MINUTES

CITY COUNCIL MEETNG APRIL 25, 2022 5:30 p.m.

VIA ZOOM/IN PERSON LIVESTREAM VIA City website

PRESIDING:	Mayor Richard Mays		
COUNCIL PRESENT:	Darcy Long, Tim McGlothlin, Rod Runyon, Scott Randall, Dan Richardson		
COUNCIL ABSENT:	None		
STAFF PRESENT:	Interim City Manager Daniel Hunter, Legal Counsel Jonathan Kara, City Clerk Izetta Grossman, Finance Director Angie Wilson, Community Development Director Alice Cannon, Public Works Director Dave Anderson, Police Chief Tom Worthy, City Engineer Dale McCabe, Assistant Public Works Director Eric Hansen, Codes Enforcement Officer Nikki Lesich.		

CALL TO ORDER

The meeting was called to order by Mayor Mays at 5:30 p.m.

ROLL CALL OF COUNCIL

Roll Call was conducted by City Clerk Grossman. All Councilors present.

PLEDGE OF ALLEGIANCE

Mayor Mays asked Councilor McGlothlin to lead the Pledge of Allegiance.

Councilor McGlothlin invited the audience to join in the Pledge of Allegiance.

APPROVAL OF AGENDA

Mayor Mays said the agenda had been amended to add City Legal Counsel report and remove the Consent agenda.

It was moved by Runyon and seconded by McGlothlin to approve the agenda as amended. The motion carried 5 to 0;Runyon, McGlothlin, Randall, Richardson, Long voting in favor; none opposed.

PRESENTATIONS PROCLAMATIONS

Provider Appreciation Day Proclamation

Councilor Long read the proclamation proclaiming May 6th Provider Appreciation Day in the City of The Dalles.

The Dalles Beautification Committee Report

The Dalles Beautification Committee provided an update of accomplishments and their budget request for fiscal year 2022-23. (see attached PowerPoint)

Beautification Committee members presenting: Tiffany Prince, President; Bill Lennox; Adam Rahmlow; Debi Ferrer; John Nelson; Connie Krummrich. Member not in attendance Kelsey Alshiemer.

The presentation covered accomplishments of the Committee and upcoming budget requests.

The requests were for a Tree Plan for the City of The Dalles, hiring a professional to create. \$20,000 is in the proposed budget to get the project started.

The second request was for a Design Team for Street Furniture downtown. The Committee feels there is a need for coordination of City, Urban Renewal and Main Street to create a comfortable, cohesive look for 1st, 2nd and 3rd Streets.

Mayor Mays thanked the Committee for their work over the past three years.

Councilor Richardson appreciated the great job.

Prince said the Committee would be at the Budget Committee on Monday, May 2nd.

CITY MANAGER REPORT

Interim City Manager Daniel Hunter introduced Assistant Public Works Director Eric Hansen. He said Hansen had started just before the pandemic hit and there hadn't been an opportunity for the Council to meet him.

Hunter asked for authorization to hire a Wastewater Collection Operator. He said as Pro-Tem he needed Council approval for all hires.

It was the consensus of the Council to authorize Hunter hire the Wastewater Collection Operator.

Hunter said his understanding of the Charter only allows a Pro-Tem to serve for 6 months. He was appointed on October 15, 2021 making April 25 his last day as Pro-Tem, leaving the Council without an acting City Manager.

After some discussion regarding Hunter's willingness to serve as Interim City Manager it was moved by Runyon and seconded by McGlothlin to appoint Daniel Hunter Interim City Manager.

After some discussion regarding paying Hunter more as Interim the motion was amended to include "and to pay him a 5% increase". The motion carried 5 to 0; Runyon, McGlothlin, Long, Richardson, Randall voting in favor; none opposed.

CITY LEGAL COUNSEL REPORT

Legal Counsel Jonathan Kara said a number of City positions were currently open, advertised or in the interview process. During the interim period between the former City Manager's retirement and the new City Manager's commencement on May 16th, some of the openings could result in the need to complete the hiring process.

He said typically, temporary City Managers do no have independent employment authority. He said the City Council would have to specifically authorize temporary City Managers to hire potential or terminate existing employees.

He recommended to authorize Daniel Hunter to make such hires should vacancies occur.

Kara provided the motion language.

