

**CITY OF MENASHA**  
**Parks and Recreation Board**  
**Council Chambers, City Hall – 140 Main Street**  
**April 14, 2014**  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order by Chr. D Sturm at 6:00 p.m.

**B. ROLL CALL/EXCUSED ABSENCES**

MEMBERS PRESENT: Sue Pawlowski, Chr. Dick Sturm, Tom Marshall, Cindy Schaefer-Kemps, Nancy Barker

MEMBERS EXCUSED: Ald. Mark Langdon, Lisa Hopwood

OTHERS PRESENT: PRD Tungate, PS Maas, Tom Konetzke, Richard Loehning, Dolores Gear, Bob Smarzynski, Stacey Hoekstra (all from the Menasha Historical Society)

**C. MINUTES TO APPROVE**

1. **Minutes of the March 18, 2014 Park Board Meeting**

Moved by N. Barker, seconded by T. Marshall to approve the minutes of the March 18, 2014 Park Board meeting. Motion carried.

**D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA**

Five (5) minute time limit for each person.

1. Four members of the Menasha Historical Society (Konetzke, Loehning, Hoekstra and Smarzynski) spoke in favor of figuring out a better way to mark the effigy mounds in Smith Park. Staff will be contacting the State Historical Society to try and verify the current location of the mounds and research any ideas on how to better delineate the mounds.

**E. REPORT OF DEPARTMENT HEADS/STAFF/OR CONSULTANTS**

1. **Department Report** – PRD Tungate reported on ongoing preparations for adult softball leagues, training for the new department clerk, the hiring process is continuing for the Arborist and Facilities Tech positions, Arbor Day ceremony to be held on April 25 at Gegan Elementary school at 9:00 am.
2. **Park Project and Vandalism Report** – PS Maas reported that three incidents of vandalism occurred in one week at Smith, Shepard and Clovis Grove parks. New restroom partitions are being installed at Smith and Clovis Grove parks. Jefferson Park men's restroom partitions will be installed soon. Clovis Grove tennis court lights have been upgraded and instead of lighting all seven courts, four will be lighted instead. Trees have also ordered for Arbor Day.

**F. DISCUSSION**

1. **Ideas for outlining effigy mounds in Smith Park** – Richard Loehning and members of the Historical Society suggested some temporary and permanent ideas for marking the effigy mounds more effectively. They were appreciative of the support provided by staff and the Board.
2. **Draft of Primary Sponsorship Agreement: new eastside park** - The Board reviewed a draft of an agreement with the Menasha Rotary Club to become a primary sponsor in support of the development of the city's new eastside park. Staff approached the club last fall and received favorable feedback on the idea. The intent of the agreement is to define the expectations of

both the city and club as to how funds will be raised to develop the park. The club has expressed a desire to have the park named after their organization if they can reach a financial goal established by the city. Fundraising can be a combination of cash, in-kind contributions, volunteer labor, etc.

3. **Gilbert site update** – PRD Tungate reported that progress is continuing towards the goal of bidding out this project towards the end of May. There still should be time to complete the majority, if not the entire project, by late fall. Staff has been busy providing information to State officials so that the final grant agreement can be written as soon as possible. PRD Tungate is planning to prepare a project sponsorship opportunity brochure as soon as the final design is completed and more colored graphics are available. To that end, PRD Tungate stated that he did receive a verbal commitment from a person to contribute \$25,000 for the small picnic shelter, table and bench.

