



**WCFC Meeting**  
**September 11, 2013**  
**Tibbetts Creek Manor**  
**750 17<sup>th</sup> Ave N.W.**  
**Issaquah, WA 98027**

**Members Attending:** Linden Lampman, Kathy Sheehan, Sandy Salisbury, Micki McNaughton, David Erickson, Ara Erickson, Garth Davis, Lisa Ciecko, Sheila Gray, Joe Scorcio, Terry Flatley.

**Absent:** Brian Cramer, Richard Emery, Jim Freed, David Nelson, Kathy Wolf

**Guests:** Sarah Foster, DNR Assistant Division Manager, Anne McGill, City of Issaquah Parks Director; Alan Haywood, City of Issaquah Parks Arborist; Matt Mechler, City of Issaquah Open Space Steward. Victoria Andrews and Chuck Bergen, Green Kent Stewards program. Erika Gallegos, USFS Region 6. AnneMarie Murdock, DNR. Leif Fixen, Snohomish Conservation District. Nikkole Hughes, DNR UCF Program Intern.

Meeting convened at 9:10 AM. Called to order by: Joe Scorcio.

Council members introduced themselves to Issaquah Parks Director Anne McGill, who in turn welcomed them to the City of Issaquah. Ms. McGill expressed her appreciation for the forest restoration assistance provided throughout the year by the Washington Conservation Corp Crew working on the Park Point Project.

Council reviewed the proposed agenda, and made no changes. Sandy Salisbury moved to approve the minutes from the May 15, 2013, meeting; Ara Erickson seconded. Motion carried.

**Urban Forestry Program Updates**

- Sarah Foster, Linden Lampman, Nikkole Hughes, Micki McNaughton.
- Sarah Foster announced her promotion to Assistant Division Manager for Fire Prevention, Camps and Community Assistance and discussed what that will mean to the DNR UCF Program. Linden Lampman has been appointed Acting Program Manager for UCF.
- Linden Lampman reported on the partnership with City of Olympia to utilize salvaged urban wood from tree removals for higher uses than chipped mulch and firewood. Cedar Creek inmates will mill the wood and produce high quality products from the carpentry shop located at the correctional facility. The shop had been out of use since a fire in the building a few years ago, but prior to that provided skill-building experiences for inmates

1 and high quality products for the state. Products would include office furniture and  
2 cabinetry.

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4 Leif Fixen, Garth Davis and Micki McNaughton have met with the inventory contractor,  
5 Community Forestry Consultants, Inc., to check inventory accuracy and misidentified  
6 trees.

7  
8 Community Accomplishment Reporting System (CARS) data is being updated. Nikkole  
9 Hughes will be contacting each community to update community information. We are  
10 trying to fill in the gaps in our information that communities are not required to report to  
11 us, but that is useful when we report to the Forest Service. Joe asked that a CARS report  
12 update be added to the next meeting agenda.

13  
14 October has been designated as Urban and Community Forestry Month. This is the month  
15 other states celebrate, and DNR is working on getting an official designation completed.  
16 Once this occurs, DNR Communications can assist with marketing.

- 17
- 18 • Nikkole Hughes reported on the completion of a feasibility study for the Wood Waste  
19 Utilization project. She has been looking for and contacting potential partners who might  
20 utilize the raw wood as well as potential sources of waste wood. Each city has a different  
21 policy and regulations regarding waste wood, so it is more complicated than it seems.  
22 DNR Enforcement and Washington State Parks will also be contributing raw wood.  
23 There is a great deal of interest from non-profits and organizations to utilize this program  
24 as a resource for materials. These include Habitat for Humanity, correctional facilities  
25 and an indigenous art center. This is a great way to make full use of our natural resources  
26 and provide materials to public entities that have a need. Nikkole will continue to  
27 provide updates on progress.
  - 28  
29 • Micki McNaughton reported on the Urban Forestry Restoration Project and the Jobs Bill:  
30 New Washington Conservation Corps/Puget SoundCorps crews will launch on October 7  
31 for the 2013-2014 crew year. This is a very powerful program which engages young  
32 people and military veterans in improving public space in communities. There have been  
33 some surprising positive side effects as a result of the program. Due to the improvement  
34 of public spaces, volunteer groups have become motivated to continue maintenance.  
35 Additionally, community managers are beginning to realize that early intervention is cost  
36 effective. They are already incurring the responsibility of care, the question is will they  
37 handle it proactively or reactively. Of the sixteen crewmembers this year, two have  
38 applied for arborist certification and one is already working for a nursery operation.  
39 Thirty-one communities were served by WCC/PSC crews last year as a result of the Jobs  
40 Bill funding. Twenty-nine have already applied for coming year. We are reaching out to  
41 smaller communities and tribes, and expect approximately 60 applications for the coming  
42 year. There is a need to raise visibility for the program, to move toward legislation that  
43 will make the UFRP permanent.

