

**Minutes of the Dane County Tree Board
Held on Tuesday, March 17, 2009 at 4 PM
Lyman Anderson Center, Room 1C**

Present: Glen Stanosz, Scott Nelson, Nancy Schlimgen, Paul Rusk, Marla Eddy, Jeff Olson

Absent: R Bruce Allison, Larry Meiller, Corey George

Also Present: Lisa Johnson, Sue Bridson, Don Stanley

1. Meeting was called to order at 4:05 pm
2. There were no announcements
3. No action taken on minutes as there were no copies available
4. Website committee and consultant Don Stanley reported. Discussion of pros and cons of where site should be hosted to allow fast updates. Survey other tree board sites. Mission of Tree Board is educational. Need to update our site. Homeowners - rain audience, show value of trees. Also K-12, other educators – managing trees. Variety of formats. Audio/video prominent. Currently podcasts, video tech and blog tech not supported on Dane County website. By Dec 2008, there were 14.2 billion videos posted on the internet, 7.1 billion of them on YouTube. It's a richer way of communicating by offering content in text, audio and video

If the board goes outside Dane County Information Management, it is not too much of a learning curve to add stuff to website. Content can be generated here and put on web easily with updating how-tos for text, audio, video, interviews, and minimal financial outlays for equipment. Content of what's happening, accomplishments, calendar of tree care and events, and monthly tips could be added easily. It would cost approximately \$120/year to host the board's website on another site. Our website affects our image. We could be using user analytics such as hit counter, where did the users navigate to after hitting our site, what has been looked at, how site is performing

Next steps: Our content should be seasonal, what do we do on the site in spring, summer, etc. Include monthly tips. Could purchase a Kodak Zi6 at approximately \$180 in order to record video clips to put on the website, such as how-to for pruning. A process should be developed to collect content. Other equipment options are: a microphone with lightsnake cable around \$80, an Olympus digital voice recorder DS-30 that will do 30 hours of audio, around \$70-80.

Motion made by Schlimgen, seconded by Olson, to accept website report and site/map design presented. **Motion carried.**

Motion made by Schlimgen, seconded by Nelson to accept secure alternative web hosting. **Motion carried.**

5. Report on the EAB Wood Utilization Committee. Present were commercial arborists and there was a good turnout, more than 60 attended. Terry Mace of the DNR spoke on tree utilization. Good input. Where are wood chips going, how are they transported? How utilized? Right now, mostly firewood. Lots of mulch. Lumber – hobbyists may want for wood carving. A networking group with arborists is planned on this topic.

Darren and Anna had a municipal arborist meeting with Jeff Roe. By 2020 there will be no ash trees left in the US according to Deb MacCulliffe. Won't be a significant component of urban or forest environment. An estimated 700 million ash trees in WI will be gone. Especially wet

environments, riparian environs are the most hard hit. This new bug infestation is 5 years old, and 50,000 trees are believed to be infested. "Slow the spread" is the approach, advising not to move firewood, and other restrictions are in place in quarantined areas.

A letter has been sent to Kathleen Falk inviting her to a Monday, April 27 arbor day event. Also the mayor of Madison has been invited. The event is at Leopold Elementary School at 2602 Post Rd at 8:30 am. Will plant two or more trees.

Action Items

All	Decide next steps on website changes
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Submitted by Lisa Johnson