tree Ambassadors to share with the greater public. The Ambassadors have developed, produced and facilitated a minimum of 6 tree walks, along with 10 events per year in neighborhoods all around Seattle which target trash clean-up, invasive species removal, and care of trees in specific areas. SDOT and Public Works are great partners in this project.

Andrea and Janna are happy to share their materials with other jurisdictions. They asked the Council: Do you have ideas for tree walks in your city or Seattle? Do you have a community forestry program that you admire? Are you using volunteers in urban forestry programming? What are they best at?

Sarah asked them to send Linden an article for the monthly UCF newsletter, TreeLink and said that the WCFC webpage is available for promoting this program and getting information out to others who are interested.

**Correspondence**
Joe Scorcio presented a draft of a letter, written by Kathy Wolf, to the new Director of the USFS Pacific Northwest Research Station, advocating for more urban forestry research.

Sandy moved to refine Kathy’s letter and send to the Director, Dr. Ron Mangold. Ara seconded and motion passed. Sandy also suggested inviting Dr. Mangold to the Council’s February meeting. Commissioner of Public Lands Peter Goldmark and State Forester Aaron Everett will also be attending that meeting to present policy updates and direction for the Council’s 2014 workplan.

Planning for next meeting

The Council’s next meeting is February 12, 2013 at the Natural Resources Building, 1111 Washington St. SE in Olympia. The Commissioner of Public Lands and the State Forester will attend, as well as perhaps the Director of the Pacific Northwest Research Station.

We will vote on officers for the 2014 Council. Nominations are:

- Chair: Sheila, Joe
- Vice Chair: Joe, Sheila, Dave Erikson (absent)
- Nominations closed 2:32 pm

We will create final drafts of TCUSA products as outlined above in these minutes. There will be a short practice session for the sales pitch for TCUSA.

2014 WCFC meeting schedule

- **June 5, 2014 – World Forestry Center, Portland, OR.** The Oregon Community Trees one-day conference. This will be in conjunction with a joint meeting of WCFC and OCT the next day.

- **June 6, 2014 – Edgefield, Troutdale, OR.** The meeting will take place at McMennamins Edgefield. Work topic related to joint meeting. Kathy Sheehan will follow up with Dr. Mangold about presenting the PNW Research Station research program. Tree City USA Phase II components are due.

- **September 10, 2014 - Spokane.** Hosts: Cindy Deffe and Garth Davis. Garth proposed a discussion topic of licensing arborists (different from being a certified arborists) statewide. Micki asked if we should we invite arborists. Terry mentioned that we also hear from NW Plantcare, Ben Kappan, and representatives of OSHA, Dept. of Licensing and Labor and Industries (L&I).

- **November 12, 2014 -SeaTac.** Host: Joe Scorcio.

Joe moved to accept 2014 meeting dates and locations, seconded by Dave Nelson, motion passed unanimously.

Meeting adjourned - 3:26pm.