



1
2 **Washington Community Forestry Council Meeting**

3 **September 9, 2015**

4 **Cedar River Watershed Environmental Center, North Bend, WA**

5
6 **Members Attending:** Sheila Gray, Chair, Lisa Ciecko, Brian Cramer, Garth Davis, Cindy Deffe, Paula
7 Dinius, David Erickson, Terry Flatley (arrived at 9:22 a.m.), Juli Hartwig, Linden Lampman, Kirsten Lints,
8 Joe Scorcio, Kathy Sheehan, Kathy Wolf (arrived 10:00).

9 **Members Absent:** Jheri Ketcham, Daniel Layton, David Miller

10 **Guests:** Ben Thompson

11 **Meeting Convened:** 9:10 a.m.

12 **Welcome:** Chair Sheila Gray called the meeting to order and welcomed council members and guests.
13 Council members introduced themselves around the table.

14 **Minutes Approved:** Motion to approve minutes from the May 13, 2015 meeting, Joe Scorcio; second:
15 Kirsten Lints.

16 **Agenda Approved:** With the addition of a tour of the facilities at noon, the agenda was approved.

17 **DNR Urban & Community Forestry Program Report, DNR Staff:** Linden Lampman, Ben Thompson

18 Fire season has been intense this season and a majority of DNR Wildfire division staff are assigned to fire
19 support activities.

20 Urban & Community Forestry (UCF) Staff spent most of the summer writing a grant proposal as part of
21 the National Disaster Resilience Competition. The Department of Commerce is the lead state agency
22 writing the proposal. Lampman passed a copy of the executive summary around for council members to
23 review, mentioning that the public comment period will be in September. A public meeting has
24 tentatively been scheduled for September 29 in Pierce County, although place and time have not yet
25 been determined. Letters of support for the project are strongly encouraged. Ben Thompson will send
26 information about the public meetings and where and to whom the letters should be addressed.

27 DNR's new website has been launched, although it is still in development, and many of the links and
28 content-specific pages are not available. It is expected to be fully functional by November.

29 The Landscape Scale Restoration Grant proposal for urban forestry restoration work in the Green-
30 Duwamish Urban Waters Federal Partnership area has been submitted. UCF Special Projects
31 Coordinator, Micki McNaughton was lead on this.

32 We recently learned that Puget SoundCorps crews were funded during this year's legislative budget
33 session and several are available for the urban forestry restoration project. The Urban Forestry

1 Restoration Project, led by McNaughton, will continue through the next biennium thanks to US Forest
2 Service Western Competitive Grant (WCG) funding. With US Forest Service approval, funds that would
3 have otherwise been used for one year of WCC crew time will be used solely for staff time to coordinate
4 projects. By leveraging funds, we are able to provide an additional 51 crew months to partner
5 communities throughout the Puget Sound this fiscal year; twelve months were originally proposed in the
6 WCG grant application.

7 The urban wood use project is scheduled to end at the end of the year. Legislation that centered on
8 urban wood was proposed late in the last legislative session (Lampman passed a copy of that proposed
9 bill for council to review), although it did not advance. UCF is looking at options that could keep the mill
10 operating.

11 UCF is making revisions to 2016 grant proposal documents, and is hoping to accept electronic
12 applications this year.

13 Staff is working in partnership with Oregon Department of Forestry Urban & Community Forestry to
14 reformat the Community Tree Management Institute. The format will be three two-and-a-half day
15 sessions for three months. Each session will be preceded by an online session the previous week. Online
16 sessions are content based pre-work to bring everyone up to speed on a topic. The plan is for more
17 interactive, applied learning with a goal to engage a broader span of allied professionals.

18 Tree City USA Arbor Day tree planting grants are available to communities this fall.

19 The Pacific Northwest Chapter of the International Society of Arboriculture Annual Training Conference
20 is scheduled for September 20-23 in Bend, OR. UCF staff will be attending

21 The Arbor Day Foundation (ADF) "Community" Tree Recovery Program partnered with the Washington
22 State Nursery and Landscape Association (WSNLA), the Methow Conservancy, and the Okanogan
23 Conservation District (OCD) this spring to implement an ADF Tree Recovery Program in the area
24 impacted by the Carlton Complex fire. 10-15 tree and shrub species were selected for distribution to
25 community members during the Conservation District's annual plant sale. Participants were provided
26 information about correct placement and planting of trees. Staff has been in contact with ADF to find
27 out if, after the extreme fires this year, the reach of the program will expand. ADF is looking to expand
28 the reach of the program through increased private partnerships.

