



# Michigan Urban and Community Forestry Council

An advisory committee to the Michigan Department of Natural Resources

## Meeting Minutes

March 27<sup>th</sup>, 2012

City of Grand Rapids Dept. of Public Services Building  
201 Market St., Grand Rapids, MI 45903

### MEMBERS

Angela Ayers  
Bert Cregg  
Marshal Baeckeroot  
Pam Blough  
Nancy Carpenter  
Jill Dohner  
Bill Drews  
Ryan Edwards  
Kerry Gray - Chair  
Dean Hay  
Steve Snell  
Michael Sterling  
Tyler Stevenson

### DNR STAFF

Kevin Sayers  
UCF Program Coord.  
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### **Present for Council:**

Kerry Gray, Chair	Dean Hay
Pam Blough	Steve Snell
Bill Drews	Mike Sterling
Ryan Edwards	Tyler Stevenson

### **Present for Staff:**

Kevin Sayers, Urban & Community Forestry Coordinator  
Ada Takacs, Volunteer Programs Coordinator

### **Other Attendees:**

Jill Johnson, Midwest Urban Forestry Coord., USFS

### **Approval of Agenda:**

Sayers presented the meeting agenda for review/approval.  
Discussion included addition of two items under the FYI/Updates section:  
1) Community Forestry Grant Announcement (Sayers)  
2) Asian Longhorned Beetle (ALB) information (Stevenson)

Motion made by P. Blough, seconded by R. Edwards, to approve agenda with additions. Motion adopted unanimously.

### **Approval of Minutes:**

The minutes of the December 13, 2011 Council meeting were reviewed.

Motion made by K. Gray, seconded by P. Blough, to approve minutes.  
Motion adopted unanimously.

### **Communication/Public Comment:**

None

### **Host Welcome:**

T. Stevenson welcomed the Council and provided an overview of the City of Grand Rapids Urban Forestry program and answered questions.

## **Organizational Items:**

### Membership Terms/Vacancies

Sayers presented the status of current membership, expiring terms, and vacancies.

D. Hay (Greening of Detroit) was welcomed to his first Council meeting after being nominated/approved at the last meeting to fill one of the two nonprofit positions. His first term will expire Fall 2014. Dean gave a brief personal introduction.

Two positions expire effective as of this meeting and have an optional second term available:

- Nonprofit (J. Dohner)
- Landscape Architect (P. Blough).

J. Dohner was not present to confirm interest in second term. K. Sayers will follow-up with her to confirm. P. Blough accepted a second term for 3yrs expiring Spring 2015.

K. Gray has offered to accept the Council Chair position for duration of her term. This was approved unanimously.

B. Drews (Woodland Tree Services, Inc.) was nominated by N. Carpenter to fill the vacant Private Arborist position. This was approved unanimously.

A. Ayers (Southeast Michigan Council of Governments) was nominated by K. Gray to fill the vacant Planner position. This was approved unanimously.

MSU Extension position is still vacant. B. Cregg volunteered at last meeting to co-represent that position along with his position as MSU rep. until it is filled permanently.

Education position is still vacant. P. Blough suggested contacting Future Farmers of America (FFA) at MSU. A. Takacs and K. Sayers discussed contacting Joanne Chadde with Michigan Tech Univ. as a possible nominee.

### *Action Item(s):*

- K. Sayers will contact J. Dohner regarding acceptance of second term on council.
- A. Takacs will contact Joanne Chadde to invite membership on the Council. As needed, K. Sayers will contact FFA for additional suggestions.

## **Old Business:**

### MI tree/Forestry benefit license plate

K. Sayers gave the following progress update on this issue since last Council meeting:

- Formed ad hoc subcommittee: KS, AT, TS, and Shawna Meyer (DNR FSP)
- KS met with DNR Resource Protection section mgr. and FRD Asst. chief re: process
- Subcommittee met via conf. call on 2/9/12
- Subcommittee gathered background info. (incl. DNR "Loon" plate \$\$ info.)
- Sub committee drafted 1pg. issue analysis for DNR Mgmt. team review/approval
- FRD Asst. chief requested revisions/reformatting to memo for FRD Chief and DNR Director w/support letters
- Subcommittee solicited industry support via letters (received ~10)

- KS met w/FRD Chief 3/22/12 who supported and requested minor modifications before sending to DNR Director
- Awaiting additional letters of support from key organizations (Greening, ASM etc)
- Anticipate meeting with FRD Asst. Chief and DNR Director second/third week of April

*Action Item(s):*

- Subcommittee will make needed memo revisions for FRD Asst. Chief and share with Council
- Subcommittee will update Council on progress during June conf. call

DNR UCF email communications and website redesign

K. Sayers gave the following progress update on this issue since last Council meeting:

- Getting some feedback that the change to a weekly email announcement format for UCF news is not as effective as previous format of sending announcements as needed. Group discussed and agreed that current format should continue to be used as it is more efficient use of staff time and less burdensome to network of users than multiple emails. One suggestion was to try and categorize information as much as possible (e.g. MI specific vs. other).
- KS met w/division website developer 2/17/2012 to get overview of website layout options and other questions
- State is developing new page layout options including pull-downs, news feeds, polling and email updates and “sharepoint” functionality
- Priorities for UCF website
  - Email communication (UCF UPDATES – Sign-up function)
  - Enhance/simplify content display (PULLDOWN MENUS)
  - Highlight current activities/case studies (NEWSFEED CAROUSEL)
  - Interactive Maps (example- community tree ordinances)
  - Youtube.com/other videos
- Discussed timeline for changes
  - Finishing up current work within next 2 weeks
  - Minor changes (few days-week)
  - Major changes (2 weeks +)

*Action Item(s):*

- K. Sayers will continue to work with DNR website design staff to produce draft layouts and share with Council prior to June conf. call.

