

Draper Tree commission meeting - Tuesday Nov 2, 2021 8:00 a.m. Meeting notes
Agenda:

1. Welcome
2. Approval of October, 2021 Meeting Minutes
3. City update on plans to resource code revisions
 1. If there are no planned resources, we should discuss alternatives
4. Public outreach follow-up and updates
 1. Status of web-site and next additions and who can help supply the content to guide citizens
 2. Next e-newsletter plans
 3. Social media opportunities
 4. Mayor Walker flip the strip status
 5. Fred Lowry to report on newsletter for end of year
 6. Discuss plans for localscapes class and whether Jordan Valley Water Conservancy can lead
 7. Possibilities for section on website for commercial developers
 8. Possible education effort for residents that have street trees
 1. Banner ad on website?
 2. Email/text/social media content?
5. City updates on project plans
6. City updates on funding for beautification efforts
 1. Could we identify trees to re-plant as a smaller cost alternative to a significant city entrance project?
7. Adjourn

Attendees:

1. Tom Flynn
 2. David Cloward
 3. Lisa Wilcox
 4. Todd Hammond
 5. Fred Lowry
 6. Walter Roseman
 7. Maryann Pickering
 8. Jocelyn Kessler
 9. Rhett Ogden
 10. Janet Simonich
- City code revisions:
 - Since the city is not able to resource work on city codes right now, we will focus on public education for residents through info on website as part of our overall public education efforts.
 - The city code work (although applicable for residents will be more focused on commercial developers.
 - City council will be reticent to enforce codes for residential.

- The focus for residents will be to educate residents on parkstrips and trees on parkstrips in major thoroughfares
- How to drive traffic to the website
 - The city has made a change to stop the enewsletter and instead provide noticing with email and text
 - Jocelyn asked about frequency of text/email
 - People can sign up for Notify Draper - send
 - We should pursue social media opportunities to drive traffic
- The city will continue with the Draper Forward Newsletter
 - Fred submitted the newsletter concerning trees for Nov/Dec
- Flip the Strip focus
 - Mayor Walker's park strip example is pushed until Spring
 - We could talk about flip the strip for Jan/Feb and set up the Mayor story for later in the spring
- Events
 - Target Feb for localscapes - do it in the new Draper Parks and rec office (we can seat up to 60 people)
 - Sit down event
 - We could also offer a virtual
 - Create a video to be watched later
 - Get sign up for updates so we can nurture marketing to them
- Commercial developments:
 - Website for commercial - what do they need to know
 - Make it easy for them to find the Street Tree guide
- Education for residents that have street trees
 - Could we provide information and suggestions to residents on 13800 South and 1300 East
 - Tag the tree with information or do a door hanger
 - Todd to work with the commission to educate residents with the contractors help on new projects
- Beautification projects
 - Rather than wait for projects with budget, we could replace dead trees in key areas
 - Project for 123rd west entrance has been removed from tree commission due to needs to work with UDOT etc
 - If the project is pursued, it will be city led, but commission to help with plans and
 - There is budget set aside - Fred trying to determine the possible projects
 - Rhett has 2 projects that parks and rec could have some help and could get budget
 - In front of city hall - buckling the sidewalks and making a mess. Envision a new look for city hall
 - Looked at raised planter boxes
 - Spring of 2022
 - Bangerter entrance corner of 150 East and Bangerter
 - Challenges may preclude it - water, UDOT access, and future development

- Motion of adjournment

Actions:

1. Separate sub-committee meetings on all of the actions for public education
2. Invite JVWater to December meeting and separate sub-committee meetings to plan the event
3. Start work on the city hall beautification