

SAN DIEGO REGIONAL URBAN FOREST COUNCIL MINUTES
June 9, 2010

Welcome and Introduction:

Meeting commenced at 11:00 a.m. at the Joan Kroc Corps Community Center. President Mike Palat welcomed all and introductions took place.

Presentation:

Heather Hanson, Program Manager; and Dave Rogers, Technical Advisor for United Voices for Healthier Communities 2 Grant presented an overview of the grant expectations and how to plan to have a successful project. Sponsors of this grant program includes: CA ReLeaf; American Recovery & Reinvestment Act; USDA Forest Service; and Valley Crest Tree Company. UVHC is comprised of two statewide organizations: CaUFC and WCISA.

The three regions: Central Coast; Fresno; and San Diego will be planting 3027 trees on Oct. 23, 2010. Tree Planting Partners: City of Escondido; City of Encinitas; City of Oceanside; City of Vista; City of Santee; Padre Dam's Santee Lake; and Urban Corp of San Diego in cooperation with San Diego Unified School District will all be participating in this one day event.

Goals and outcomes include:

- create a significant tree planting event where thousands of trees and volunteers participate in planting trees in a regionally-based area
- reduce atmospheric carbon dioxide levels and absorb air pollutants
- clean air benefits are accorded to all citizens and communities
- create or maintain jobs
- incur quality of life benefits for Californian's by saving energy through shading and cooling, managing storm water, encouraging outdoor activity, increasing property values and tax base

Dave stress that one must prepare for a successful project by:

- preparing a detailed timeline
- being well prepared during the day of the event
- having a planting leader's check list

Preparing presentation and flyers prior to the event, preparing a map and assigning a number and type of tree, recruiting and pre-registration for volunteers, having a traffic plan in place, obtaining permits, having the proper hand tools and power driven tools, providing proper protective equipment, calling for DIG-ALERT prior to tree locations being marked, pre-digging holes, and assigning tasks to the volunteers are among the many tasks involved to help your event be successful. Consider having a first-aid station with a nurse to help with any accidents that might occur. Have activities and free gifts for kids to engage them and become tree stewards. Tree planting demonstration should occur early on and throughout the day. Strive for consistency.

Logistics and coordination are important among team leaders, certified arborists, and volunteers. Maintain cell phone contact and list of team leaders. Include dignitaries or significant people in the community to help advocate the planting of trees for better urban forests.

Mary Pendleton, Marketing Manager and Nancy Hughes, Public Relations & Marketing Manager can assist you with marketing and public relations. Don't forget to acknowledge sponsors, donors, volunteers through flyers, magazines, newspaper releases, local radio stations, and local TV.

Your program for the day should consist of:

- introduction of guests
- thanking volunteers, donors and sponsors
- why you are there, participating in UVHC
- make a difference day
- benefits of trees

For more information visit the Web site: www.unitedvoices.org

Contact information:

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Business Meeting:

Cal Fire Grants Update by Nancy Hughes – grants are going forward, and slower than expected

CaUFC Update by Nancy Hughes – the reorganization of CaUFC was to become more familiar and be trained in advocacy to make a difference in governmental affairs in fund raising, supporting urban greening, and be a judiciary voice in Sacramento and Washington

WCISA Award – went to Roger Boddaert, one of the early founders of People for Trees and Oak Specialist. Roger spoke about a project to memorialize the lives of Chelsea King and Amber DuBois by planting a “heart-shape” configuration of trees at Lake Hodges next winter. Several local high schools and City of Escondido have volunteered their help. Drew Potocki donated trees towards the event. Those interested may contact Roger at (760) 728-4297.

Bumper Sticker Campaign – Mike spoke briefly about possible funding from the state by advertising the benefits of trees

Topic Ideas for future meetings – Mike inquired about topics for future meetings.

Some suggestions were:

- develop pruning standards for flowering trees
- lecture from Lynn Burkhart on plant/tree appraisal
- lecture from a landscape architect on tree design and function perhaps from Brooke Peterson or Kathy Copley
- plant amnesty (boxed trees/shrubs)
- tree diversity

- redevelopment and planting trees – tree grates
- fruiting trees
- social and psychological effects of trees in a community (i.e. Kathleen Wolffe)

If anyone has other topic ideas, please contact Mike Palat at (714) 920-4366.

Regional Meeting Updates:

- City of Escondido – still managing to plant trees even with budget cuts. Camphor trees are presently being removed due to fall & trip accident claims, trees are being replaced with Magnolia ‘Little Gem’ trees.
- City of O’ side – Delia reported the Mission Ave. Redevelopment project still going forward but phased due to community perception of budget cuts.
- City of Santee – Annette reported they planted 800 trees from Cal Fire grants, new median on Mission Gorge will demonstrate water conservation efforts, and Town Center Community Park is one of the newest planned parks.
- Urban Corp of SD – Eric Wolff and Ty spoke about the many trees planted in the San Diego area and announced their grand opening on July 30. The roof gardens, new community room, car-wash recycling and the energy kiosk with SDG&E will be featured.
- City of San Diego/District – various people spoke about the S.D. Tree Advisory Board; projects put on hold due to budget constraints; trying to get the business district involved with urban forestry and funding; palm trimming has been halted; using the Cal Fire grant and WCISA grant to plant 192 trees.
- SDG&E – South Area Forester, Dan Bohnett spoke about fire season and control efforts, new transmission line clearances surveyed by helicopter.
- DriWater – Darla O’Leary has been working with U.Corp on tree planting and the San Diego River Park Foundation.
- Roger Boddaert through a Cal Fire grant met with Cal Trans to discuss a tree planning project. At the Fallbrook Library, a “green-roof” planted with succulents has been proposed.
- Padre Dam M.W.D., Quint announced on June 26 a new conservation garden near the seashore will be opened for viewing.
- Dana Karcher and Vince, Davey Resource Group praised Dan Bohnett with SDG&E for being instrumental in advocating urban forestry and his passion for trees. Vince has been working with Cal Fire grants, branching out in Arizona, looking for potential employees and reviewing resumes and updating SDRUFC Web site.
- UCSD, Charles Morgan reported that over 400 trees including oaks, sycamores and Torrey Pine trees have been planted on campus.
- Dave Roger, Inland Empire Region has been busy preparing the UF Toolkit and planning the Oct. 2010 Annual CaUFC Conference.
- Robin Rivet has been busy designing a tree walk layout for the Harry Griffin Park, working at career day to promote the u.f. industry, will be lecturing at the S.D. Fair on June 19, and has been involved with the Waterfront Planting meetings.

- City of S.D., Drew reported that a new Ficus tree has been planted at Balboa Park, looking for Mulberry trees and working on the problems with over/under head utility appropriate trees.
- Mike announced the P.C.T.A. two-day event, “Risky Business Field Day” in Aug. 2010, has been working as a chairperson for the May 2011 annual WCISA Conference to be held at the La Jolla Hyatt, he will be announcing the Urban Forestry Products Award (using recycled and re-use of wood) at the S.D. Fair where the winner will receive 100 foot board feet of lumber.
- Members inquired where urban wood can be purchased:
 1. Palomar College
 2. South Bay
 3. or visit the Web site for Urban Wood

New Meeting and Adjournment:

Meeting was adjourned at 1:45 p.m. Next meeting is scheduled for Aug. 4, 2010 to be determined.