

Menasha aldermen occasionally attend meetings of this body. It is possible that a quorum of Common Council, Board of Public Works, Administration Committee, Personnel Committee may be attending this meeting. (No official action of any of those bodies will be taken).

**CITY OF MENASHA  
PARKS AND RECREATION BOARD  
Council Chambers, 3<sup>RD</sup> Floor City Hall  
140 Main Street, Menasha**

**February 11, 2013**

**6:00 PM**

**AGENDA**

A. CALL TO ORDER

B. ROLL CALL/EXCUSED ABSENCES

C. MINUTES TO APPROVE

1. [Minutes of the January 14, 2013 Park Board Meeting](#)

D. PUBLIC COMMENT ON ANY MATTER RELATED TO CITY PARKS AND RECREATION

Five (5) minute time limit for each person

E. REPORT OF DEPARTMENT HEAD/STAFF/OR CONSULTANTS

1. Department Report – PRD Tungate
2. Park, Pool and Vandalism Report – PS Maas

F. DISCUSSION

1. [WDNR PFD Loaner Program](#)
2. [I-Tree – Urban Tree Canopy \(UTC\) Report – PS Maas](#)
3. Gilbert Site Update – PRD Tungate
4. Pool Study Update – PRD Tungate

G. ACTION ITEMS

1. [VFW Post 2126 – Landscape Improvements to Isle of Valor – Plan Review at Meeting – Paul Mix](#)

H. PUBLIC COMMENT ON ANY MATTER LISTED ON THE AGENDA

Five (5) minute time limit for each person

I. ADJOURNMENT

**CITY OF MENASHA**  
**Parks and Recreation Board**  
**Council Chambers, 3<sup>rd</sup> Floor City Hall – 140 Main Street**  
**January 14, 2013**  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

The meeting was called to order by Chr. Dick Sturm at 6:05 p.m.

**B. ROLL CALL/EXCUSED ABSENCES**

MEMBERS PRESENT: Chr. Dick Sturm, Luke Schiller, Nancy Barker, Lisa Hopwood, Cindy Schaefer-Kemps

MEMBERS EXCUSED: Sue Pawlowski, Ald. Kevin Benner

OTHERS PRESENT: PRD Tungate, PS Maas, Ald. Chris Klein, Roger Kanitz- Sustainability Board

**C. MINUTES TO APPROVE**

1. **Minutes of the December 10, 2012 Park Board Meeting**

Moved by L. Schiller seconded by N. Barker to approve the December 10, 2012 Park Board minutes. Motion carried.

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

Five (5) minute time limit for each person.

1. Roger Kanitz introduced himself and stated the Sustainability Board is willing to work on projects with the Park Department.

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

1. **Department Report – PRD Tungate**

PRD Tungate reported on opening the ice rink, planning for the Winter Gala (\$500 donation from KC), planning on summer programs, pool and brochure including the Grunski Runski. WDNR grant for the new park was also mentioned. I-Tree information for Menasha will be presented to the Board next month. A representative from WDNR will be invited to present tree information to the Council later in February.

2. **Park, Pool and Vandalism Report – PS Maas**

PS Maas reported that the park crew was making some brackets for the Koslo scoreboard, trimming street trees, re-flooding the ice rink, grooming ski trails (good public feedback), installing pool filter bags and building a new frame for making snow blocks

**F. DISCUSSION**

1. **Update on Pool Analysis – PRD Tungate**

PRD Tungate updated the Board that the Pool Friends are scheduled to meet on January 15. Their main goal as this time is to provide initial input on what amenities pool users (young to old) would like to have in a public pool. This information would be shared with Water Technologies, Inc. who is in the midst of a pool analysis. This study will include at least one public input session and will be presented to the Park Board and Council within the next couple months.

2. **Jefferson Park/Neighborhood Master Plan – PRD Tungate**

PRD Tungate stated that CD Keil is drafting a scope of services for this plan. He will be consulting with a contact from UW-Milwaukee on what should be included in the scope. This

planning process is somewhat more involved than creating a relatively simple park master plan and the selection of a qualified firm may take some time. A timeline will soon be created for this project.