29 Kirsten Lints told the council that seedling donation drops will likely be expanded during the next
30 distribution, to address increased impacts from fires this summer. This coming year Jord Wilson MLA
31 City Administrator of Pateros is working with Megan Pulkkinen from the WSNLA, ADF and the LTRO's
32 (Long term recovery Orgs), on expanding the number of locations for distribution. Jord is working on
33 getting locations and volunteers lined up so we can distribute more trees, but fewer species to simplify
34 the process. The OCD is not having a plant sale- only doing bulk orders. Paula Dinius offered to help with
35 area contacts.

36 The September Tree Link will be distributed this week.

37 Ben was invited to present at the 2015 IACC conference. The topic is tree inventories and asset
38 management, the topic of this year's regional workshops. The conference is scheduled for October 22 in
39 Wenatchee.

1 The City of Duvall and any other community that expects to apply for Tree City USA may apply for the
2 2016 tree planting grant or Arbor Day tree grant.

3 The online TCUSA application system is being updated during September. Communities will be able to
4 start their online applications in October.

5 There are two Inventory/Asset Management workshops scheduled; one on the 13th in Richland, one on
6 the 15th in Spokane.

7 Ben is working on content for the new website.

8 Council members are encouraged to contribute to Tree Link. Articles should be sent to Ben by the end of
9 the month preceding the month in which the newsletter is distributed; by the end of September for the
10 October issue, for example.

11 **US Forest Service Report** – Kathy Sheehan

12 Resources directed at this year's wildfires have negatively affected US Forest Service funding to
13 programs. While this could have had drastic effect on UCF programs in 2015, USFS regional grants
14 specialists, in cooperation with state partners, were able to work through a weekend to complete the
15 grants that fund UCF programs in Oregon and Washington.

16 The national conference, New Partners for Smart Growth, is scheduled for Feb. 11-13, 2016 in Portland.
17 The theme for the 2016 conference is "Practical Tools and Innovative Strategies for Creating Great
18 Communities". Kathy is the local contact. The USFS will have a booth and a demonstration parklet.

19 The National Urban and Community Forestry Advisory Council announced requests for fiscal year 2016
20 proposals (due November 23, 2015). The three priority issues categories are: Analysis and Solutions for
21 Development and Redevelopment Impacts on Urban and Community Forests, Building Human Health
22 Through Urban and Community Forestry, Climate Change and Its Impact on Trees and Water

23 This year is the 25th anniversary of Farm Bill Programs – Forest Stewardship, Legacy, and Urban and
24 Community Forestry. All three programs work through State Forestry agency partners. The Council is
25 part of the requirement to receive funding through this program.

26 The severity of the wildfire season has impacted the Forest Service budget, including State and Private
27 Forestry. Fortunately, UCF grants were not impacted.

28 **Tree City USA Promotion/Presentation**

29 The Arbor Day Foundation recently completed and distributed an informational slide presentation on
30 the Tree City USA program. The presentation was viewed by the council. Members agreed that the
31 presentation should be adapted with photos more applicable to Washington State. Kathy Wolf, Lisa
32 Ciecko offered to update references to research. Kirsten Lints with work with Ben on state-specific
33 adaptations.

34 **Guest Speaker** Nicole Martini.

35 Washington State University (WSU) Extension, in partnership with the UCF program, is developing
36 Master Gardener (MG) online training modules which will provide advanced training in urban forestry,

1 which is currently not offered as standard MG training. The training will be set up as online modules and
2 will include PowerPoint presentations with voice overs, short videos that demonstrate arboreal
3 concepts, reading assignments, and quizzes to demonstrate basic knowledge. Online training will be
4 supplemented by classroom and field training at regional locations. Presentations will be from 20-30
5 minutes in length. There will be about 300 hours of video presentations. Participants completing all
6 modules will receive an e-badge. Five to ten hours of volunteer service in promoting community tree
7 programs is suggested as part of the certification, and 4-5 annual continuing education units will be
8 required to maintain the certification. The training is expected to be completed and ready to launch by
9 June 2016.