**New Business:**

Community Canopy Newsletter – Spring 2012 Edition

Council reviewed and discussed content and layout of DRAFT “Community Canopy” newsletter for spring edition.

K. Gray noted that “Global ReLeaf” name needed to be updated to “ReLeaf Michigan”

Group discussed how the information provided in the newsletter was useful and relevant to users even if it was not in a traditional newsletter format. Good way to store helpful resources, links and stories for users to reference as needed.

*Action Item(s):*

- *K. Sayers will make minor edit updates and corrections as requested and post to the DNR UCF website and announce via email list.*

USFS UCF update

Jill Johnson, Midwest UCF Coordinator with the USDA Forest Service gave an introduction and update on federal program standards and budget process. FY 12 National UCF program budget is \$28M and FY13 is projected to be nearly the same. States receive \$200K base funding plus additional performance-based funding and can receive further competitive funding through award of grants. MI funding has been approx. \$300K for several years.

*Action Item(s):*

N/A

Tree Pruning Workshops (aka arborist short-course)

T. Stevenson described need for training municipal forestry staff in Grand Rapids for ISA certification. Penn State and Extension deliver an annual arborist short course in PA to train arborists for ISA certification. Does Michigan have something similar? If not, do we think there would be interest? Who would administer it? How much would it cost (\$14K in PA annually)?

Group had discussion on types of certification programs and organizations conducting them.

K. Sayers indicated that this type of program would be a good use of MI UCF program funds and would have multiple benefits to communities, state and federal UCF programs. J. Johnson indicated federal funds could be used to support “scholarships” to attendees for this.

Discussion was tabled for next meeting/conf. call.

*Action Item(s):*

- *Issue will be added to next meeting agenda and may be the singular focus of our June Conf. call.*

Promoting ISA Certified Arborist in MI Municipalities

Due to similarity of goals with tree pruning workshop topic this discussion was combined with the notes from that agenda item (see above)

*Action Item(s):*

N/A

Arbor Day Foundation (ADF) – Faces of Urban Forestry campaign

K. Sayers provided handout of ADF’s new campaign to identify and report compelling personal stories about urban forestry from across the country. Looking for at least 3 stories/contacts from MI.

K. Sayers requested that Council provide suggestions of potential contacts who, from their experience, might have a good story to highlight from MI.

*Action Item(s):*

- *K. Sayers will meet with Randy Gordon (ADF) to discuss potential contacts for MI stories and will subsequently share results/drafts of anything developed with the Council*

**FYI / Updates:**

Tree City/Line/Campus USA – 2011 MI results

K. Sayers provided handout describing the results of the 2011 MI Tree USA programs sponsored by ADF. No awards conference this year but they will be shipped out to recipients in the next couple weeks. Press release will announce communities in late April.

- 121 Tree Cities, 9 Growth Awards, 0 new communities, \$8.32/capita
- 3 Tree Lines: DTE, Lansing BWL, ITC Trans. Co.
- 2 Tree Campuses: UM, WMU

2012 DTE Energy Foundation Tree Planting Grant Awards

K. Sayers announced that DTE and DNR are preparing to announce ~\$75K in tree planting awards to communities and nonprofits/schools etc. throughout the state in early April.

2012 State Arbor Day Event

K. Sayers reminded Council of upcoming Arbor Day (4/27) and state celebration at Potter Park in Lansing. Provided handout showing 2012 Arbor Day billboard design to be shown around the state and discussed the Michigan Arbor Day Alliance's "Go Green Youth Challenge".

Governmental Award for Excellence in Urban Forestry

K. Sayers announced that the award had been presented to the City of Grand Rapids at the Winter Conference of the Arboriculture Society of MI in Lansing. T. Stevenson and Dotti Clune with the city Tree Board accepted the plaque on behalf of the City.

2012 Community Forestry Grant (CFG) Program

K. Sayers announced that there will be funding (up to \$100K) to provide CFG grants this year. Applications will be available in mid-July through end of Aug. Awards in October.

Asian Longhorned Beetle (ALB) Information

T. Stevenson distributed handouts and posters of new ALB he received from local APHIS office. He encouraged everyone to get in touch with their local APHIS office to request a supply for distribution.

**Next Meeting(s):**

June (TBD) - conference call  
November (TBD) – Lansing, MI

**Meeting Adjourned:**

12:08 pm

**Respectfully submitted:**

Kevin Sayers