

**City of Essex Junction
Tree Advisory Committee
Minutes of Meeting
January 16, 2023**

Members Present: Nick Meyer, Nicole Klett, Warren Spinner, Rich Boyers

I. Call To Order

The meeting was called to order at 5:21 pm by Nick.

II. Additions or Amendments to Agenda

No additions or amendments.

III. Approval of Meeting Minutes

A motion to approve the December 20th meeting minutes was made by Warren, 2nd by Rich.

IV. Calendar of Activities

Discussion occurred among the members regarding filling out the calendar with both educational/PSA type content and promotional/event announcement content to give consistent messaging from the Tree Committee throughout the year. Additionally, discussion was focused on collaborating with Branch Out Burlington on some events versus stand alone Essex Junction events. Warren informed the group of BOB timelines/previous models for events including a Tree Walk, Tree Contests, Tree Keeper Training and the national and local dates for Arbor Day celebrations. There was an interest in setting up a shared group working calendar for deadlines for content and planning for events. It was also agreed that Ashley Snellenberer, City Communications, should be invited to the March meeting to firm up dates, plans and platforms for implementing the content calendar.

The following calendar for 2023 was tentatively drawn up:

January -Planning Calendar
February -Public Education around Tree Work/Trimming (Winter is the time to reach out to arborist)
March -Public Education around Thinking about planting a tree?
April - Potential Tree Keeper Training/Dip and Bag 28th and Tree Sale 29th/National Arbor Day 28th
May -Tree Planting 6th/VT Arbor Day 5th
June -Tree Walk
July -Public Education around Tree Planting/Maintenance/Watering

August -Advertise Tree Contest
September -Form Submission for Tree Contest open after Labor Day
October -Judging and Announcement of Tree Contest Winner
November -Public Education around Trees in Fall (Best Handling of Leaves, etc)
December -Public Education around Tree Decorating/Tradition of Cutting down Christmas Tree

V. Event Planning

Nick summarized how Essex Junction celebrated Arbor Day in the past and reminded the group that Hiawatha was the school proposed to collaborate with this year as there is opportunity for tree planting there. Rich has a work contact he will reach out to at Hiawatha. Nick also reminded the committee about a banner that was made promoting Arbor Day that needs replacing with one that leaves flexibility for changing the dates yearly.

Warren gave details on the Tree Walk run by Branch Out Burlington usually in mid-June. Warren and Nick discussed the proposed route for the walk in Essex Junction that could be done with tree education and a historical context about the city as well. Nick mentioned whether flyers might be needed to list the addresses of featured trees and Nicole wondered about using a QR code. The committee proposed June 3rd as a possible target date for the walk.

Rich discussed the first Essex Junction Tree Contest to be kept simple with one category of nomination. A Google form could be made for submission and a panel of judges would determine the winner. Incentives for entering the contest can be determined closer to the contest which likely would be in September.

Tree City USA was brought up by Warren. The designation is usually April. The yearly application is due in December. Essex Junction has become a city since the last application and has been meeting the criteria of city spending of \$2 per capita on trees.

Nicole recommended inviting Ashley to the March meeting to go over PR, platforms, and dates for above events.

VI. Outreach to City Manager Re: Crescent Connector and Pocket Park

Nick would like to discuss the future of the Crescent Connector and Pocket Park and the potential for UCF grants with those projects with the City Manager soon and loop in the Community Development Director when he takes up his role in February.

VII. Date for Next Meeting

The Committee will meet on February 21st at 5:00 p.m.

Adjournment

Nick made a motion to adjourn at 6:31pm, 2nd Rich.