#### **G. ACTION ITEMS**

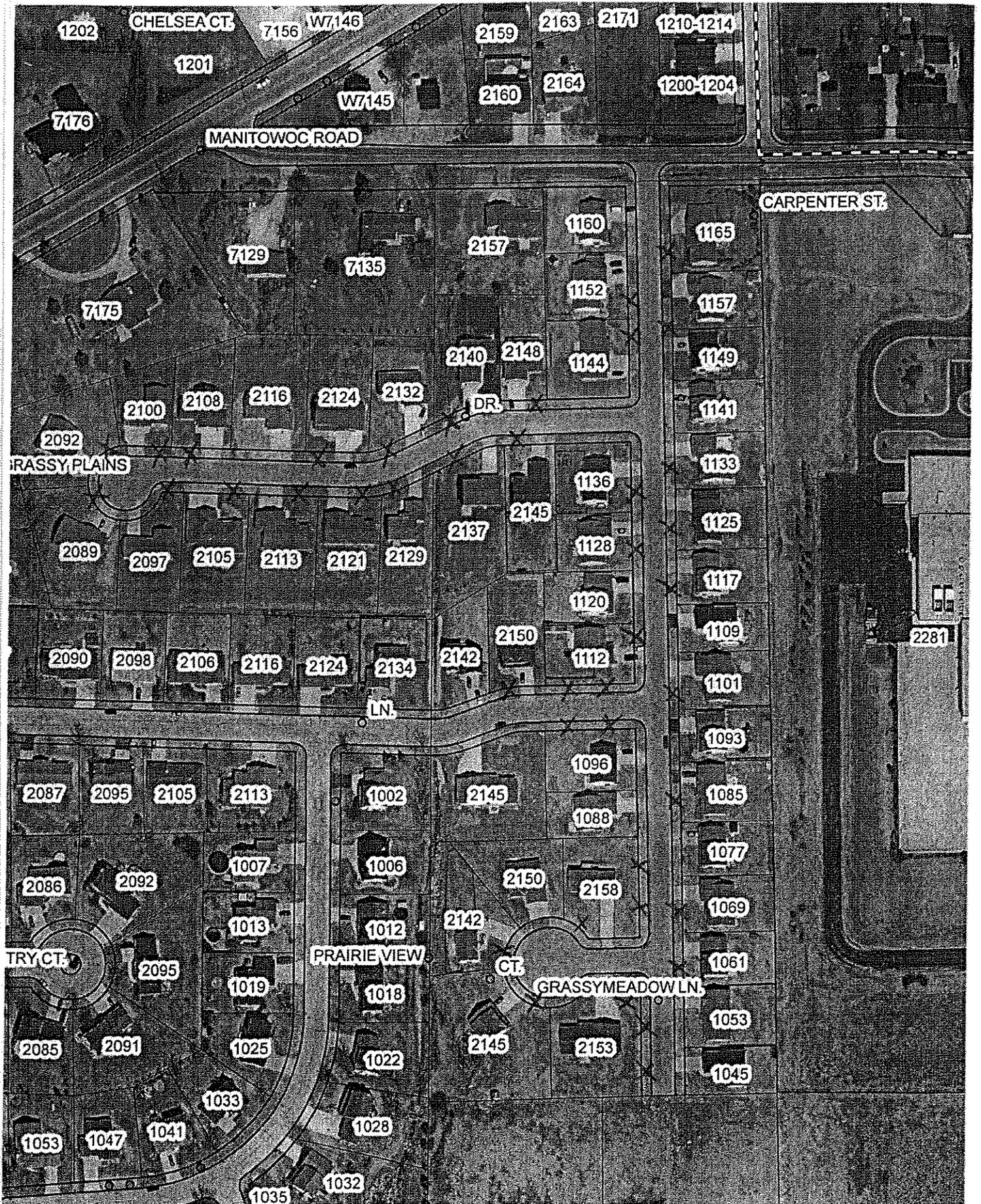
1. **Recommend approximately 50 trees to be planted along sections of five new streets (Harold Drive, Grassy Plains Drive, Grassy Meadow Lane, Prairie View Court and Ridgecrest Lane) per the existing terrace tree planting policy.** PRD Tungate explained how the trees would be paid for and the approximate location. He also reiterated that homeowners would have the option of not having a tree planted in front of their home. Moved by N. Barker, seconded by T. Marshall. Motion carried.

#### **H. PUBLIC COMMENT ON ANY MATTER LISTED ON THE AGENDA**

Five (5) minute time limit for each person

#### **I. ADJOURNMENT**

Moved by N. Barker, seconded by S. Pawlowski to adjourn at 7:20 pm. Motion carried.



1202

CHELSEA CT

7156

W7146

2159

2163

2171

1210-1214

1201

W7145

2160

2164

1200-1204

7176

MANITOWOC ROAD

CARPENTER ST.

7129

7135

2157

1160

1165

7175

1152

1157

2140

2148

1144

1149

2100

2108

2116

2124

2132

DR.

1141

2092

GRASSY PLAINS

1136

1133

2089

2097

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2113

2121

2129

2137

2145

1128

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LN.