44  
45 We will be working on Western Competitive grants to continue to fund both the UFRP  
46 and the wood waste utilization project.

47  
48 UW Masters student Katie Gibbons is working to locate all urban forestry management  
49 plans in Washington State, including those not funded or previously identified by DNR.

1 She will be evaluating the plans using criteria developed by James Clark and will report  
2 the analysis as her Masters Thesis.

3  
4 Sheila asked about tribe involvement in the future. We are working with Joenne McGerr,  
5 the Tribal Liason for DNR and would like to offer the same services to tribes as other  
6 communities. Tribes don't think of themselves as being urban, so there was some  
7 confusion at first, although we are looking at tribal community spaces with heavy  
8 population. In this context we should stress community forestry, and perhaps leave out  
9 the word urban.

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11  
12 **Tree City USA work session: Lisa Ciecko**

13 Opening exercise: All Council members and guests introduced themselves and talked about what  
14 they had done during the course of their work day the previous day.

15  
16 • **Ground Rules**

- 17 ○ If a task is identified, a name should go with it.
- 18 ○ Everyone is extremely busy in their regular jobs. We would like to define action  
19 items and complete tasks here in the large group if possible.
- 20 ○ Be civil.
- 21 ○ Stay on topic.
- 22 ○ Become educated on the program and understand current status.
- 23 ○ Generate ideas about the limitations for cities or colleges.
- 24 ○ Wrap up, complete the work, and identify next steps.

25  
26 • **Background**

- 27 ○ Cities who achieve Tree City USA (TCUSA) status receive recognition for the  
28 effort and are provided the opportunity for grant assistance.
- 29 ○ Most cities can achieve TCUSA status, attainment qualifications are low, but the  
30 intention is to motivate them to a higher standard of overall tree care and  
31 maintenance.
- 32 ○ TCUSA is sponsored by the Arbor Day Foundation. Tree Cities are required to  
33 hold an Arbor Day celebration. Ellensburg was the first TCUSA in Washington  
34 State, and there are currently 83 Tree Cities state-wide. Tree Line USA and Tree  
35 Campus USA are sister programs. Last year a couple of cities did not participate  
36 in TCUSA due to administrative and economic difficulties.
- 37 ○ What are the benefits that cities receive?
  - 38 ▪ Recognition for the work they are doing.
  - 39 ▪ Skilled work crews that do the heavy work for free (only if restoration  
40 project is restricted to TCUSAs)
  - 41 ▪ Education.
  - 42 ▪ Grant money.

43 • **We need to identify three big reasons why cities should be TCUSA.**

44  
45 **Panel Discussion**

46  
47 • **How do we increase membership?**

- 1 ○ How can we get more communities engaged? What are the barriers? Some cities
- 2 are doing great things and are not TCUSA members. We would like to motivate
- 3 these cities to become members of the program, and increase membership overall.
- 4 ○ How can we get the message to cities about the benefits of TCUSA? Some
- 5 administrators are put off by the paperwork, and concerned that they can't meet
- 6 the \$2 per capita requirement. Since cities are already doing tree management
- 7 either pro-actively or reactively, however, most meet the financial requirement
- 8 through storm cleanup, fall leaf pickup, planting, pruning and other tree-related
- 9 activities. If cities track the information all year, the task seems less daunting, but
- 10 smaller communities don't always do this. Once the paperwork has been
- 11 completed the first time, cities should have the system to acquire information in
- 12 place for future applications. We do provide staff assistance for paperwork, upon
- 13 request. An online application is provided by Arbor Day Foundation which is
- 14 relatively simple and saves the applicant's history from the year before.
- 15     ▪ City visits? Demonstrations or classes?
- 16 ○ Communicate with cities the reasons WHY cities should join TCUSA
- 17     ▪ Recognition for work they're already doing, work crews, grant money,
- 18       benefits trees provide to the community all through their life cycle.
- 19 ○ Cities are often motivated when their neighbor signs up [competition!]. We
- 20 should look for cities that are near other member cities.
- 21 ○ Get the message out that grant money is available, and TCUSA membership
- 22 applications can be made at same time that grant applications are made.
- 23 ○ Educate communication departments on how to answer: "Why are we spending
- 24 \$2 per person on trees?"
- 25 ○ Dave mentioned that we should provide information about available grants when
- 26 sending information on TCUSA membership.
- 27 ○ Joe wondered about partnering with other government, community, and nonprofit
- 28 organizations. There are already champions for community trees that would make
- 29 obvious TCUSA partners: Lions, Rotary Club, Kiwanis, High School students,
- 30 Youth Groups, and garden clubs. Alan noted that another benefit to this approach
- 31 is that citizens and citizen groups often have a bigger impact on changing the
- 32 behavior of elected officials.
- 33 ○ Joe said that planning associations can be a way to get into the cities. We should
- 34 take the initiative to connect with such groups (APA, PAW).
- 35 ○ Internal and external advocates are important. Develop relationships on different
- 36 levels and communicate to advocates about the importance of their support. Big
- 37 cities and small cities are different. Making the mayor your advocate may be
- 38 crucial. Mayoral association? Association of Washington Cities?
- 39 ○ Joe mentioned an odd political benefit is that citizens in TCUSA cities are more
- 40 aware of their trees and more motivated to use their clout with legislators. His
- 41 point was that it is definitely better to increase the number of Tree Cities in order
- 42 to increase legislative support.