It was moved by Richardson and seconded by Randall to temporarily authorize Interim City Manager Daniel Hunter to finalize City employment hires for all positions recently opened, advertised, in the process of being advertised, or in the interview process until May 16, 2022.

The motion carried 5 to 0; Richardson, Randall, Long, McGlothlin, Runyon; none opposed.

CITY COUNCIL REPORTS

Councilor Runyon reported:

- Outside the Wire awards night
- Kudos to everyone involved in the 41st Annual Cherry Festival street were full, great to see everyone

Councilor Richardson reported:

- Urban Renewal Budget Committee
- Chamber of Commerce Governmental Affairs
- City Manager meetings
- Reading City Proposed Budget
- Participated in the Forge Project
- Community rich with volunteers, appreciates the heart
- High School Spring Musical "Spin" two shows left to attend

Councilor Randall reported:

- Columbia Gorge Community College Job Fair 200 High School Juniors and Seniors attended
- Met with Main Street to discuss budget request

Councilor Long reported:

- Urban Renewal Budget Committee
- Traffic Safety Commission 50/50 Sidewalk program starting backup
- Urban Renewal Agency meet and greet
- Cherry Festival Parade

Councilor McGlothlin reported:

- Community Outreach Team meeting
- Governor Inslee visit
- Cherry Festival with Councilors and Mayor
- Thanked Mayor Mays for his work on the Google Strategic Investment Program Agreement

Mayor Mays reported:

- Safe Space meeting first responders for children network
- St. Vincent de Paul service for John Doyle

- KODL
- Met with David Benko of National Neon Sign Museum
- Community Outreach Team
- Cherry Festival crowning Little Miss and Mr. Cherry Festival

CONTRACT REVIEW BOARD

Authorization of Amendment to Contract No. 2020-009 for Engineering Services During Construction for the Dog River Pipeline Replacement Project

Public Works Director Dave Anderson reviewed the staff report.

Richardson asked how the amount was determined.

Anderson said following the scope of work, personnel hours were estimated and costed out.

Anderson explained there were various pieces of the scope of work that required specific licenses to complete, a licensed person was needed for each piece. He said there was also a project manager.

It was moved by McGlothlin and seconded by Runyon to authorize the Interim City Manager to execute Amendment 3 to Contract No. 2020-009 with Jacobs Engineering Group in an amount not to exceed \$1,599,552. The motion carried 5 to 0; McGlothlin, Runyon, Long, Richardson, Randall voted in favor; none opposed.

Approval of Contract No. 2022-004 Street Crack Sealing

Public Works Director Anderson reviewed the staff report.

Mayor Mays asked where Pavement Protectors were from. City Engineer Dale McCabe said they were located in the Bend area.

It was moved by Randall and seconded by Richardson to authorize the City Manager to enter into contract with Pavement Protectors, for the 2022 Asphalt Crack Sealing Project, Contract No. 2022-004, in an amount not to exceed \$80,612.24. The motion carried 5 to 0; Randall, Richardson, Long, McGlothlin, Runyon voted in favor; none opposed.

Resolution No. 22-017 Rejecting all bids for Contract No. 2022-008 Wicks Roof Replacement Phase 2

Anderson reviewed the staff report.

Richardson asked when the project would bid again. Anderson said the project was not in the proposed budget for fiscal year 2022-23, and therefore would probably be in the fiscal year 2023-24 budget.

In response to questions Anderson said currently the leaks are being patched on the membrane that was installed 25 years ago. He said should the condition deteriorate, he would work with the Finance Director to reallocate funds from another project to reroof.

It was moved by McGlothlin and seconded by Runyon to adopt Resolution No. 22-017 rejecting all bids for Contract No. 2022-008, the Wicks Filter Building Reroof Phase 2 project. The motion carried 5 to 0; McGlothlin, Runyon, Long, Richardson, Randall voted in favor; none opposed.

ACTION ITEMS

Resolution No. 22-011 Assessing the Real Properties Located at 415 West 9th Street and 605 West 10th for the Removal of Junk and Garbage

City Legal Counsel Jonathan Kara reviewed the staff report.

Kara said Codes Enforcement Officer was present if Council had specific questions.

Mayor Mays asked if a property owner was present and wished to address the Council.

Mr. Isitt, owner of the 415 West 9th Street property said the property was a rental with a property manager. He said he was out of the area when issue first came up and he thought he had cleaned up the branches when he returned on October 5th.