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

1. **Approve Reciprocity Agreement with the Town of Menasha for 2013-2014**  
Motion by L. Hopwood, seconded by N. Barker to recommend this agreement to the Common Council. Motion carried.
2. **Approve Reciprocity Agreement with the Town of Menasha for 2013-2014**  
Motion by L. Hopwood, seconded by L. Schiller to recommend this agreement to the Common Council. Motion carried.

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

Five (5) minute time limit for each person

1. Ald. C. Klein made some suggestions about some policy revisions related to having trees planted along new streets, after the curb and gutter are constructed.

#### **I. ADJOURNMENT**

Moved by L Hopwood, seconded by N. Barker, to adjourn at 7:00 p.m. Motion carried.

# KIDS DON'T FLOAT!

*Kids Don't Float* (KDF) is a statewide drowning prevention program that was developed to address Wisconsin's leading cause of boating-related deaths. In a collaborative effort between several state and federal agencies, organizations and local sponsors, *Kids Don't Float* provides life jackets that can be borrowed at no cost and returned after use. *Kids Don't Float* stations are set up on boat landings around the state and are stocked with a variety of youth and adult size personal flotation devices or life jackets. A boat operator who forgets to bring enough life jackets for all of his or her passengers, can borrow what is needed and then return to the station once their voyage is complete.

## Wisconsin Personal Flotation Device Requirements

U.S. Coast Guard and Wisconsin State Law require that a boater carry one wearable Personal Flotation Device or life jacket for every passenger on board the boat, including the operator. In addition, boats sixteen feet and over are required to have a throwable type Personal Flotation Device, such as a Type IV cushion or ring buoy. The U. S. Coast Guard also requires that children 13 years of age and under, must wear their Personal Flotation Device when on Federal waterways such as the Great Lakes or Mississippi River. While it is not a requirement, the Wisconsin Department of Natural Resources strongly recommends that all boaters, and especially children, wear their personal flotation device whenever they are on the water.

## History

The *Kids Don't Float* program is currently in a trial stage in Wisconsin. Beginning around Memorial Day, 2012, several loaner board stations will be set up around the state. These loaner boards will be built and maintained by local civic groups, sport's clubs, lake associations, governmental agencies and private citizens interested in helping promote safe boating. The Wisconsin Department of Natural Resources provides the plans and materials to build the stations as well as a starter supply of life jackets or personal flotation devices.

The *Kids Don't Float* program is modeled after a very successful program in Alaska. Alaska's program began in Homer, Alaska, in early 1996. The public response was so positive that, in November of the same year, the Alaska Department of Health and Social Services Section of Community Health and EMS, the U.S. Coast Guard District 17 Recreational Boating Safety Program, and Alaska Safe Kids partnered on an expansion.



Currently Alaska has over 500 loaner board stations set up on boat landings around the state.

### **Become a Loaner Board Partner**

The Wisconsin Department of Natural Resources is looking for responsible groups, clubs, associations, agencies or individuals who are interested in promoting boating safety to sponsor a loaner board in their area. The partners will be responsible for construction and placement of the loaner board station as well as securing permission from the governing body or individual on whose property the station will be set up. The partners will also be responsible for periodically checking the life jackets and replacing if necessary. Additionally, the partners will be responsible for removing and storing the station at the end of the boating season. The Wisconsin Department of Natural Resources will provide the plans and materials for the loaner board station as well as a starter supply of loaner life jackets. For more information please contact Chuck Horn at [charles.horn@wisconsin.gov](mailto:charles.horn@wisconsin.gov).

