

FERGUSON TOWNSHIP TREE COMMISSION
MEETING MINUTES
Monday, March 15, 2021
5:00 PM

I. ATTENDANCE

The Tree Commission held its public meeting on Monday, March 15, 2021 via ZOOM. In attendance were:

| COMMISSION: | STAFF: |
|--------------------|---|
| Scott Pflumm | Lance King, Arborist |
| Marc McDill | David Modricker, Public Works Director |
| Allyson Muth | Summer Brown, Recording Secretary |
| Josh Potter | Centrice Martin, Assistant Manager |
| Mike Jacobson | Nick Fugaro, Communications Coordinator |

Others in Attendance: Janet Kay Swim, Ferguson Township Resident.

II. CALL TO ORDER

Dr. Marc McDill called the Monday, March 15, 2021 Ferguson Township Tree Commission (FTTC) meeting to order at 5:08 pm.

III. FEBRUARY 22ND MEETING MINUTES

Dr. McDill made a motion to approve the February 22, 2021 meeting minutes, Dr. Michael Jacobson seconded the motion, and the motion passed unanimously.

IV. CITIZEN'S INPUT FOR ITEMS NOT ON THE AGENDA

Ms. Janet Kay Swim a Ferguson Township resident was present to discuss what is being done to combat invasive species. She explained that she is working with invasive species programs in Delaware. Ms. Swim stated that she spoke with Ms. Laura Dinnini about what is being done in Ferguson Township and Ms. Dinnini suggested she reach out to the Tree Commission. Dr. McDill explained what the FTTC and the Township has done to combat invasive species. Mr. Modricker also stated that at the request of the FTTC the Township is in the process of putting together an invasive species control program for public property. Ms. Swim noted some things she has been doing to help with other programs.

V. COMMUNICATIONS TO COMMISSION MEMBERS

None.

VI. OUTREACH AND EDUCATION

Mr. Scott Pflumm gave the Commission some background on what has been accomplished in the last month, regarding who was contacted, subject topics, medium for the communication, and ideas members submitted. Mr. Pflumm stated he would like to discuss these ideas and get Ms. Martin and Mr. Fugaro's input. Mr. Fugaro stated that he wants to prepare an eNewsletter that can be put

on the website under the Tree Commission page, and the newsletter can be advertised on multiple channels and social media platforms. Ms. Martin agreed with Mr. Fugaro and stated that putting the information on social media isn't a problem but she feels that more could be done. Ms. Martin asked the Commission to explain their goal for outreach and education. The explanation will help her determine what platforms would work best for advertisement.. Ms. Martin noted that short 2-3 minute videos are popular; the video would be a good visual and would be paired with a simple message. Ms. Martin and Mr. Fugaro explained to the Commission what they did to roll out the stormwater fee. They started a social media campaign which included selecting a couple days a week to deliver a message about stormwater, and each day a different topic about stormwater appeared on a different platform.

Dr. McDill agreed and stated that the Commission needs to identify goals and what they want to accomplish. The Commission discussed the goals for education and outreach and the demographic they want to reach. Some ideas discussed included: raising awareness of street trees, spotted lantern fly, invasive species, and homeowner action for a pest. Ms. Swim stated that she has worked with an older audience and they also work with a good amount of HOA's.

Ms. Martin stated that the overall goal seems to be to increase education and deliver informative posts. The Commission decided to start the new initiative with an article introducing the Township Arborist. Dr. McDill stated that moving forward he feels there should always be a topic the Commission is working on and one topic in the queue. "Spotted Lantern Fly" will be in the queue. Mr. King stated that if the Commission wants to put something out every 2 months he can leave education and outreach on the agenda and topics can be discussed. It was decided that Mr. King will write the narrative and it will be put on the website and in the eNewsletter and then take snippets and put them out on social media platforms. Ms. Martin stated that she will put together a social media plan and will send it to FTTC.

VII. FTTC COMMUNITY SUSTAINABLE INITIATIVES COLLABORATION – GREENING THE COMMUNITY

Dr. McDill stated that the goal is to engage the Commission with other groups and find out what they are doing and how they think the FTTC fits into their initiative. Dr. McDill stated that he would like the Commission to explain what they are doing and have the invited speakers explain what they are doing and figure out how the FTTC can be "plugged in" and productive.

VIII. ARBORIST REPORT

Mr. King stated that he had a resident request to remove blue spruce that border his property and parkland. The resident recently requested the removal of the remaining blue spruce. Dr. McDill asked Mr. King to assess the trees and see if they are diseased and need to be removed. Mr. King stated that he and some road crew workers, with assistance from Aikey's Tree Service removed some

trees on Sycamore Dr. Mr. King stated that he also has some clearance pruning for upcoming pavement projects to complete.

Mr. Modricker gave the FTTC a short update on the Park Hills Drainageway Project. Mr. Modricker explained the work that will be done and provided illustrations of what it will look like when complete. As a separate future project there may be an opportunity to use the wood chip haul road as a walking path next to the channel. There are a number of these drainage ways that exist throughout Ferguson and Patton Township and there is the possibility of connectivity between the others.

IX. FUTURE AGENDA ITEMS

None.

X. OTHER

None.

XI. ADJOURNMENT

The March 15, 2021 Tree Commission meeting ended at 7:00 pm.

RESPECTFULLY SUBMITTED,



David J. Modricker, Secretary
For the Tree Commission