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4 **WCFC Meeting**
5 **November 13, 2013**
6 **Forterra offices**
7 **901 5th Avenue, Ste. 2200**
8 **Seattle WA 98164**
9

10 **Members Attending:** Kathy Sheehan, Dave Nelson, Jim Freed, Cindy Deffe, Sandy Salisbury,
11 Micki McNaughton, Ara Erickson, Garth Davis, Lisa Ciecko, Joe Scorcio, Terry Flatley.
12

13 **Absent:** Linden Lampman, David Erickson, Brian Cramer, Sheila Gray, Kathy Wolf, Richard
14 Emery
15

16 **Guests:** Sarah Foster, Leif Fixen, Nikkole Hughes, AnneMarie Murdock, Gene Duvernoy, Mark
17 Mead, Penny Kriese, Christopher Williams, Jana Dilly, and Andrea Mojzjak. Several
18 Forterra staff members were present for presentation of the Urban Forest Stewardship
19 Awards.
20
21
22

23 **Meeting convened**

24 Council was called to order at 9:00am by Joe Scorcio.
25

26 **Welcome**

27 Gene Duvernoy, Executive Director of Forterra, welcomed us to the meeting and gave us
28 an introduction to Forterra's mission. The organization's name was recently changed
29 from Cascade Land Conservancy. Their focus is on sustainability and making better
30 cities. They energize citizens and promote community through volunteerism and
31 improvement of the urban canopy. The Tree Ambassador program plays a large role in
32 achieving these goals and was presented later during the meeting.
33

34 Council reviewed the Minutes from the September meeting, and made no changes. Sandy
35 Salisbury moved to approve the minutes from the September 2013 meeting; Ara Erickson
36 seconded. Motion carried.
37

38 **Urban Forestry Program updates**

- 39 • **Sarah Foster** reported that Linden Lampman is now the new Urban Forestry Program
40 Manager at DNR, but is currently in India with family and absent from today's meeting.
41 The council was represented by Sheila Gray during the interview process for the new
42 Urban Forestry Program Manager position. There were many highly qualified candidates.
43 Sarah has replaced Mark Gray as the Assistant Division Manager for Fire Prevention,
44 Community and Camps. DNR will be hiring a new Urban Forestry Specialist to fill
45 Linden's former position and recruitment should start next week.

1
2 A Federal budget has not yet been passed, and we are still working on the spending plans.
3 Urban Forestry is fairly certain about their funding, but is also closing out some old
4 grants and using up this money. Last year, \$250k was granted out to communities. Garth
5 and Leif will be looking at grant needs for 2014 in the next few months. Tree City USA
6 applications are due in December, 83 applications from current participants are expected,
7 along with many new ones. Micki will score the applications and troubleshoot any
8 difficulties that may arise during the process. If you are interested in helping to score
9 Tree City USA applications, please let us know.

- 10
11 • **Nikkole Hughes** gave an update on the Urban Waste Wood Utilization project. Initial
12 project trees in Olympia were removed in October. Now that Cedar Creek Correctional
13 Center has a new wood shop supervisor, the wood technology program is getting started
14 there. Nikkole will post the Urban Wood Waste Utilization feasibility study on the Urban
15 Forestry webpage in the next couple of weeks.

16
17 Nikkole is also working on a project to gather the information on Community Forestry
18 Assistance grants by year with their deliverables. The intent is to post the information on
19 the website so that it is more organized and accessible for communities to use as a
20 resource.

- 21
22 • **Micki McNaughton** talked about an informal partnership DNR is forming with the
23 Department of Commerce to use the Planners Forums for outreach. Forums are held each
24 quarter, in four quadrants of the State. Commerce understands that healthy, safe urban
25 forests are directly linked to their goal of sustainable/livable communities.

26
27 The Urban Forestry Restoration Project crews are nearly fully booked for next year.
28 Southwest Washington still has some availability. Vet participation has gone down by
29 half, and we are looking at how recruitment and retention can be improved and enhanced.
30 The crews shift to new local project partners each month, and spend a full calendar month
31 with each local project partner.

32
33 Dave mentioned that marijuana laws are creating immense issues for local government in
34 small communities. Many are unable to think about urban forestry issues because they are
35 so overwhelmed with permitting and legal enforcement of the State versus Federal
36 marijuana laws.