# The Kids Don't Float Loaner Life Jacket Program



# Kids Don't Float

- *Kids Don't Float* (KDF) is a statewide drowning prevention program that was developed to address Wisconsin's leading cause of boating-related deaths. In a collaborative effort between several state and federal agencies, organizations and local sponsors, *Kids Don't Float* provides life jackets that can be borrowed at no cost and returned after use.
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# Kids Don't Float





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# Kids Don't Float

- A recent survey by the Sea Tow Foundation shows that there are currently over 2100 life jacket loaner stations, stocked with over 38,000 life jackets around the country. Most stations have between 10-15 life jackets available for boaters to utilize.

# KIDS DON'T FLOAT



Give Them Something That Does!  
Life Jacket Loaner Station



Sponsored by:





# KIDS DON'T FLOAT



Give Them Something That Does!  
Life Jacket Loaner Station



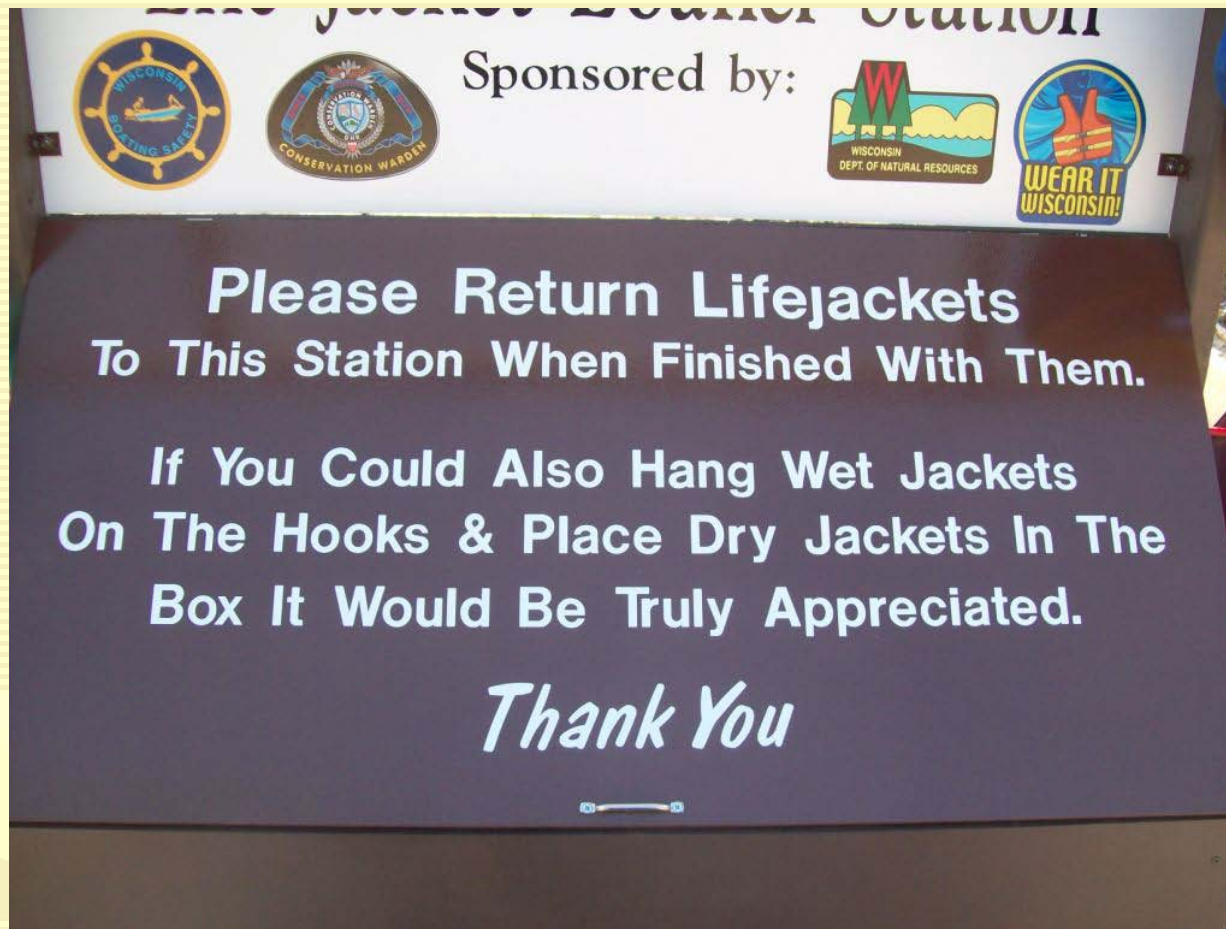
Sponsored by:



