



**TO:** Common Council  
Park Board Members  
Utility Board Members

**FROM:** Mayor Merkes

*DM*

**DATE:** 11 April 2013

**RE: 30<sup>th</sup> Anniversary Arbor Day Celebration**

Menasha Aldermen and Park Board members are invited to this year's Arbor Day observation Friday, April 26<sup>th</sup>, 9:00AM, at the UW Fox Valley campus. This year marks the thirtieth anniversary of Menasha's designation as a Tree City, as well as UW Fox Valley's new designation as a Tree Campus, and Menasha Utilities new designation as a Tree Line utility.

The ceremony will include presentations of the three awards by DNR staff, presentations by Maplewood Middle School students on the importance of trees in our community, and hands on opportunities to plant over thirty trees both on campus and along Midway Road. Board members are welcome to participate in plantings.

Special thanks to SCA Tissue for their generous support both financially and with volunteers to make our Arbor Day celebrations successful this year and in years past. Congratulations to both Menasha Utilities and UW Fox Valley on their new designations.



**FOR IMMEDIATE RELEASE**

Contact:

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## **MENASHA CELEBRATES 30 YEARS AS TREE CITY**

MENASHA, WI – April 11, 2013. Menasha celebrates a milestone with its 2013 Arbor Day celebration; recognizing the community's commitment to its urban forest and the benefits it provides to residents and visitors for thirty years. Encouraged by Mayor Merkes, a member of the state's Urban Forestry Council, the city will be joined this year by Menasha Utilities and UW Fox Valley celebrating their new statuses as a Tree Line Utility and a Tree Campus.

Menasha has long valued partnerships, with the addition of Menasha Utilities and UW Fox Valley the community embarks on a new partnership to strengthen forestry in our community. As part of its ongoing commitment to sustainability, the University of Wisconsin Fox Valley was named a Tree Campus in 2013. The campus will be working in conjunction with the city forester to maintain a tree care plan, provide service learning projects, and maintain a campus advisory committee. Menasha Utilities has also made a commitment to training for its employees to better protect our trees both at the roots and the crown. For several years utility linemen have pruned street trees with assistance from forestry employees to more effectively and efficiently meet utilities needs for reliability and the community's needs for healthy trees. Communities such as Menasha represent a major goal of the Arbor Day Foundation – to create synergy that comes from arborists and city foresters, utilities, campuses and others working together to plant trees and improve tree care.

Continuing another successful partnership, this year's Menasha Arbor Day observation will be held on Friday, April 26<sup>th</sup>, 9:00AM, at the UW Fox Valley campus. SCA Tissue will be donating funding and providing volunteers to work with students from Maplewood Middle School and UW Fox Valley planting trees on campus and along the Midway Road corridor with Menasha Utilities and City of Menasha forestry employees assisting. This is the fifth year of a successful partnership with SCA and Menasha Schools centering around a different school campus each year.

Menasha's urban forest provides nearly \$300,000 a year in environmental, stormwater, energy savings, and increased property values annually, the city's Arbor Day program celebrates that contribution to the quality of life in the city of Menasha.