He said Columbia Tree Service cut down a tree that he felt wasn't necessary, and too expensive. He said he had talked to the Codes Enforcement Officer telling her he didn't want the tree cut down. He said she told him there was nothing he could do, as the tree was dead.

He said he didn't recall saying he would call his attorney.

Mayor Mays asked Codes Enforcement Officer Nikki Lesich to come forward.

Kara explained the letter was sent on March 21, 2022; objection was due March 28, 2022; Mr. Isitt received the letter on April 4, 2022 – the date he called the City and spoke to the Finance Department.

Richardson asked Lesich if she agreed with Mr. Isitt's narrative.

Lesich said communication was difficult with Mr. Isitt. She said she called his property manager and they indicated they were having difficulty contacting him as well.

Lesich said an arborist and public works confirmed the tree was dead. She said at the same time they confirmed a property to the east also had a dead tree. She said those property owners worked with her and complied.

It was moved by Long and seconded by Richardson to adopt Resolution No. 22-011, a resolution assessing the City's abatement of the real properties located at 415 West 9th Street and 605 West 10th Street. The motion carried 5 to 0 ; Long, Richardson, Runyon, Randall, McGlothlin voted in favor; none opposed.

Resolution No. 22-013 Adjusting Minimum Employment Level Requirement Pursuant to Sections 2 and 3 of HB 2343 (2021) for PowderPure

Enterprise Zone Manager Matthew Klebes reviewed the staff memo. He said under the new Enterprise Zone Agreement, he was one of two managers. He said Carrie Pipinish, Mid-Columbia Economic Development District was the other manager.

William Parkki from PowderPure did a PowerPoint presentation (in agenda packet).

Mr. Parkki clarified the demand for product was there, not the work force.

Long said \$26 with benefits was a good wage. She said she felt she was in favor of the agreement. She said last year she asked how the City could help address the issues, she suggested a work session where Council to discuss retaining this type of business in The Dalles.

Richardson asked Parkki if they did exit interviews and had insight as to why employees were leaving.

Parkki said that the exit interviews didn't uncover anything the company could do to curb leaving. He said many were leaving due to the high cost of commuting, and time away from home.

It was moved by Randall and seconded by Runyon to adopt Resolution No. 22-013 Adjusting Minimum Employment Level Requirement Pursuant to Sections 2 and 3 of HB 2343 (2021) for PowderPure. The motion carried 5 to 0; Randall, Runyon, Long, Richardson, McGlothlin voted in favor; none opposed.

Resolution No. 22-015 A Resolution Approving the Intergovernmental Agreement Establishing the Distribution Methodology of Community Services Fees associated with the 2021 Strategic Investment Program Agreement with Google, LLC

Klebes reviewed the staff memo. He said County Commission, Mid-Columbia Fire and Rescue District, Port of The Dalles, Columbia Gorge Community College had all approved the agreement. He said there was a possibility of going to the taxing districts at a later date to support greater good projects.

Mayor Mays said the agreement was consistent with the previous agreement the City Council approved. Klebes said there was no loan as part of the new agreement.

Richardson complimented Mayor Mays, Klebes and all others involved in negotiating the agreement. He said the single best greater good project was a new high school, and School District 21 would be getting some of the funds.

Long said she had long been an advocate for the taxing districts to receive some of the funds. She said she was in support of the agreement.

Long said the negotiation had been contentious, and there had been conflict. She said she hoped in the future the City and County could look at the whole community in the future.

McGlothlin said working together for the greater good there is a greater change of success.

In response to a questions Klebes said fees aren't treated in the same way as taxes by the State as it effect the School Districts ability to participate in the fee distribution without losing any of their funding from the State.

It was moved by Richardson and seconded by McGlothlin to adopt Resolution No. 22-015 A Resolution Approving the Intergovernmental Agreement Establishing the Distribution Methodology of Community Services Fees associated with the 2021 Strategic Investment Program Agreement with Google, LLC. The motion carried 5 to 0; Richardson, McGlothlin, Long, Runyon, Randall voted in favor; none opposed.

EXECUTIVE SESSION

In accordance with ORS 192.660(2)(f) to consider information or records that are exempt by law from public inspection.

Mayor Mays recessed Open Session at 7:26 p.m.

Mayor Mays reconvene Open Session at 8:30 p.m.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:37 p.m.

