



**Bradley Beach Shade Tree Commission
Regular Meeting Minutes – Meeting Held Via Zoom
Wednesday, December 2, 2020**

1. Call to Order

Meeting was called to order at 7:04 PM by Chair Heflich.

2. Roll Call:

Present: George Heflich, Chair; Shana Greenblatt Janoff, Vice-Chair, Interim Secretary; Larry Bagwell; Summer Deaver, Secretary; MJ Corkery

Also present: John Weber, Al Gubitosi - Council Liaisons

3. Ratification of Minutes

- **11 18-20** – correction noted regarding tree stumps on Brinley
Shana made motion to approve; MJ seconded. All in favor.

4. Applications

Mailbox: STC Mailbox located in Borough Hall. *Shana will pick up next week and we will plan to check every other week.* As a matter of course, Katie will forward all applications to STC email as they arrive.

New – None

- Possible – Fourth Avenue. Commission received email from resident regarding a strip tree whose branch recently fell on car and caused damage. STC advised that resident submit a Tree Application and sent same, with provision to go forward if they felt it was a safety hazard. Resident currently working on application to submit. Shana, George & John agreed that tree did not appear viable in the long term. We anticipate receiving an application for this property and will respond promptly on receipt.
- Park Place - Resident removed 10 trees on property for which Commission has not received an application; 6 trees were cut to stump; 4 trees were cut to trunk. Commission discussed best approach to reach out to resident with consideration given to possible lack of knowledge of new Ordinance (as STC has not had a formal outreach in its early months due to need to organize Commission and re-establish accreditation). It was noted that there are currently a few trees on their side that appear ready for planting. Borough Attorney Greg Cannon advised the Commission in drafted letter to resident, with benefit of doubt accommodation, and a request to retroactively submit a Tree Application before the end of the year. This gives the resident a number of weeks to respond and submit an application, at which point the Commission would render an appropriate decision retroactively. *Commission agreed to submit letter, to be sent Certified mail to resident. To follow.*
- LaReine – A drive-by revealed that a tree was recently removed on resident private property, for which the Commission has not received a Tree Application. *STC will issue same letter as above to resident, Certified mail, requesting they submit an application before the end of the year. To follow.*

Existing/Approved –



- Stumps on approved property. *George will send letter advising of requirement to remove stump on any planting strip tree removal (and back-fill to grade).*
- Updates on other properties:
 - Evergreen – resident removed trees, removed stumps
 - Park Place – resident removed tree, did not remove stump. *Follow up required.**Approved Tree Planting List will be sent to all approved applications.*

5. Press Release

Thanks to John Weber for drafting and sending out STC Press Release to Coast Star and Coaster. Per John, release should appear in 12/3 Coast Star. John will follow up with Coaster. Discussion ensued about anticipated PR campaign in winter/spring for ST Ordinance and Tree Awareness with mailers, social media, fliers, Arbor Day event and community engagement.

Salem Oak (White Oak) – Historical heritage tree (from 1675), felled in 2018 has been memorialized with the foresight of the State, who 565 seedlings from its acorns, to be distributed to NJ communities for planting. BBES Environmental Club, now Young Scientists' Club held a poll to determine the best location to plant, designating the Elementary School as its choice site. BB hopes to receive the seeds in time for Arbor Day 2021.
More to come.

6. Tree Expert (and more)

Community Forestry Management Plan (CFMP) – 2020-2024: was submitted by deadline of 11/25 to NJ Forest Service for accreditation consideration. Commission members were provided with final copy. STC anticipates hearing back on this in the next week or so, either with revisions or approval. An active CFMP is key to grant eligibility as well as providing liability coverage for the Borough. *Will await.*

2nd Invoice from Interim Tree Expert Bill Brash - received for the completion of the CFMP and Resident Tree List. Invoice was shared with Commission; and forwarded to the Borough CFO for payment.