10 Council members were excited to learn about the training, which will greatly increase the capacity to
11 promote urban forestry best management practices on a state-wide level.

12 **Tour of Cedar River Watershed Environmental Center – working lunch**

13 Council was provided with a tour of the Cedar River Watershed Environmental Center facility.

14 **Council-represented organizations and UCF discussion.**

15 At the May meeting, council members were asked to address the following questions and report back to
16 the membership and UCF staff:

- 17 How do you intersect with the group/organization you represent on the council?
- 18 • What are the hot button issues in the organization?
 - 19 • How does your organization's mission statement intersect with urban forestry?
 - 20 • What form of communication conduits are found within the organization? 19
 - 21 • What is the 'sticky communication' in your organization? That is, what messages resonate
22 with the membership?

23 Daniel Layton (written report) represents Private Sector Commercial Arborists. This group is most
24 interested in property owner concerns. Commercial arborists translate the principles of urban forestry
25 to residents who have interest/concern about safety, shade, maintenance, aesthetics, and environment.
26 Communication works best face-to-face, but residents get information from WSU Extension, internet
27 research, and landscape companies. Succinct, standardized messages delivered to property owners by
28 arborists regarding the value of individual trees would be the most effective communication tool for this
29 demographic.

30 Sheila Gray represents the Washington State Association of Counties. She shared UCF materials at the
31 organization's annual conference attended by county commissioners from counties throughout the
32 state. She has represented WCFC at county commission meetings in her county. The communication
33 conduit for WSAC is their newsletter, The Insider.

34 Lisa Ciecko fills an at-large position, but spoke as a representative of the Green Cities Network (GCN) of
35 cities in the Puget Sound area. GCN programs focus on restoration of forested parklands. The hot topic
36 is gauging success based on each community's 20 year plan. Climate changes (drought) is also a hot
37 button issue. Communities are now reevaluated strategic plans and trajectories; is restoration
38 successful? The communication conduit for GCN programs focuses on blogs designed for volunteer
39 forest stewards. Prime messages include public health, 'trees are magic' (instilling a sense of wonder
40 around trees and forested natural areas), conservation and preservation, recreation impacts to

1 stewardship activities, a recent increase homelessness that impacts natural area restoration activities
2 and usage.

3 Joe Scorcio represents public and private land developers through several organizations including the
4 Urban Land Institute, private land developer, American Planning Association, Planning Association of
5 Washington. Many of these organizations have a love-hate relationship with trees. Members do not like
6 preservation or the regulatory nature of planning trees. A Right-Tree-Right-Place message would
7 resonate with developers (developers don't like trees in the 'wrong place'). Planners and Developers
8 don't understand trees in urban settings; growth management act; critical area and open space areas
9 are all issues that impact development and private property rights. Information conduits include
10 newsletters in several orgs, conferences (presentations and displays).

11 Paula Dinius represent WSU Extension. Currently WSU does not have an urban forestry program, but is
12 now reinvigorating its forestry program. MG modules being developed will increase depth to the
13 program. Extension's mission is outreach, specifically education, and to promote stewardship within
14 communities. Conduits of information include newsletter and conferences, meetings

15 Kirsten Lints represents Washington State Nursery and Landscape Association (WSNLA) She distributed
16 to council members, a copy of the organization's magazine, the B&B, that contained an article about
17 Tree City USA. Her organization along with Washington Association of Landscape Professionals (WALP)
18 and Association of Professional Landscape Designers (APLD) help design, install and maintain landscapes
19 leading to people that value landscapes. Labor concerns and drought are current issues. Conduits for
20 communication include B&B magazine, industry-based and consumer-based web sites, conference and
21 chapter meetings. Professionals in the industry; exam for professional education; student scholarship;
22 lots of industry contacts.

23 Kathy Wolf represents the University of Washington. Kathy has been working on research around
24 health and green infrastructure, with resulting articles that include economics of green space/health,
25 mental health/green space, magic, wonder, awe, intentional experiences. The subject of health is
26 capturing non-traditional audiences, and Kathy presents information world-wide. Conduit for
27 communication is the Green Cities, Good Health website with a condensed list of green infrastructure
28 outreach products. What sticks with her audiences is the subject of health.

