

Albany Tree Task Force meeting, November 12, 2008

1. Call to order, 7:00. Members present: Richard Trout, Bob Jones, Suzanne Arca, Joan Weir, Carl Wilmsen

Staff present:

2. Approval of minutes -- none

3. Public comment:

4. Announcements -- none

5.0 Adding fruit trees to the Ohlone Greenway

Motion was made to add appropriate fruit trees to the Ohlone Greenway. Motion carried.

If possible, could we have trees that bear at different points throughout the season so we have a progression of fruit throughout the season.

If BART does not take on the planting of fruit trees, we could add them to the master plan.

We could purchase fruit trees, get them started, and then plant them either on the Greenway or somewhere else. 3-4 citrus, 2-3 pears, 2-3 plums, 3 apples.

Ms Weir moved that we make up to \$300 available to purchase fruit trees. The purchase would be 3 apples, 3 pears, and 3 plums or some combination, including citrus trees, of 10 to 12 trees. Ms. Arca seconded the motion. Motion passed unanimously.

5.1 Flyer

Mr. Trout proposed that we develop a flyer that will inform people about the city's street tree program and about being a block captain. Mr. Jones noted that the city already has a flyer, and we shouldn't reinvent the wheel.

The flyer should ask people to donate to the tree fund.

Mr. Jones suggested that we need to move the block captain idea to the next level. That is, we should recruit people to be captains for a whole street or a whole section of town. Alternatively people could donate money instead of time.

Ms. Weir suggested that this sounds like a publicity campaign. Mr. Jones would like to have a house-to-house survey. The survey can ask people if they would contribute to particular types of projects (i.e. fruit trees on the Ohlone Greenway,

corner trees, etc.). It would explain that if sufficient funds were raised for that particular project, their money would go into the general tree fund.

The easiest way to administer the survey would be to put it on the website. If that doesn't work, we could then canvas.

Mr. Wilmsen suggested that we could accomplish the goal more directly. We could say, "We are the tree task force, and we have a goal of planting 1,000 trees. To do that we need volunteers and money. Here is how you can donate, here is how you can volunteer."

Mr. Jones said that it takes follow through.

The initial approach would just ask people to either volunteer or donate money. If they want to volunteer, then there would be follow up questions about what they would want to do (i.e. be a block captain; would they want to volunteer to be a block captain on a block other than the block they live on, etc.).

Ms. Arca feels that it has to be simple.

Ms. Risk worked up a prototype form for people to indicate how they want to get involved. It will include a note that scholarships are available for people who can't afford a tree in front of their house. Valerie will type up a draft for consideration at the next meeting.

Mr. Wilmsen suggested that we could do a publicity blitz through the Journal, Albany Today, Albany email discussion group, and the website.

On scholarships for trees, do we want to set aside a certain amount from our \$10,000 for scholarships?

6. Future agenda items.

- Follow up on questionnaire.
- Fruit trees for the Greenway.
- Web informational materials.
- Discussion and action on allocation of Task Force Funds.
- Location for the nursery.

Meeting adjourned at 8:51.