Submitted by/ Izetta Grossman, CMC City Clerk

SIGNED:

Richard A. Mays, Mayor

ATTEST:

Izetta Grossman, CMC City Clerk



Beautification Committee City of The Dalles

City of The Dalles Beautification Committee

April 2022

Tiffany Prince, Chair

ACCOMPLISHMENTS

CITY OF THE DALLES BEAUTIFICATION COMMITTEE

Start Date: June, 2019

*<u>CERTIFICATES TO BUSINESSES AND ORGANIZATIONS</u> -- Recognition of beautification efforts Summer 2019

*POSTCARDS TO HOMEOWNERS -- Recognition of beautification efforts Summer 2019

*<u>SORORIS PARK ROSE GARDEN AND VOGT FOUNTAIN RESTORATION</u> -- Project began in August, 2019 teaming with North Wasco County Parks and Recreation and The Dalles Lions Club

*<u>STOP THE DROP ANTI-LITTERING CAMPAIGN</u> -- Initiated in Fall, 2019 Ongoing Radio ads January-February 2022

*DISPLAY AND PRESENTATION AT THE DALLES ARTCENTER – March 2020

*DOWNTOWN CLEAN UP -- Beautification Committee members and friends June 2020

*LIGHTING OF WELCOME SIGN ON EAST 2ND St. -- 2020

*<u>BEAUTIFICATION AWARD YARDSIGN</u> -- Jeff Stewart created this sign which is displayed at designated residences during the months of April through October, plus December. Initiated August 2020.

*"<u>BEAUTIFUL THE DALLES</u>" BALL CAPS – Gifted to recipients of the Beautification Award beginning August, 2020 Ball Caps may be sold to the public for cost...beginning Spring 2022

*<u>SECOND SATURDAY MONTHLY CLEAN UPS</u> -- Litter clean ups began in Oct. 2020 and are ongoing during the months of March through November, with Columbia Gorge Toyota Honda serving as the anchor sponsor and the Beautification Committee serving as Co-Host. Each month one or more Guest Hosts—businesses, civic organizations, youth groups, public service entities—are invited to participate, along with the general public.

*LIGHTING AND REFURBISHMENT OF THE CLOCK BY GAIER JEWELERS BUILDING -- 2020

*<u>The LOO</u> -- Research and recommendations presented to the City Council January, 2021

*<u>POWER WASHING OF DOWNTOWN STREETS</u> -- Research and recommendations presented to City Council, January 2020

*<u>DOWNTOWN TREES</u> -- Research and recommendations presented to City Council, April 2021

*<u>WELCOME SIGNS</u> -- Project initiated October 2019. Research and recommendations presented to the City Council September, 2021. City Council approved this project and work is underway to create and install two signs, one on each end of town—Winter 2022

*<u>WIND SCULPTURES ON KELLY AVENUE ISLAND (</u>Stanwood Co.) _ -- June 2021

*<u>"BEAUTIFUL THE DALLES" AND "STOP THE DROP" DISPLAY IN TONY'S BUILDING</u> -- Summer 2021 Ongoing

*<u>PURCHASE OF FIVE ADDITIONAL WIND SCULPTURES</u> (4 Lyman Whitaker/1 Mark White – March, 2022. Locations approved: Trevitt Ave. and 6th St. Island; Welcome Sign Island by Montira's; Raised planter area by cruise ship dock

The Large Tree Argument The Case for Large-Stature Trees vs. Small-Stature Trees

Center for Urban Forest Research Southern Center for Urban Forestry Research & Information



Why did we like elm trees so much?

Large stately elm trees once graced many communities throughout the US. But now they are gone. Why were entire communities so disappointed when they lost their elm trees to Dutch elm disease several decades ago?

People had a sense that these large trees were important to them, their family, and their community. And this was long before we quantified the benefits of trees. Now we have scientific evidence for what these people knew decades ago.



US Department of Agriculture



USDA Forest Service



Center for Urban Forest Research Pacific Southwest Research Station USDA Forest Service



Southern Center for Urban Forestry Research & Information Southern Research Station USDA Forest Service



Urban & Community Forestry State & Private Forestry USDA Forest Service



Large trees pay us back

We now know that, dollar for dollar, large-stature trees (see sidebar definition p.6) deliver big savings and other benefits we can't ignore. Small-stature trees like crape myrtle deliver far fewer benefits. In fact, research at The Center for Urban Forest Research shows that their benefits are up to eight times less.

