



THE CITY OF **MADRAS**

City of Madras
Urban Forestry Commission
216 NW "B" Street

February 2, 2016
6 P.M.

MINUTES

I. CALL TO ORDER

The Urban Forestry Commission meeting was called to order by Vice Chair Brad Jorgensen at 6:00 p.m. on February 2, 2016 at the Public Works Building located at 216 NW B Street.

MEMBERS PRESENT

Rebekah Burchell
Brad Jorgensen
Rob Osborn
Stan Nowakowski

STAFF MEMBERS PRESENT

Parks Supervisor; Jon Burchell
Public Works Administrative Assistant; Michele Quinn

VISITORS PRESENT

Jeff Rice, Carlson Sign

II. CONSENT AGENDA

- A. Approval of Agenda
- B. Minutes for the January 5, 2016

APPROVAL OF AGENDA AND MINUTES

A motion was made by Rob Osborn; seconded by Stan Nowakowski; to approve the January 5, 2016 minutes, and agenda as presented, motion passed unanimously.

1- Urban Forestry Commission Meeting
February 2, 2016

216 N.W. "B" Street, Madras, OR 97741 Telephone (541)475-2622 – Fax (541)475-1038

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III. VISITOR COMMENTS

IV. NEW BUSINESS

A. Elect Chair and Vice Chair

A motion was made by Rebekah Burchell; seconded by Stan Nowakowski; to nominate Bill Donaghu Chair Person for the year 2016, motion passed unanimously.

A motion was made by Stan Nowakowski; seconded by Rebekah Burchell; to nominate Brad Jorgensen Vice Chair Person for the year 2016, motion passed unanimously.

B. Carlson Billboard Sign

Jeff Rice from Carlson Sign in Bend Oregon introduced himself to the Commission.

Jon Burchell told the Commission that he met with Jeff Rice and Peter Carlson and they have some questions about trees and billboards. Jon invited them to come here and talk to you and see what you think. The billboard is located at the Juniper Hotel.

Jeff Rice handed out pictures of the trees that are blocking the billboard along with the business sign at Juniper Hotel.

Jeff Rice explained that the billboards do generate tax dollars for the area and we do pay our permits for them and all the tax dollars goes back into the economy. The businesses that advertise on the billboards generate business for them and that money is put back into the economy.

Stan Nowakowski asked how much a billboard generates in tax money for our community.

The Commission agreed they are glad that Jeff Rice came to them to discuss the issue instead of going and cutting the trees themselves.

Jon Burchell told the Commission that the billboard is on the Juniper Hotel property and the property owner receives rent from Carlson Sign.

Jeff Rice told the Commission not only is the billboard being blocked by the trees but so is the Juniper Hotel business sign. When you come down the hill into town you can't see the Juniper Hotel sign. So the owner is losing business because people are not aware that the hotel is there. If the billboard that is on his property doesn't make any money then Carlson Sign will move the billboard and then the Juniper Hotel will be out the money that Carlson Sign pays in rent.

Jon Burchell explained that the business sign is a separate issue that will need to be taken up with Nick Snead, Community Development Director. Tonight we are here to talk about the issue of the view of the billboard being blocked by trees.

Jeff Rice said they would like to go in the direction that Meadow Outdoor took and possibly replace trees with different trees that would not block the billboard.

Jon Burchell suggested we do some investigation and look at the billboard in different viewpoints and distances.

Rebekah Burchell said the problem with this part of town is that it is on a slope as compared to areas of Meadow Outdoor where it is flat. With the angle you are going to have to plant really short trees going uphill. The Commission discussed the trees and the uphill angle and how that will affect the size of the tree.

Jon Burchell explained to the Commission that it will depend on how close and how faraway you want to see the billboard. Is there a way to trim the trees and make them narrower so there are windows that you can see the billboard? It has also been brought up that you can raise the billboard; does that solve the problem or only delay cutting the trees until a later date? If you would like more information we can invite Nick Snead, Community Development Director to come down and explain the sign ordinance.