1101

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1002

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2086

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1007

1006

2150

1088

1085

TRY CT.

2095

1013

1012

2142

2158

1077

PRAIRIE VIEW

CT.

GRASSY MEADOW LN.

1069

2085

2091

1019

1018

2145

2153

1061

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FRITSCH ST.

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1125

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1101

1100

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1071

1070

1065

GOSS AVE.

1064

1059

MANITOWOC RD.

1024

1506

1014

1500

BLUEJAY 850

996

1475 986

990

U.S. HWY. 10 (S. ONEIDA ST.)

JENNIE ST.

JENNIE ST.

STERLING HEIGHTS DR.

BARTLEIN CT.

PROVINCE TERRACE

MANITOWOC ROAD

1587

# City of Menasha

## Street Tree Benefits



**Menasha** street trees provide thousands of dollars of environmental, economic and aesthetic benefits to the community. Over their lifetime, street tree benefits exceed the costs of planting and care, representing a 300 percent return on investment. Tree benefits increase over time highlighting the importance of not only planting trees, but of providing ongoing maintenance and protection. These benefits are a reminder of the worthwhile investment in our community forestry program.

### Trees:

- Reduce stormwater runoff
- Lower summer air temperatures
- Reduce air pollution
- Reduce heating and cooling costs
- Reduce atmospheric carbon dioxide (CO<sub>2</sub>)
- Enhance property values
- Provide wildlife habitat
- Improve health and wellbeing
- Improve learning and concentration
- Provide aesthetic benefits

## Annually Menasha public street trees provide!



STORMWATER  
RUNOFF  
REDUCTION  
**\$93,192**



PROPERTY  
VALUE  
INCREASE  
**\$87,705**

**\$283,990**  
per year  
TOTAL BENEFITS



CO<sub>2</sub> REDUCTION  
**\$10,733**



AIR QUALITY  
IMPROVEMENT  
**\$13,392**



ENERGY SAVINGS  
**\$78,968**

|      |                        |
|------|------------------------|
| 15%  | Norway Maple           |
| 9.5% | Crabapple species      |
| 9%   | Silver Maple           |
| 9%   | Freeman Maple Cultivar |
| 8%   | Green Ash              |

Top 5  
Street Tree  
Species 



## Trees Reduce Stormwater Runoff and Improve Water Quality

Trees reduce peak stormwater runoff and associated pollutants entering local water bodies. Trees reduce stormwater volumes by intercepting a portion of rainfall, which evaporates and never reaches the ground. Tree roots also increase rainfall infiltration and storage in the soil. And tree canopies reduce soil erosion by diminishing the impact of raindrops on barren surfaces.

**Street trees in Menasha intercept 3,438,580 gallons of water annually for a savings of \$93,192.**



## Trees Reduce Atmospheric Carbon Dioxide

Trees reduce atmospheric carbon by capturing and storing CO<sub>2</sub> as they grow. By reducing demand for heating and cooling, trees indirectly reduce CO<sub>2</sub> by avoiding power plant emissions associated with energy production.

**Street trees in Menasha capture 429 tons of atmospheric CO<sub>2</sub> per year. Annual savings including indirect costs are \$10,733. Street trees also store approximately 5,287 tons of atmospheric CO<sub>2</sub> for a total savings of \$79,304.**



## Trees Improve Air Quality

Trees improve air quality by trapping particulates, absorbing gaseous pollutants, and releasing oxygen. By cooling urban heat islands and shading parked cars, trees indirectly reduce ozone levels. The Environmental Protection Agency recognizes tree planting as an ozone reduction measure in state implementation plans.

**Street trees in Menasha remove 276 lbs. of particulate matter, 549 lbs. of ozone, 25 lbs. of sulfur dioxide and 93 lbs. of nitrogen oxides annually. Total annual savings including indirect cost are \$13,392.**



**Wisconsin Department of Natural Resources**  
dnr.wi.gov



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## Trees Save Energy

Trees reduce the demand for energy to heat and cool buildings by providing shade, lowering summertime temperatures, and reducing windspeeds. Secondary benefits are reduced water consumption and pollutants emissions by local power plants.