Compared to a small-stature tree, a strategically located large-stature tree has a bigger impact on conserving energy, mitigating an urban heat island, and cooling a parking lot. They do more to reduce stormwater run off; extend the life of streets; improve local air, soil and water quality; reduce atmospheric carbon dioxide; provide wildlife habitat; increase property values; enhance the attractiveness of a community; and promote human health and well being. And when we use largestature trees, the bottom-line benefits are multiplied. When it comes to trees, size really does matter.

Don't forget the established "Old Guard"

We can't forget the already-established trees. These older trees provide immediate benefits. The investment that community leaders made 30, 40, 50 years ago is producing dividends today. Dr. McPherson, Director of the Center for Urban Forest Research, points out that "since up-front costs to establish these large-stature trees have already been made, keeping these trees healthy and functional is one of the best investments communities can make."

What do you lose if you don't plant large trees?

Municipal tree programs are dependent on tax-payer supported funding. Therefore, communities must ask themselves, are large-statured trees worth the price to plant and care for? Our research has shown that benefits of large-statured trees far outweigh the costs of caring for them, sometimes as much as eight to one. The big question communities need to ask is: can we afford not to invest in our trees? Are we willing to forego all of these benefits? Or, would we rather make a commitment to provide the best possible care and management of our tree resource and sustain these benefits for future generations.

Costs vs benefits

In most areas of the country, communities can care for their largest trees for as little as \$13 per year, per tree. And, each tree returns an average of \$65 in energy savings, cleaner air, better managed stormwater, extended life of streets, and higher property values. Even at maturity, smallstature trees do not come close to providing the same magnitude of benefits.





A hypothetical example

A few years ago, the community of Greentree was faced with a budget crisis and decided to save money by downsizing its community forest—planting a majority of small-stature trees like crape myrtle in favor of large-stature trees like ash and even replacing large trees with smaller ones (see below). It made choice X. Unfortunately, this is not an uncommon story in communities today. But the real question is, what did they give up in return, and was downsizing a wise choice?



In this case, the city decided that planting 1693 small-stature trees and only 259 large-stature trees would be a good budget-cutting strategy. Over the short term this may save the city a little money. But over the long term they will have decidedly fewer benefits and a decreased quality of life. City elected officials failed to consider what the city would be giving up over the life of those trees. Will people want to live, work, recreate, do business, and shop in this community? And will the new trees provide all of the benefits that the residents seek—energy conservation, clean air, clean water, attractive surroundings, and enhanced real estate values. The answer is a resounding NO! The growth of these trees was modeled by The Center for Urban Forest Research over 40 years. By year 20, the decision-makers had

already made nearly a \$60,000 dollar annual mistake.

Choice Y is clearly the way to go to maximize their return on budget dollars. The model shows that once the trees are mature the community will receive an annual return on investment of nearly \$60,000 over choice X. Plus, the community will look quite different in the future and be a healthier and safer place to live.

Is it possible to recreate the past ?

We may never have the arching canopies we once had with the stately elms of a few decades ago. But, we can still achieve large, extensive and functional canopies and reap all the benefits. It will take planting large-stature trees in as many appropriate places as possible while creating the best possible site that maximizes space and allows for adequate exchange of gases and water. And yes, it is possible!

Editors Note

We recognize that on some restricted sites small-stature trees may be the best choice. However, let's not succumb to the limited space argument so easily. We need to continue to fight for more space for trees in every new project and every retrofit. The bigger the tree, the bigger the benefits and, ultimately, the better our quality of life.

The Future Without Large Trees

Cities that are using smallstature trees to reduce costs may achieve some short-term savings, but over the long term, they have destined themselves to a future with fewer and fewer benefits as largestatured trees are replaced with smaller ones.

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What are trees worth?