43  
44 **Potential problems in reaching our goals:**

- 45 ○ Garth mentioned antigovernment resistance. Deer Park was given as an example
- 46 of what happens when attitudes change and/or when the person at the organization
- 47 who is our champion leaves the organization. Sarah Foster confirmed that lapses
- 48 in membership happen when this occurs. We need to work with our advocates to

1 expand beyond one or a few people in their group, and to encourage them to  
2 maintain the visibility of their hard work.

- 3 ○ Lisa Ciecko: it is challenging to get people to come to a city council meeting,  
4 especially in larger cities.
- 5 ○ Sarah Foster made a point of order that the DNR team is too committed to take on  
6 extra marketing-related visits.
- 7 ○ Ara Erickson asked whether we should be concerned with cities who are doing  
8 the work but don't want the recognition, or more focused on cities who aren't  
9 caring for their urban forests.
- 10 ○ Are city budgets an issue?
- 11 ○ Linden Lampman thought we could plan more strategically to make the best use  
12 of existing programs and managers.
- 13 ○ Member cities are required to hold an Arbor Day celebration. This gives an  
14 opportunity to provide recognition for staff and councils, and challenge cities to  
15 do even better by their trees than their neighbor.
- 16 ○ Things get stale, taken for granted.

17  
18 • **Potential Action Items:**

- 19 ○ Reduce "15 Reasons to Become a Tree City" hand out document to THREE big  
20 reasons.
- 21 ○ Resource links on the WCFC webpage should include reasons to become a tree  
22 city.
- 23 ○ Get testimonials.
- 24 ○ Update website with the above suggestions.
- 25 ○ Make a more specific list of Washington cities that are/are not members.
- 26 ○ Tailor reasons to become a tree city document to specifically apply to the city that  
27 you are recruiting.
- 28 ○ Create a handout that shows a breakdown of costs vs. benefits using bullets and  
29 graphs to make the information quickly and easily understood.
- 30 ○ Application worksheet examples (budgets and workplans) are available but  
31 caution is necessary; applicants must realize these are just examples. (Sarah F.)
- 32 ○ An online application form is available, which retains the history from previous  
33 applications. Assistance is available to communities have trouble with the  
34 application. (Linden L.)

35  
36 • **Wrap Up –**

- 37 ○ We have a better understanding of the TCUSA program
- 38 ○ We have good suggestions for bullet points to sell the program
- 39 ○ We have identified some groups who may be helpful in bringing in new members
- 40 ○ The brainstorming session went well, this was a valuable tool and good ideas  
41 came out of this session.
- 42 ○ Everyone is very busy, so how do we create a reasonable action plan?
- 43 ○ We had trouble sticking to the agenda; need to be better at keeping a timeline for  
44 the sake of the topic facilitators.

45  
46 • **Next Steps:**

- 47 ○ We will create action items at the next meeting and assign to specific WCFC  
48 members.

49

- 1 • The WCFC Urban Forestry Stewardship Award was presented to the Green Kent  
2 Stewards. Victoria Andrews gave a presentation about the work the Stewards are  
3 engaged in. Chuck Bergen accepted the award as the representative of the 24 members of  
4 Green Kent Stewards. This diverse volunteer organization helps maintain natural public  
5 spaces in Kent.  
6
- 7 • Micki McNaughton showed a video of this year's King County Urban Forest Restoration  
8 Project crew at work in Park Pointe in Issaquah, which was produced earlier this year by  
9 Issaquah City Magazine for the local community television station..

10  
11 **Agenda topics and Action Items for the November 13 meeting:**

- 12 ○ Report on the outcome of the TCUSA discussion held during the September  
13 meeting, recap this information, develop tasks/products and assign  
14 responsibilities.
- 15 ○ Report on CARS update.
- 16 ○ The next meeting is in Seattle, Lisa Ciecko will host.
- 17 ○ Nominations for Chair and Vice Chair; elections.

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19 Ara Erickson moved that we develop TCUSA ideas and develop products/action items from  
20 those ideas. Joe Scorcio seconded.

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22 Council drove to the Park Pointe Project Forest Restoration site in Issaquah for a presentation by  
23 the WCC work crew.

24  
25 Meeting adjourned at 3:35 PM  
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