37
38
39 **Tree City USA work session: Lisa Ciecko**

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

- 43 ○ Group 1: Write up benefits from participating in TCUSA. We'd like to compress
44 the current list from 15 reasons to 3, and come up with more specific benefits.
45 ○ Group 2: Solicit three testimonials from current participants that can be used in
46 outreach. Think also about cities to target for TCUSA recruitment.
47 ○ Group 3: Design a brochure and/or PowerPoint slideshow that would give helpful
48 information in a graphical format to assist Council members in approaching cities
49 with a consistent, concise message.

1 • **Results**

- 2 ○ Leif was the spokesperson for **Group 1** and reported:
- 3 1) TCUSA participation provides a focus point for volunteers and staff to
- 4 organize around, helps a community set urban forestry goals, and
- 5 demonstrates a community’s commitment to doing what’s right for their urban
- 6 forest.
- 7 2) May provide financial benefits by demonstrating to grant funders that this
- 8 community is being responsible and strategic in managing their urban forests,
- 9 potentially making communities far more competitive for grants.
- 10 3) TCUSA creates a framework or blueprint for healthy urban forests and
- 11 stormwater management planning.
- 12 ○ Garth from **Group 2** reported that the three jurisdictions they felt would produce
- 13 good testimonials would be:
- 14 Renton, for its large Arbor Day projects and strategic urban forestry plan
- 15 Rockford, for removing high-risk trees
- 16 Ritzville, who as a new TCUSA participant received grant money for storm
- 17 clean up due to urban forestry programming supported by their participation
- 18 in the TCUSA program.
- 19 Sarah said she can provide a list of participating cities as well as a list of those
- 20 that are not yet participants, but have all the requirements already. There is a Tree
- 21 City USA map on the DNR website that shows all the active Tree Cities. Areas
- 22 of the state were paired with council members who will contact cities who are
- 23 non-members and recruit them for membership.
- 24 ▪ Eastern WA – Garth and Cindy
- 25 ▪ Western WA – Lisa and others.
- 26 ▪ North Central – Dave Nelson, with the caveat that he have a clear
- 27 presentation to use.
- 28 ▪ Island counties and Concrete – Leif
- 29 ▪ Southwest – Micki and Kathy Sheehan
- 30 ▪ Renton and SeaTac area – Joe
- 31 ▪ Peninsula – Jim or Leif.
- 32 ▪ Aberdeen area – DNR Resource Protection staff.
- 33 ○ Micki reported for **Group 3**, who came up with a sketch for a one-page graphic as
- 34 a potential format for conveying TCUSA benefits. The intention is that it be eye-
- 35 catching and concise, and that it would work in both black-and-white or color.
- 36 The Tree City USA logo should be incorporated, and perhaps a state-specific
- 37 version of the logo could be developed. The group asked about the availability of
- 38 help from RP’s Luis Prado (graphic designer) in creating a state-specific logo or
- 39 the graphical representation of the information. The point was made that the
- 40 existing DNR TCUSA webpage needs to be more easily navigable. Although it
- 41 may not be an effective recruiting tool, it’s critical for the second step, in which
- 42 cities would seek out information about participating in the program.

43

44 • **Wrap-up – Lisa: How are we going to make this happen and track progress?**

45

46 **Sarah** will check into whether Luis can help with graphics for a one-page flyer,

47 individual small graphic design (i.e. state-specific logo), and page layout into an

48 integrated larger graphic.

