

**Urban Forest Advisory Committee**  
**City of Dallas**  
**Meeting Minutes**  
**Tuesday, January 2, 2007, 4:00pm**  
**Park and Recreation Department Conference Room**  
**Dallas City Hall**

**Attendees:** Michael Anderson, Fred Burrell, Dick Coupe, Mike Fitzgerald, Cassandra McLaughlin, Beverly Guthrie, Michael Hellman, Kurt Kretsinger, Jay Lorch, Gary Olp, Walter Passmore, Bill Seaman, Linda Sharp, Harold Spiegel, Steve Worden

**Guest Speaker:** Mr. Jack Tidwell from the North Central Texas Council of Governments.

Mr. Houser distributed name plates for all committee members to be used during meetings. He also plans to have name plates for supporters and advisors that attend meetings on a regular basis.

A motion was made by Gary Olp and seconded by Bill Seaman to approve minutes from the December 2006 meeting. The motion was approved unanimously.

Mr. Houser spoke of the importance of area wide planning and its potential effect on the urban forest. Karen Walz, Project Manager for Vision North Texas, was invited to speak about this subject, but not able to attend the meeting and deferred to Mr. Jack Tidwell. Mr. Tidwell is the Manager of Environment and Development for the North Central Texas Council of Governments. He presented an overview of what Vision North Texas does and why it is so important. A copy of his presentation was distributed to Committee members. Mr. Houser mentioned that the upcoming workshop would consider the green infrastructure component in addition to roads, buildings, and other traditional development concerns. The green infrastructure component is being analyzed by the Trust for Public Land through their program called “green printing”. The analysis was funded by a grant from the Simmons Foundation. The January workshop materials also included the benefits of trees for the first time. Data from the Houston Forest Survey Units were also included.

Mr. Walter Passmore presented an idea to start a tree planting endowment with funds raised in excess of current priority budget items. This fund would complement, not duplicate existing sources of funding to assist with tree planting projects such as the reforestation fund and mitigation trees. The endowment would expand the flexibility of options to plant trees at more locations and work with traditionally uninvolved groups. The Committee voiced strong support for pursuing this option in the future when the funds allow.

Mr. Passmore further discussed the draft format for utilizing funding based on the four program foundation. These four programs are inventory/assessment, tree planting, tree care/maintenance, and education/public information. The foundational areas will be used as a framework to explain goals to utilize funds when soliciting donations and writing grant proposals.

Mr. Passmore informed the Committee that the City of Dallas had applied to be recognized by the National Arbor Day Foundation (NADF) as a Tree City USA. The application has been sent to the Texas State Forester for endorsement before it is forwarded to NADF.

Mr. Passmore asked for Committee input to plan the City of Dallas Arbor Day celebration for 2007. Harold Spiegel volunteered to assist in planning the event.

Mr. Houser recognized a donation from Cassie Harder-MacDowell and Jack MacDowell. A thank you letter will be sent from Dallas Parks Foundation and the Urban Forest Advisory Committee to Wes Harder and his relatives, the MacDowell's.

Mr. Houser reported that the Dallas Parks Foundation (DPF), sub fund has now been established and the \$10,000.00 donation from Wes Harder was deposited. Mr. Houser and Mr. Passmore met with officials from the Dallas Parks Foundation, which manages the fund, for the first time in December, 2006. There is still a need to explore opening a trust fund through the Dallas Parks and Recreation Department to be able to pursue certain grants and to possibly allow use of bond funds for Committee endorsed projects. Mr. Houser noted that there is no formal agreement between DPF and the committee beyond the application that was signed by Paul Dyer and the DPF President. Signatures are not required to pay invoices, only voting member approval for DPF to release funds to a contractor. Mr. Houser stated that established protocol will be followed and this will be reviewed and possibly amended prior to expenditures occurring. DPF will follow the protocol established by the Committee to disperse funds. The 1.25 basis points that are charged to the account by DPF, are based on the total amount of funds at the end of each quarter. A petty cash fund will be established in the future. The Committee will be working with DPF to allow online donations through the Dallas Foundation website. The Committee will provide a few "lead in lines" and is considering the one page outline that Mr. Passmore produced for the website as the show handout. A specific link only for tree planting donations will be considered.

Mr. Houser proposed that in the future the Committee might want to consider establishing a non-profit organization specifically for Dallas forestry initiatives. Mr. Houser reviewed the donation information handout, which he hopes to establish as a website link.

Mr. Houser reviewed recent updates concerning Earth Day Jam. On December 13, 2006, a group of persons involved with the Earth Day Jam met at Texas Stadium to establish a relationship and discuss plans for the event. The meeting started in the Dallas Cowboy's locker room and then the group took a tour of the stadium. A plan/budget is being developed detailing how to utilize the funds from the event. Unfortunately, the forest survey and analysis is not as appealing as tree planting and therefore, the Committee must have a balanced plan that is attractive to the public. It sounds better to say we will plant trees at the police memorial or other high profile locations. By offering a balanced plan in four primary areas, we can determine a percentage of the proceeds going into each area. Since the Urban Forest Advisory Committee is one of the primary benefactors, the Committee should supply a team and leader for this event. Committee supporters in the area are needed for the event in general. Mr. Houser asked for volunteers. The Sierra Club will organize the estimated 600 volunteers that will work at the

event. Also discussed was the need for a large volume of plant material to green Texas Stadium and possibly a “Wow” factor, such as transplanting a large tree to the event venue. Options are being considered for film or documentaries relating specifically to the committee, trees, or forests that will run during the event in the display and exhibit area. A theme must be created for the display area that is simple—such as “plant and conserve trees for our future”. The Committee should consider asking the two primary forestry groups in the area, TBUFC and CTUFC to assist with the event. If they accept and offer significant assistance, they may be offered a percentage of the proceeds.

Mr. Houser explained that due to the need for a short and simple website that is easy to remember and put on a banner or other promotional materials, several domains were reserved for the Committee. Discussion culminated in consensus to use [www.dallastrees.org](http://www.dallastrees.org) as the official site with the other reserved domains used as routers to the official site.

### **Team Leader Reports:**

Kurt Kretsinger reported on the success of the volunteer effort to maintain trees along Mockingbird Lane on December 9, 2006. The volunteers spent a morning pruning and mulching. Mr. Kretsinger reported the *ABC's to Planting Trees in Dallas* will be complete soon and printed copies should be available at the February Committee meeting.

Bill Seaman reported that a meeting had been called by Assistant City manager Jill Jordan on December 20, 2006 to discuss development issues in the Southern Sector. More than 20 professionals and advisors gathered to identify issues and form working teams to formulate potential solutions. The tree ordinance was a significant portion of the discussion. It is likely amendments will be proposed to the tree ordinance as recommended by the team. Urban Forest Advisory Committee members in attendance included Bill Seaman, Steve Houser, Luis Salcedo, David Marquis, and Linda Sharp.

Mr. Houser announced that Chip Clint mentioned that his company is experiencing rapid growth and he is short on time. After some discussion with Chip, it was agreed to that a new team leader would be beneficial. Mr. Houser proposed to the committee that Mr. Passmore assume the role of Team Leader for the Forest Management Team. This proposal was endorsed unanimously.

Hearing no further business, Mr. Houser adjourned the meeting.  
Respectfully submitted, Walter Passmore