Next Focus with Tree Expert:

- Resident/Yard Tree List: Finalize. *To be completed in the next few days.*
John expressed preference for native species in recommended Resident Tree List, which he feels thrive best in our locale. *George to share list with John for review.*
John to follow up with additional recommendations based on interest in advocating for native species.
- Annual Accomplishment Report, due 2/15. Requirement of CFMP.
- CSIP Grant (Stewardship that provides funding for town-wide Tree Inventory and Planting). RFP anticipated in 2021 Q1.
- Tree City USA – Plan Arbor Day. (Arbor Day Date: Friday, 4/30/21)

RFP for BB STC 2021 Tree Expert – going out for posting now. Proposals will come in through December, at which point we can plan to interview, or evaluate resumes received to render decision and select a Tree Expert. *STC to follow up late December to review submissions, and hope to hit the ground running by January.*



NJ Shade Tree Federation— organization that promotes tree education, provides training, resources and relevant journals. Municipal Membership fee is \$95 annually (includes up to 5 emails). Commission voted unanimously to join in members. *We will follow up with membership a/o 1/2021.*

Mayor-elect Larry Fox asked if consideration climate change was given in preparing Tree Planting List; George advised that the Tree Expert has provided a Tree Planting list based on our shore community and its prevalence of salt air and wind.

7. Forestry Education CEU's (continuing Education Units of credit)

Larry officially received 13 credits for his participation in the NJ Shade Tree Federation's 95th Annual Conference on behalf of STC. Eight units of CEU credit are required annually to satisfy CFMP.

The Commission has received log-in access to view all of the presentations in which Larry participated. It is the hope of the Commission to assign a presentation for Commission view between each meeting and discuss at each successive meeting.

"NJ Urban & Community Forestry Program Updates: Guidelines, Grants, and Getting Back on Track"
Commission viewed this conference to discuss. Shana pointed out key take-aways:

- Forestry Service is updating Community Forestry Management Plan Guidelines; anticipated completion in late 2021
- Streamlining guidelines for CFMP (5-year plan) and intention to make it more intuitive
- Requiring that communities have in place a town-wide Tree Inventory (not previously required)
- Will require that an expert/professional perform the Inventory (and no longer allow lay people)
- Will either provide appropriate funds in Stewardship (CSIP) grant for Inventory service or provide State approved professionals to perform the inventory. Yet be determined.

Next Presentation for Commission review: "#2. Municipal Grants: Tips on Writing & Management." Commission members will discuss at 12/16 meeting.

8. Community Outreach

Outline updates:

- Social Media: Summer discussed establishing communication channels for disseminating STC information: Social Media (FB, Next Door, Instagram). FB would require an individual user account; a FB Group would require a user host and may be restrictive in that it requires approvals for members. A FB page was suggested, where you can post events, though there's concern that it doesn't get a lot of followers and that "reach" is limited. Next Door is community-based, and a good local network. Summer's first choice platform is Instagram, suggesting a greater following for community to share information with others with easy tools to tag local businesses. She feels it's more effective than FB. Summer referenced the BB Business & Community Alliance use of Mail chimp in sharing events, suggesting that we use this platform to highlight Arbor Day and more.

The decision is that we will plan to use all Social Media platforms discussed: John will post on FB (copy generated by Summer); Summer will post on Next Door; Instagram and Mail Chimp.



Content will include: STC Ordinance, efforts and plans; Carbon Sequestration, sharing tree-appreciation practices around the world; quotes about trees and things relevant to our community; education and interactive opportunities for community youth; Arbor Day celebration; reference to relevant films/documentaries, and more.

- **Mailer** – determine content to be included in community mailer, part of Phase III of STC operations to go out in February/March (or sooner). Summer suggested the following: key points of Ordinance & flow chart; links to Social Media; opportunities to become an ally/volunteer; Arbor Day (date/time/location) and any other scheduled events; education and documentaries; define eco-systems of BB; share information on resilient trees; how to prep soil; and little snippets of relevant content. Information to be delivered in positive language to highlight benefits of the STC.

John will check with borough on the possibility of piggybacking on a municipal mailer for STC.

It is possible that STC mailer may go out independently.

- **Flyer** - The Commission will craft a (color) flyer to be placed in Borough Hall to take advantage of the traffic on early beach badge purchases.
Shana and Summer will work together on this and plan to have ready next Monday 12/7. Flyer will be two-sided: one side will include the Ordinance guided flow chart, which Larry will update. STC will post flyer on its website, and reference in "News & Announcements" with link to flyer.
- **Arbor Day event** – Friday, April 30, 2021. Planning will be outdoors and adhere to Covid precautions with state/local guidelines. Salem Oak seedlings will be incorporated into event, if available.
- **Community Garden** - Lake Terrace park improvements were funded by Green Acres; plans for a Community Garden would require their guidelines, as follows:
 - That CG does not interfere with portions of the park funded by Green Acres
 - That CG would be accessible to all
 - That Green Acres review plan before it is constructed

Next step is to gauge residents located across from the park on Community Garden.