49

- 1 ○ **Phase1**
 - 2 ▪ Solicit testimonials (may need to be pre-written)
 - 3 ▪ Create one-page flyer content
 - 4 ▪ Write out benefits talking points
 - 5 ▪ Work with Luis Prado at DNR to design materials
 - 6 ▪ Spreadsheet from DNR of current Tree Cities and near-Tree Cities
 - 7 ▪ Identify priority cities, create a comprehensive list and attach to council
 - 8 team members
 - 9 ▪ *Who will lead accountability and document participation?*
- 10
- 11 ○ **Phase 2**
 - 12 ▪ Create a PowerPoint slideshow for Council member outreach when
 - 13 recruiting new TCUSA participants
 - 14 ▪ Website update – perhaps audio voice-over on presentation with
 - 15 testimonials?
 - 16 ▪ Video of testimonials
- 17
- 18 ○ **By January 15, 2014**
 - 19 ▪ Kathy, Cindy, and Leif will write out the talking points that **Group 1**
 - 20 created.
 - 21 ▪ Garth will collect testimonials and secure permission for their use. 2-3
 - 22 lines from each will be used in brochure/graphics.
 - 23 ▪ Linden will talk to Luis to schedule time to work on the TCUSA project,
 - 24 Sandy will work with Luis on project details.
- 25
- 26 ○ **Before the February 14, 2014 Meeting:**
 - 27 ▪ Members need to visit the Urban Forestry and the Tree City USA websites
 - 28 to become familiar with these resources.
 - 29 ▪ Ara will make an online shared spreadsheet to track who is assigned to
 - 30 which city and which cities have been contacted.
 - 31 ▪ Micki and Garth will update spreadsheet and draft assignments.
 - 32 ▪ Create some time in the February agenda to discuss further action items.
- 33
- 34 ○ **AT the February meeting**
 - 35 ▪ Check with people who had assignments for February. Discuss
 - 36 assignments for the next meeting.
 - 37 ▪ Could each member be responsible for recruiting one more TCUSA?
 - 38 “Each one bring one.”
 - 39 ▪ Create other action items as needed.

40

41 **Working lunch**

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

- 47
- 48 ○ Uses for the grant funds: Joe suggested awards programs, promotional materials,
49 or engraved plaques for the trees we plant for TCUSA. The new DNR Camps

1 Carpentry program could possibly produce the plaques or frames. Sarah
2 suggested the money could go into DNR general fund, with Finance setting the
3 money aside specifically for Council use. She also suggested that since the
4 Council has a non-profit partner, the funds could be funneled through that
5 resource. She suggested another possible use for the funds in outreach and
6 presentation materials. Ara also suggested that we could also ask for matching
7 funds from other partners.

- 8
- 9 ○ Consensus from Council is that they are supportive of this idea, and Ara will
- 10 proceed with the grant application.
- 11

12 **Urban Forestry Stewardship Awards**

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

22

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

27 **Presentation**

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

30

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

38

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

43

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

48 **Correspondence**

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

3
4 Sandy moved to refine Kathy's letter and send to the Director, Dr. Ron Mangold. Ara
5 seconded and motion passed. Sandy also suggested inviting Dr. Mangold to the Council's
6 February meeting. Commissioner of Public Lands Peter Goldmark and State Forester
7 Aaron Everett will also be attending that meeting to present policy updates and direction
8 for the Council's 2014 workplan.

9 10 **Planning for next meeting**

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

14
15 We will vote on officers for the 2014 Council. Nominations are:

- 16
- 17 • Chair: Sheila, Joe
- 18 • Vice Chair: Joe, Sheila, Dave Erikson (absent)
- 19 • Nominations closed 2:32 pm
- 20

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

23 24 **2014 WCFC meeting schedule**

- 25 • **June 5, 2014 – World Forestry Center, Portland, OR.** The Oregon Community
26 Trees one-day conference. This will be in conjunction with a joint meeting of
27 WCFC and OCT the next day.
- 28
- 29 • **June 6, 2014 – Edgefield, Troutdale, OR.** The meeting will take place at
30 McMennamins Edgefield. Work topic related to joint meeting. Kathy Sheehan
31 will follow up with Dr. Mangold about presenting the PNW Research Station
32 research program. Tree City USA Phase II components are due.
- 33
- 34 • **September 10, 2014 - Spokane.** Hosts: Cindy Deffe and Garth Davis. Garth
35 proposed a discussion topic of licensing arborists (different from being a certified
36 arborists) statewide. Micki asked if we should we invite arborists. Terry
37 mentioned that we also hear from NW Plantcare, Ben Kappan, and representatives
38 of OSHA, Dept. of Licensing and Labor and Industries (L&I).
- 39
- 40 • **November 12, 2014 -SeaTac.** Host: Joe Scorcio.

41
42 Joe moved to accept 2014 meeting dates and locations, seconded by Dave Nelson, motion
43 passed unanimously.

44
45 **Meeting adjourned - 3:26pm.**