Please Return Lifejackets



# Instructions are given on the lid of the storage box



# Kids Don't Float

- The Wisconsin Department of Natural Resources is looking for responsible groups, clubs, associations, agencies or individuals who are interested in promoting boating safety to sponsor a loaner board in their area. The partners will be responsible for construction and placement of the loaner board station as well as securing permission from the governing body or individual on whose property the station will be set up. The partners will also be responsible for periodically checking the life jackets and replacing if necessary. Additionally, the partners will be responsible for removing and storing the station at the end of the boating season. The Wisconsin Department of Natural Resources will provide the plans and materials for the loaner board station as well as a starter supply of loaner life jackets.

# Kids Don't Float Potential Kiosk Locations

- Port Washington Boat Landing - Lake Michigan - Ozaukee County
- Lake Kegonsa State Park – Lake Kegonsa – Dane County
- Iron River -Pike Chain – Bayfield County
- Pewaukee Lake or Nagawicka Lake – Waukesha County
- Kenosha Harbor – Lake Michigan – Kenosha County
- Cassville Landing – Mississippi River –Grant County
- Russell Campground –Lake Arbutus – Clark County
- Fond du Lac Landing – Lake Winnebago – Fond du Lac County
- Brazeau area Lakes – Oconto County
- Lake Holcombe – Chippewa County
- Lake Nebegamon – Douglas County
- Hodag Boat Launch – Boom Lake – Vilas County
- Balsam Lake – Polk County

# Kids Don't Float Potential Kiosk Locations

- Others?????



## Photos of Life Jacket Loaner Board Station



**Life Jacket Loaner Station front view.**

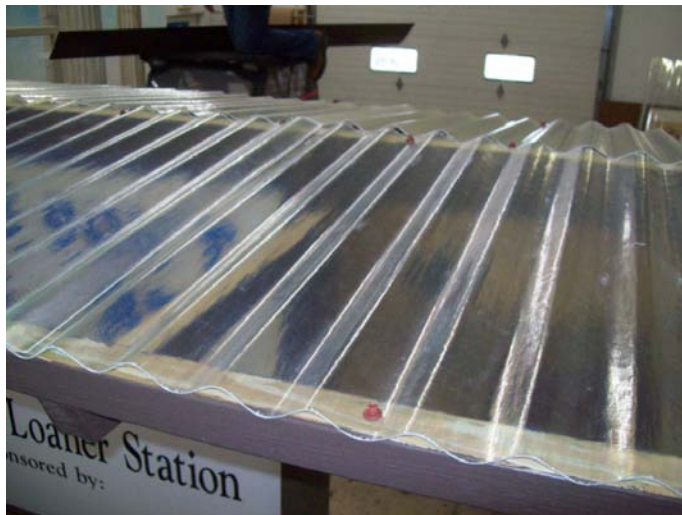


**Side view**





**Top View**



**Close-up of fiberglass roof**



**Close-up of box cover with graphics**



**View of inside of box**



**In place with life jackets**



**Close up of central sign**



# **LIFE JACKET LOANER BOARD AGREEMENT**

## **AGREEMENT BETWEEN THE DEPARTMENT OF NATURAL RESOURCES AND**

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This agreement (Agreement) between the Department of Natural Resources (hereinafter referred to as the “DNR”), acting through the Secretary and \_\_\_\_\_, acting as a single entity or designee (hereafter referred to as the Loaner Board Partner “LBP”).

