

Call to Order

A. Attending:

In person: Anna Wheeler, Linda Casa, Dean Cook, Heather Loberger

Peyton Nibblett, Myiah Terry

Virtual (via Webex): Kendall Topping and Jessica Huang, of GIC

Agenda

1. Tree Giveaway in Review

A. Data

a. Most popular trees – redbuds, serviceberry, persimmon

b. Kendall - maps – to be posted in Dropbox, emailed

c. Jessica – survey analysis

a. Public input surveys inside VMNH

B. Takeaways

a. Success:

- Most given to Martinsville City residents, one school
- Lots of public input, excitement for free trees

b. Issues:

- 4/5 untraceable addresses – handwriting interpretation?
 - b. larger trees less popular – more small trees desirable
 - c. how to guarantee planting
- Company on-site to advertise planting services?
- Possibly Heather (New Leaf Tree Experts) – need to be vendor for city, ensure all boxes checked
- Community service – high schools, youth
- neighborhood planting event!

C. Program Phase 2 – Strategic Tree Canopy Plan

1. Additional outreach events

a. city/public education

b. do we need more survey input?

c. July precinct meeting – Precinct 3

Post in community areas – Farmer's Market, YMCA, social

2. Proposed Workshops by GIC for Tree Board

- Tree Canopy Maps, Data Analysis
- Goals and Strategies Brainstorming
- Finalizing Goals and Strategies/Phase 2 Program Area Selection
 - 3. Social Media – create account for public interaction, information
 - a. FOIA – Freedom of Information Act – all postings, comments are public information

2. Fall Planting

A. Vendor – no response from Crouch, Snow Creek set up as new vendor

a. Zach (city purchasing) put out for bid

B. Date – before November

3. Fundraising for Future Tree Giveaways

A. Joe Kiper interested

4. Future Arbor Day/Earth Day Celebration???

A. Not this year – 2025

B. Definitely fall planting

5. Tree palette

A. Current city list of trees – review and consider amending

Remarks and Adjourn

Next Meeting: Monday, June 2nd, 2025 at 10am Martinsville Municipal Building

Agendas due Monday before meetings