

Tree Advisory and Education Board

Minutes 5/13/2026

Attendees: Rita Stevens, Allison Welch, Marco Oriella, Sam Bonvissuto, Alex Martin, Patick Costello, Mary Brown, Katie Kelleher

The Zoom meeting began at 6:00pm

TAEB Announcements and Updates

- Annual tree city USA awards – this year is on May 14 – all of forestry department is attending
- Registration for north coast forestry conference July 23
- Matt Laiden mentioned that the tree commission academy is aimed at tree board members to learn best practices for tree boards and is kind of set up like a training. July 29-30, 9-3:30 is next offering in Fairport Harbor
- Diversity potluck on Thursday – raffling 3 extra trees from giveaway (witch hazel, pawpaw and serviceberry) from 6-8pm at cove community center.

April Minutes Approved

Spring Tree giveaway recap:

- Tree board managed PR and communications through city channels
- Portal and reservation managed by Arbor Day Foundation. They did it themselves versus outsourcing.
- 2/3 people showed up with confirmation, and we did not have their information on our list
- Confirmation message did not match the details of the event
- Is there a way to test the portal without booking a tree?
- QR code – maybe we should think about integrating this into our pickup system
- Witch hazel and serviceberry trees were spectacular
- Pawpaw and redbud were a little small – what can we do to quality control this a little better?
 - o If we can decide on a plant list in advance, we have opportunity to look at nursery stock and select more established trees

- Maybe we should offer trees that are more mature and less susceptible or be very clear on the needs for success. Ex: Pawpaw - make sure to set expectations.
- There was a preference for understory trees – some trees are a staple for the residents: redbud, pawpaw, serviceberry, etc
- Make sure forestry team has direct communication for things like tree species changes, delivery, etc.
- How can we educate the public on the trees ahead of the giveaway date
- Deer protection – lets move either the demo or the educational piece to where the trees are located
 - How might we supply tree protection materials?
- Should we set up a follow-up email with care instructions? Ask for feedback and images? Great PR opportunity.
- Can we collect some quantifiable data on tree planting? Qualitative and testimonials?
 - Can reach out to Linda and Matt to see what they have used for administering surveys in the past?
 - We need to do an annual spring survey so we can get better data so we can document the success of trees more accurately

Fall Tree Giveaway

- Rita to pass around a list of trees that we've successfully given away in the past to provide best possible offerings for residents.
 - If we can decide on a plant list in advance, we have opportunity to look at nursery stock and select more established trees
- Trees (maybe large shrubs?) we may want for fall!
 - Dwarf Chinquapin Oak
 - Crab apples
 - Lilac
 - Viburnum
 - Chokecherry
 - Ninebark
- Do we want to reconsider container sizes? Are we wanting to continue with the 3 gal. size or should we get bigger?
 - 3 gal is preferred – for residents to transport – may need larger trucks for transport
- Tentative dates: early / mid-October

- Great to organize for after community festival for an affective way to get the word out
- Rita to check with Melissa if there are dates to avoid
- Spooky Pooch 10/10 – try and avoid this date
- October 3 is a date to avoid Halloween and better chance of warmth

Google Drive – lakewood.canopy

- Rita to double check that everyone has access – send a test out
 - Rita to send out invitation for people to upload photos from the tree giveaway event

Arbnet arboretum certification for Cove Community Center

- No updates
- Sam to provide update on tree labels
- Part of the certification is that we offer one event a year- what if we offered a tree event that introduces people to what is in the collection
- Maybe the unveiling of the arboretum certification can be paired with the fall tree giveaway
 - Two entrances for cars, large parking lot, side parking lot maybe for trailer
 - Maybe the giveaway is at cove park, and it is paired with event at community center – in walking distance – can have signage, etc
 - Rita to send email to Laura and Sam to get their thoughts on this location for giveaway

Website to do list:

- Improve communication and access to outboard / education
- Can access tree board page on city forestry page
- Rita asks that we give the streets and forestry page a test drive and start thinking about what kind of things we want to provide to residents. How can we provide a clearer message.
- Everyone be prepared to discuss it at next month's meeting.

Tree swap on 5/17

- Do we want to offer trees that were remaining from giveaway?
- Remaining trees are all bur oaks
- Maybe not - and we can come up with a targeted promo to offload the trees
- Whatever trees are not claimed from the diversity potluck Mary will take to plant swap

City Forest Update

- Addressing work orders
- 5 people on staff (temporarily 4)
- Summer position for tree watering starting on 5/18

Tree Steward Training

- Marco and Rita in contact with **WRLD**. Both are included in a zoom with WRLC scheduled in June for information gathering and to see what kind of resources they have to offer.

Additional Thoughts

- Front tree planting: can we advertise as a voucher or sponsor larger canopy trees to residents?

Meeting adjourned at 7:21pm

Submitted by Katie Kelleher