### **WITNESSTH:**

WHEREAS, it is the purpose of the DNR to promote safe boating practices and to reduce boating related fatalities; and

WHEREAS, the DNR desires to work with citizens and groups to create a safer boating environment: and

WHEREAS, the LBP has expressed a desire to assist the DNR in this endeavor,

NOW, THEREFOR, pursuant to policy and in consideration of the mutual, the benefits which will accrue to the DNR and the LBP, the parties agree as follows:

#### **1. AUTHORIZATION**

The DNR authorizes LBP to build, maintain and supply a Personal Flotation Device Loaner Station at \_\_\_\_\_ Landing, located on \_\_\_\_\_, \_\_\_\_\_ County Wisconsin, for a period of one year, commencing on the day following ratification of this agreement. The Agreement shall automatically renew for an additional consecutive year period, unless reasonable notice of cancellation is given by either party before the date of renewal. The DNR or LBP reserve the right to terminate this Agreement or any part thereof, at any time upon 30 days written notice without the necessity of any legal process, after holding a meeting prior to the termination setting forth the reasons for termination.

An evident and distinct separation shall be maintained between the management and decision-making activities of LBP and those of the DNR. All steps shall be taken to avoid even an appearance that the DNR directs the management or decision-making process of LBP.

The management and operation of the LBP and the loaner board program is subject to all applicable Wisconsin Statutes and the Wisconsin Administrative Code.

## 2. DNR RESPONSIBILITIES

The DNR shall provide the plans to construct the Personal Flotation Device Loaner Station.

The DNR will directly supply materials or reimburse the LBP for the cost of the materials used to construct the Loaner Station.

The DNR will have final approval of the location chosen by the LBP for the placement of the Loaner Board Station.

The DNR will provide a starter set of personal flotation devices to LBP. These personal flotation devices will be clearly identified as a component of the Loaner Board project. As funding allows, the DNR will provide replacement personal flotation devices as needed.

The DNR will provide regulations and other boating safety handouts as available for the loaner station.

The DNR will maintain ownership of the loaner station, life jacket and materials.

The DNR will provide signage recognizing the LBP as a partner in the loaner board project.

## 3. LOANER BOARD PARTNER (LBP) RESPONSIBILITY

The LBP shall limit its official activities to the support of the Loaner Board station.

The LBP shall secure written permission from the owner or governmental entity responsible for the boat landing before placing the loaner board station.

The LBP is responsible for the construction and placement of the Loaner Board station.

The LBP is responsible for stocking and maintaining the personal flotation devices at the Loaner Board station and for notifying the DNR of items missing and presumed lost or stolen.

The LBP is responsible for stocking and maintaining boating regulations and other boating safety literature as the DNR sees fit.

The LBP is responsible for monitoring usage of the Loaner Board Station as requested by the DNR.

The LBP is responsible for placing the Loaner Board Station at the boat landing prior to the Memorial Holiday weekend. \*Note high water or other natural or man-made conditions may preclude placement within this time frame. In this case it is the LBP's responsibility to notify the DNR of said conditions.

The LBP is responsible for removing and storing the loaner board station at the end of the boating season, but not before the Labor Day Holiday weekend. High water or other natural or man-made conditions may cause exception, in this case it is the LBP's responsibility to notify the DNR of said conditions.

#### 4. INDEMNIFICATION AND LIABILITY

The DNR shall be responsible for the consequences of its own acts, errors, or omissions and shall be responsible for any losses, claims, and liabilities which are attributable to such acts, errors, or omissions. The LBP recognizes and understands that it may be responsible for the consequences of its own acts, errors, or omissions and those of its employees, agents, boards, commissions, agencies, officers and representatives, including providing its own defense. In situations including joint liability, each party shall be responsible for the consequences of its own acts, errors, or omissions and those of its employees, agents, boards, commissions, agencies, officers and representatives. It is not the intent of the parties to impose liability beyond that imposed by state statutes. This clause applies only to actions of each party pursuant to this agreement, and does not apply to actions or events that occur outside the scope of this agreement.