**Street trees in Menasha save approximately 375 MWH of electricity and 51,543 Therms of natural gas annually for a savings of \$78,968.**



## Trees Improve Property Values and Beautify Our Communities

Trees are the single strongest positive influence on scenic quality in our community! They increase the attractiveness of retail business areas. Studies found shoppers are willing to pay up to 11% more for goods and services in a well-landscaped business district. Trees increase property values. People will pay 3-7% more for properties with many trees. Trees foster safer and more sociable neighborhoods. Views of trees ease mental fatigue and stress, help concentration, reduce sickness, and provide settings for recreation and relaxation. Trees also help reduce noise, provide a refuge for wildlife, and help connect residents with their natural environment.

**Street trees in Menasha increase property values annually by \$87,705.**



## Diversity Improves Urban Forest Resilience

A diverse palette of trees helps guard against catastrophic loss to insects and diseases or environmental stresses. A general guideline for urban forest diversity is no more than 5% of any one species, 10% of any one genus.

**Ash and maple trees are over-represented on Menasha's streets. This jeopardizes \$216,818 of the city's urban forest's benefits from pests such as emerald ash borer (EAB) and Asian longhorned beetle (ALB). Enlist the public to help increase Menasha's urban forest resilience by planting less common trees on their own property.**

<sup>1</sup> Analysis was conducted using iTree Streets. iTree Streets is a street tree management and analysis tool for urban forest managers that uses tree inventory data to quantify the dollar value of annual environmental and aesthetic benefits. The iTree Suite is a free state-of-the-art, peer-reviewed software suite from the USDA Forest Service. [www.itreetool.org](http://www.itreetool.org).

Tree graphic concept courtesy of City of New York Department of Parks & Recreation.

# John Rosenow: Street trees a vital part of infrastructure

APRIL 26, 2014 3:00 PM • JOHN ROSENOW | CHIEF EXECUTIVE OF ARBOR DAY FOUNDATION

As the nation celebrates National Arbor Day on April 25, let's pause to ask ourselves: Are we investing enough time and money in our street trees? Street trees — between the sidewalk and the road — are perhaps the most valuable city trees, and it is vitally important that local foresters manage them well. Street trees are a green infrastructure resource and valuable community asset. The most visible swath of any community forest is its street trees.

We all have experienced a neighborhood with abundant, well cared-for street trees. In these places of resplendent natural beauty, we are calmed, we are refreshed. These positive emotions are brought forth by a healthy, vibrant tree canopy and the benefits it provides. We also have decades of scientific evidence that street trees add real value in a myriad of ways. In addition to increasing property values, street trees help to reduce energy costs, clean our air and water, store carbon, and reduce stormwater runoff.

Before 1976, when Tree City USA was launched by the Arbor Day Foundation on our nation's bicentennial with our National Association of State Foresters and U.S. Forest Service partners, community forestry across our nation was haphazard at best. Today, more than 140 million Americans call a Tree City USA home. Our experience growing the Tree City USA program into more than 3,400 communities leads us to conclude that larger cities with a professional staff and smaller towns with a committed volunteer tree board are able to take a comprehensive approach to municipal tree care.

Forward-looking cities and towns are continuing to make needed investments in tree planting and care. "Given a limited budget, the most effective expenditure of funds to improve a street would probably be on trees," wrote Allan Jacobs, a professor of city and regional planning at the University of California, Berkeley, in his book "Great Streets."

Indeed, the value of a dollar invested in street trees is far-reaching. Street trees are part of the public infrastructure, just like roads, sidewalks and bridges. Yet trees — green infrastructure — are the only components of infrastructure that appreciate in value. In New York City, for example, it has been calculated that street trees provide \$5.60 in benefits for every dollar spent on planting and care.

Arbor Day reminds us all to plant, nurture and celebrate trees. J. Sterling Morton, a Nebraskan and the founder of the first Arbor Day, cared deeply about everyone's role in conserving our precious natural resources. "Each generation takes the earth as trustees," he said.

The need for effective community tree care and management is today more important than ever due to increased threats of weather extremes, storms, and insects.

The care and management of our street trees has proven time and again to be an excellent investment with substantial returns. It is to our benefit to encourage our local municipalities to continue to give high priority to critical investments in our community forests. On this Arbor Day, let's commit ourselves to appreciating the trees for all they give us and our environment by responding to our charge as trustees of the earth.

*John Rosenow is founder and chief executive of the Arbor Day Foundation.*

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