Jeff Rice told the Commission that this is the only billboard that they have a tree issue with; they have another billboard at the South end of town but when the south Y changed it redirected the traffic.

The Commission talked about how other cities deal with trees and billboards, and asked how many trees would Carlson Sign like to have replaced? The Commission discussed the photos and the amount of trees that would need to be replaced. Jon Burchell commented that the tree replacement would be at the cost of Carlson Signs. Jeff Rice said that they would contract a local landscaper to have the trees replaced. The Commission discussed the local businesses that have signs that are blocked by trees.

Jon Burchell suggested that we have Nick Snead at the next meeting to help out with some of the sign questions.

The Commission agreed that they would like to table this decision and bring it back to the next meeting.

C. Arbor Day Activities

The Commission discussed when Arbor Day would be and they decided that April 22, 2016 would be Arbor Day. The Commission discussed where to plant trees for Arbor Day.

Stan Nowakowski said we can have the Earth Day Clean up on April 23, 2016.

Jon Burchell asked the Commission about getting kids involved and what do they have in mind? Rob Osborn asked about getting materials from the Arbor Day Foundation to take to the teachers.

The Commission discussed what grade level would be the best and what the theme would be for this year and if they would have bird houses for prizes. In the last several years the number of participants has gone down. Rebekah Burchell said she will check with some of the teachers to see if they are interested in doing an Arbor Day event.

The Commission asked Jon if we qualified for Tree City USA again. Jon Burchell said yes he will be presenting to City Council and you are all welcome to come to the meeting.

Brad Jorgensen asked about the Tree City USA signs, will they be replaced. Jon Burchell explained that the Tree City USA signs will be put back up on their own posts but a spot has not been designated. He will meet with Rod Fulton, Street Supervisor to identify locations for the signs. Is there somewhere you would like to see the signs installed? Let me know at the next meeting.

Stan Nowakowski asked if we have a tree inventory list. Jon Burchell replied that we do indeed have a tree inventory list.

V. Updates

A. Downtown Sidewalk Grant Program

Jon Burchell explained that there will be some trees removed when the sidewalk project is underway. Some of the trees will be replaced where there is irrigation and if there is no irrigation we will not replace the tree. We are looking at planting different varieties depending on where the tree is being placed. He explained that he will be coming to them in the next few months with suggestions for tree replacements that the Commission will need to approve.

B. Hwy 97 and L Street Pedestrian Improvement Project

Jon Burchell told the Commission that we will be planting two trees during this project, what types of trees would the Commission like to see planted? There will be sidewalk, trees, grass to complete this section that was missed during the J Street project and the

Fairgrounds to L street project. I will be picking a tree type based on the other trees that have been planted in the other projects and I can come to you in March with some tree types for you to choose from.

C. Update Urban Forestry Management Plan

Jon Burchell told the Commission that the Urban Forestry Management Plan is done. We are waiting for the engineer to update the details for the City Street Design Standards which will then be incorporated into the UFC management plan.

D. US 97 J Street Project Landscape walk-through

Jon Burchell told the Commission that he did a walk through with the landscape architect and contractors. We pointed out the trees that sat on trailers and were exposed to the extremely cold weather. We looked at the footprints that were in the hydro seed and also the gap in the tree grates. Everything is under a one year warranty and the landscape contractors are responsible for replacing everything that dies within that warranty period. They are also responsible for the grow-in of the grass. The irrigation is still not complete but we will go through that with the contractor before it is turned over to the city.

VI. ADDITIONAL DISCUSSION

- Brad Jorgensen asked about the bent tree on the south end of town. Jon Burchell said we need to get it staked.
- Brad Jorgensen asked if we do much work with Daimler. He mentioned they donate money to Portland for trees.
- Jon Burchell talked to the Commission about the Daimler project and how they are expanding their track.

VII. ADJOURN

The Urban Forestry Commission Meeting was adjourned at 6:50 p.m.

Respectfully Submitted



Michele Quinn
Public Works Administrative Assistant