#### 5. ASSIGNMENT

No transfer or assignment of this Agreement or of any part thereof or interest therein, directly or indirectly, voluntary or involuntary, shall be made unless such transfer or assignment is first approved in writing by the DNR Secretary or Secretary's authorized representative.

#### 6. APPROPRIATIONS

Nothing herein contained shall be construed as binding the DNR to expend any sum in excess of appropriations made by the Legislature, or administratively allocated, for the purpose of the Agreement, or to involve the DNR in any contract or other obligation for the future expenditure of money in excess of such appropriations or allocation.

7. MISCELLANEOUS

A. The rights and benefits conferred by this Agreement shall be subject to the laws of the State of Wisconsin governing the DNR and the rules and regulations promulgated thereunder, whether now in force or hereafter enacted or provided; and the mention of specific restrictions, conditions and stipulations herein shall not be construed as in any way impairing the general powers of supervision, regulation, and control by the DNR.

B. Both parties agree to keep this Agreement in force when signed by both Parties hereto until terminated by mutual agreement or at the option of either party upon three months notice given in writing upon any anniversary date thereof. DNR and LBP shall review the Agreement every three years and at such other times as may be required by either party on 30 days written notice.

C. DNR or LBP may terminate this Agreement upon 30 days written notice to the other party if, after reasonable effort by said party to correct a default, it is determined that conditions still exist contrary to this Agreement.

This Agreement is effective between LBP and DNR with regard to, and only to, the following specified sites, which are collectively referred to throughout this Agreement as \_\_\_\_\_ landing, to wit:

(1) \_\_\_\_\_ Boat Landing.

IN WITNESS WHEREOF, the Loaner Boar Partner, has caused this Agreement to be executed this \_\_\_\_\_ day of \_\_\_\_\_, 2\_\_\_\_\_.

\_\_\_\_\_(LBP)

By: \_\_\_\_\_

Attested: \_\_\_\_\_

Position: \_\_\_\_\_

IN WITNESS WHEREOF, the of Department of Natural Resources has caused this Agreement to be ratified this \_\_\_\_\_ day of \_\_\_\_\_, 2\_\_\_\_\_

Department of Natural Resources

By: \_\_\_\_\_

For the Secretary



## Wisconsin Department of Natural Resources

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### DNR study shows Fox Valley area trees provide nearly \$5 million yearly in benefits

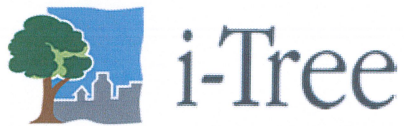
News Release Published: January 14, 2013 by the [Northeast Region](#)

Contact(s): Kimberly Miller, assistant urban forestry coordinator (920) 662-5440; Tracy Salisbury, northeast region urban forestry coordinator (920) 662-5450

NORTHEAST Wis. – A recent analysis of street trees and canopy cover in Wisconsin's Fox Valley area shows public trees provide \$4.89 million in annual benefits. In addition, the canopy analysis revealed the Fox Valley metro area is currently covered by 20 percent tree canopy with the potential of an additional 55 percent of car cover.

The study, completed by the Wisconsin DNR, in cooperation with the communities of Appleton, Greenville, Kaukauna, Kimberly, Little Chute, City of Menasha, Town of Menasha, and Neenah, highlights the significant values that community trees provide Fox Valley area residents including the following:

- \$1.40 million per year in summer cooling and winter heating energy savings
- \$1.56 million per year in storm water management savings by intercepting approximately 58 million gallons of storm water annually
- \$1.51 million per year increase in local property values
- \$233,336 per year in air quality improvements by mitigating harmful air pollutants
- \$186,480 per year in atmospheric carbon dioxide reduction



Tools for Assessing and Managing  
Community Forests

# i-Tree Project Profile

## Wisconsin DNR's Fox Valley Metro Area Analysis Project

1

The [Wisconsin Department of Natural Resources'](#) <sup>2</sup>Northeast Regional Urban Forestry Coordinators completed the second phase of a regional analysis of street trees and canopy cover in the Fox Valley Metro Area.