The value of tree benefits varies widely, but can be as much as \$80 to \$120 per tree per year for a large tree. Small trees that never get very large, like the crape myrtle, provide not much more than \$15 in benefits on average. In some cases they are a net loss to communities after the costs are subtracted. The Center for Urban Forest Research has studied large, medium, and small trees in a number of locations throughout the West and found that, on average, mature large trees deliver an annual net benefit two to six times greater than mature small trees:

Mature tree size The approximate tree size 40 years after planting.Relative Size at Maturity:Small-stature Less than 25 feet tall and wide with trunk diameters less than 20 inches.	Large Tree	 Total benefits/year Total costs/year Net benefits/year Life expectancy Lifetime benefits Lifetime costs Value to community 		\$55 \$18 \$37 120 years \$6,600 \$2,160 \$4,440
Medium-stature 25 - 40 feet tall and wide with trunk diam- eters 20 - 30 inches. Large-stature Greater than 40 feet tall and wide with trunk diameters com- monly over 30 inches.	Medium Tree	 Total benefits/year Total costs/year Net benefits/year Life expectancy Lifetime benefits Lifetime costs Value to community 		\$33 \$17 \$16 60 years \$1,980 \$1,020 \$960
	Small Tree	 Total benefits/year Total costs/year Net benefits/year Life expectancy Lifetime benefits Lifetime costs Value to community 		\$23 \$14 \$9 30 years \$690 \$420 \$270

—hypothetical case using data for trees at year 30, projected to life expectancy from McPherson, E.G.; et. al. 2003. Northern mountain and prairie community tree guide: benefits, costs and strategic planting. Center for Urban Forest Research, Pacific Southwest Research Station, USDA Forest Service. 92p.



Fact Sheet: Making the Case for Large Trees

Large-stature trees need to be "marketed" as maximizing urban benefits:

- 🌽 Cooling the air
- Shading paved surfaces
 - Improving air and water quality
- Preventing water runoff and soil erosion
- And enhancing residential and commercial value

Even with these well-documented benefits, the challenges for increasing the number of large trees are consistently related to construction and preservation issues, space and persuading the community. Increasing the number of larger trees requires a combination of strategies that address these obstacles.

Construction and preservation obstacles

Consider both the preservation and planting of large trees in planning and design. Preserving large trees during construction:



Start early in the process.

Designate which trees need to be preserved. Larger more mature trees (that are in good condition) provide more value and benefits than smaller ornamental trees.



Advise construction management of project schedules related to season-specific activities such as root pruning, fertilization, and insect control.



Educate construction crews and the community about their role in preserving trees:

- Soil compaction
- Trunk and branch damage
- Over or under watering
- Chemical spills



Pay careful attention to accidental damage, utility activities, or onsite crews that may impact the root system or soil composition.



Accommodate utility lines near the critical root zone (CRZ), especially for larger trees by:

- Tunneling under the tree root mat to install utility lines. This does little damage compared to trenching through the roots.
- Use a pneumatic excavating tool for excavation work that must happen inside the CRZ. This tool can remove soil around tree roots without harming them.



At the end of construction, plan for additional care as part of a recovery phase including watering, insect and disease control, and pruning.

- adapted from work by Charlotte King, President, Snowden & King Marketing Communications



Finding space

Accommodating larger trees is an ongoing challenge that is complicated by the competing needs for utility lines and impervious surfaces. Here are a few suggestions to address the issue of space during the planning and design phase:

- Recommend planting large-stature trees as part of transportation corridors whenever possible.
- Tree roots generally stay in the upper 18 inches of soil; therefore, ensure that pipes such as gas, electric, communication and water are installed deeper and use the space above for trees.
- A new publication, "Reducing Infrastructure Damage by Tree Roots: a Compendium of Strategies," clearly outlines ways to install large trees in limited space so they coexist in harmony with hardscape. It is available through the Western Chapter ISA at http://www.wcisa.net.

This fact sheet is provided for you to copy and distribute. Please credit the Center for Urban Forest Research, Pacific Southwest Research Station, USDA Forest Service, Davis, California and the Southern Center for Urban Forestry Research & Information, Southern Research Station, USDA Forest Service, Athens, Georgia. 2004

Persuading the Community

Y ou are the tree expert, and the public is looking to you for guidance and best practices that they can rely on for critical decisions related to budgeting, construction, esthetics, and long-term environmental impact. You also have an opportunity to talk with them about selection, preservation, and critical maintenance of trees, and persuade them that the benefits of larger trees far outweigh the costs:

- **1.** Explain the benefits of the larger trees and point out the obstacles. Discuss ways to mitigate these obstacles as described above in terms of construction, preservation, or space.
- **2.** Play an active role in the construction process to limit the damage done to trees, and identify post-construction tree care. Make sure the community understands the ongoing tree care requirements.
- **3.** Increase your "marketing expertise" in leveraging the value of community partners, media recognition, or historic preservation status. A little recognition combined with community education can make a big difference in changing the commitment to including larger trees in community projects.