29 Brian Cramer represents utility arborists. Networking opportunities with other arborists is mostly at the
30 PNW ISA Annual Training Conference. Issues of concern include, reducing tree risk to utility
31 infrastructure, streamlining rules on Federal Lands regarding risk trees, right tree right place messaging
32 to planners; providing safe and reliable power while keeping cities green, removal/replacement of trees.
33 Conduits for communication include webinars, magazines, home and garden shows, other events.

34 Kathy Sheehan represents the United States Forest Service, Research, State and Private Forestry in
35 Region 6 & 10. State and Private is a small program overall, but interacts on a national level with urban
36 and community forestry programs and issues. Current issues include budget, connecting with and
37 creating relevancy for trees and forests in the lives of an increasingly urban population which is
38 becoming disconnected from national forests, ecosystem services including health, water, clean air.
39 There is a very small staff to work on UCF issues, so the USFS relies on partners to fulfill the mission: for
40 the greatest good. Communication conduits include email, technology transfer webinars. Messages stick
41 through photos and stories of how people relate personally to urban forestry.

1 Cindy Deffe represents Academic Institutions and Spokane Community College (SCC). Young people
2 could be interested in urban forestry, but the subject is not promoted through career counselling.
3 Councilors tend to push students into higher education and “inside jobs.” She is working on an urban
4 forestry curriculum for SCC with an anticipated completion date by year end. This will include training in
5 climbing, communication, career options. A good conduit for communication would be Tree Campus
6 USA.

7 Juli Hartwig represents Washington State Department of Transportation (WSDOT) and is a roadside
8 design and policy specialist. WSDOT sets and enforces policy statewide and consults on projects. Hot
9 button issues are safety, limited maintenance funding, which drives sustainable design, and tree loss
10 due to major projects. WSDOT encourages preservation first; its mission aligns with that of the council.
11 WSDOT works as an interdisciplinary team to include green infrastructure in transportation projects.
12 Communication that resonates with the agency includes, information about tree value, and ways to
13 increase positive relations with those with which they serve or work.

14 Garth Davis represents the Pacific Northwest Chapter of the International Society of Arboriculture (PNW
15 ISA). He is a member of PNW ISA member and a regional education coordinator for the chapter. Issues
16 of interest within the chapter include arborist certification, availability of training for required
17 continuing education (CEU), public outreach about certified arborists, certification for urban forestry
18 professionals. Conduit of communication includes the chapter website, where residents can find
19 certified arborists and members can find training opportunities. Messages that stick, include “trees are
20 good” and certification is good.

21 Dave Erickson represents the Washington Recreation and Parks Association (WRPA). The organization
22 targets messages to elected and appointed officials and planners in small to large communities. Current
23 topical issues are sustainability, both of resources and from an economic standpoint, communicating
24 and encouraging the next generation. Conduit of communication is the monthly newsletter, the annual
25 conference, and trainings. Messages that resonate with this group include economics, sustainability and
26 quality of life.

27 Terry Flatley represents Municipal Urban Forestry Managers. A primary issue for managers is funding for
28 strategic plans through the long-term, development, and growth management as it pertains to critical
29 areas. With increased regulations, it is increasingly difficult to align a city’s mission with the council’s.
30 Conduit for communication is best done electronically, eg. Facebook, but the best form of
31 communication is face-to-face meetings. Tree City USA is a good tool to educate council members. Arbor
32 Day events provide a platform to provide information to private property owners.

33 **40th Anniversary of Tree City USA**

34 The topic was tabled for the November meeting.

35 **Council Term Limits**

36 Council members whose terms will expire at the end of the year, December 31, 2015, include Kathy
37 Wolf, representing University of Washington (UW); David Erickson, representing Washington State
38 Recreation and Parks Association (WRPA); Garth Davis, representing Pacific Northwest Chapter of the

- 1 International Society of Arboriculture (PNW ISA); Brian Cramer, representing Utility Arborists; Joe
- 2 Scorcio, representing Public or Private land development, urban planners, etc.; Lisa Cieccko, at-large.
- 3 Linden encouraged council members that are not planning to extend their term to recruit for position
- 4 replacements.
- 5 **Meeting Adjournment:** 3:30 p.m.
- 6 **Next meeting: November 4, 2015;** Kennewick, Site to be determined; Brian Cramer, council lead.