The project, which was completed with cooperation from the communities of Appleton, Greenville, Kaukauna, Kimberly, Little Chute, City of Menasha, Town of Menasha and Neenah, showed that public trees provide \$4.89 million in annual benefits. In addition, the canopy analysis revealed that the Fox Valley metro area is currently covered by 20% tree canopy with the potential of an additional 55% of canopy cover.

The study highlights the significant benefits that community trees provide Fox Valley area residents including the following:

- **\$1.40 million per year in summer cooling and winter heating energy savings.**
- **\$1.56 million per year in storm water management savings by intercepting approximately 58 million gallons of storm water annually.**
- **\$1.51 million per year increase in local property values.**
- **\$233,336 per year in air quality improvement by mitigating harmful air pollutants.**
- **\$186,480 per year in atmospheric carbon dioxide reduction.**

Understanding the important environmental and economic value that community trees provide, will allow Wisconsin communities to improve management, advocate for future investment, build partnerships and address threats to ensure that residents receive environmental and economic services well into the future. Simply put, tree benefits increase as trees grow in size. This emphasizes the need for sustainable planning, cooperation and participation by all to ensure that trees reach maturity and continue to enhance community livability.

1

## Fox Valley Area i-Tree Streets and Canopy Community Fact Sheets

- [Fox Valley Area Analysis Fact Sheets](#)<sup>1</sup>
- [Appleton Street Tree & Canopy Fact Sheets](#)<sup>3</sup>
- [Greenville Street Tree & Canopy Fact Sheets](#)<sup>4</sup>
- [Kaukauna Street Tree & Canopy Fact Sheets](#)<sup>5</sup>
- [Kimberly Street Tree & Canopy Fact Sheets](#)<sup>6</sup>



- [Little Chute Street Tree & Canopy Fact Sheets](#)<sup>7</sup>
- [City of Menasha Street Tree & Canopy Fact Sheets](#)<sup>8</sup>
- [Town of Menasha Street Tree & Canopy Fact Sheets](#)<sup>9</sup>
- [Neenah Street Tree & Canopy Fact Sheets](#)<sup>10</sup>

## Green Bay Area i-Tree Streets and Canopy Community Analysis

The first phase of the Wisconsin DNR's regional analysis project focused on community tree benefits in the Green Bay Metro Area including the following:

- **\$1.81 million per year in summer cooling and winter heating energy savings.**
- **\$1.78 million per year in storm water management savings by intercepting approximately 65 million gallons of storm water annually.**
- **\$2.02 million per year increase in local property values.**
- **\$296,206 per year in air quality improvement by mitigating harmful air pollutants.**
- **\$233,998 per year in atmospheric carbon dioxide reduction.**
- [Green Bay Metro Area Regional Analysis Fact Sheets](#)<sup>11</sup>
- [Allouez Street Tree & Canopy Fact Sheets](#)<sup>12</sup>
- [Ashwaubenon Street Tree & Canopy Fact Sheets](#)<sup>13</sup>
- [Bellevue Street Tree & Canopy Fact Sheets](#)<sup>14</sup>
- [De Pere Street Tree & Canopy Fact Sheets](#)<sup>15</sup>
- [Green Bay Street Tree & Canopy Fact Sheets](#)<sup>16</sup>
- [Hobart Street Tree & Canopy Fact Sheets](#)<sup>17</sup>
- [Howard Street Tree & Canopy Fact Sheets](#)<sup>18</sup>

## Contact Information

The analysis was conducted by Kim Miller from the Wisconsin DNR utilizing the i-Tree Streets & Canopy software.

Kim Miller or Tracy Salisbury

Wisconsin Department of Natural Resources Northeast Region

email: [Kimberly.Miller@Wisconsin.gov](mailto:Kimberly.Miller@Wisconsin.gov)<sup>19</sup>

email: [Tracy.Salisbury@Wisconsin.gov](mailto:