STC discussed type of plantings for garden: perennials, fruit bearing trees/foilage. Summer has set up CG's before and comes to the task with experience; will examine other area Community Gardens, e.g. Belmar, Asbury Park and inform plans on best practices for a sustainable plan, mindful of maintenance and care, rainwater irrigation and pest/rodent mitigation and management.

STC collaboration with BB Environmental Commission was suggested, noting that Asbury Park's Community Garden is conceived/managed by ESTC (a collaborative entity).

John Weber connected Summer to the BBES Art teacher. Summer will plan to go forward with a student art contest; winning artwork will be used in STC promotional materials, Arbor Day and more.

Council pivoted discussion about 2021 funding in the context of above planning and STC plans. The Commission expressed concern on the disparity in the timeline of an official '21 budget in spring and a need to fiscally operate from January 1 until such time. Liaison Weber and Gubitosi both advised that STC will operate under assumptions which will be informed in January by a Temporary Municipal budget and in coordination with CFO



Sandy Rice. The Commission will plan to move forward incrementally under the guidance of the Borough until the budget is official.

9. Forms

STC Protocol Flow Chart - Commission reviewed updated Ordinance flow chart. *Further updates will be made by Larry and Commission to be used in upcoming flyer.*

Based on Flow Chart, Commission discussed elements in Ordinance to consider amending:

- Pruning - Currently pruning ROW trees requires permit approval and work performed by licensed tree contractor.
The Commission agreed to amend Ordinance on this point to allow residents to prune without requiring a permit. It was suggested (by TJ Coan) that pruning accommodate an overhang clearance of 7' to account for foot traffic.
- Replacement of Live Trees in Planting Strip – Although a permit is required to remove tree(s) from planting strip, there is currently no requirement to follow Replacement Schedule when the application does not approve removal, i.e., when the tree is deemed live/healthy, and resident removes anyway. *Council will need to address and determine possible change to require replacement, in accordance with Approved Tree Planting List.*
- Stump Removal – back-fill hole from stump with wood chips and cover with topsoil, to grade.

10. Phase II

Larry to produce one-sheet reference as a template in communicating with borough and outside constituents on ST Ordinance.

Commission received contacts for County & State regulated street trees.

Contact list will be created for tree removal companies and building contractors to notify on STC Ordinance and requirements. *Summer will create a Google sheet with contacts.*
Commission to consider whether or not to require registration of tree removal companies with the borough.

11. Committee Comments

Larry Bagwell raised the question of a STC Mission statement. Currently the Ordinance provides general mission only in its introduction. *Larry will create a Mission Statement for the STC based on Ordinance information.*

12. Council Comments

John Weber pointed out that the Fourth Ave. ailing tree is a Norway Maple, which is not native to BB – this in support of his interest in advocating for native species for tree replacement.

Al mentioned that in helping Fourth Ave. resident with tree application, verbiage and required information (as it relates to DBH and caliper) was somewhat confounding and suggested technical references be scaled down for user-friendliness.

Commission to review Tree Application to clarify and simplify.



13. Public Comments

Mayor Elect Larry Fox remarked that he sees a lot of positives with the Commission, recognizing the Commission is in start-up mode, and on the right track.

Peter Sharpe spoke about the spacing between trees in ROW. The planting strip is not a blank slate and varies from lot to lot as to utilities (water, sewer and electric), hydrants, telephone poles and overhead wires. He asked if NJ Gas and JCPL have maintenance requirements, and if this is reflected in STC Guidance for planting. This led to greater discussion on the need for mark-outs.

Notification Letter will be amended to include: "Call Before You Dig" information for ROW tree planting guidance with reference to call 811.

Thanks to Peter for this important point.

TJ Coan also asserted the requirement to take the precaution and contact the utilities for mark-outs.

TJ Coan also referenced Atlantic Highlands Ordinance that requires Tree Removal companies to register in their borough, including providing state licensing and liability coverage as a consideration for the STC.

14. Close

Shana made a motion to close the meeting/ Summer seconded.

Meeting adjourned at 9:15 PM.

*Respectfully submitted by
Shana Greenblatt Janoff
12/5/20*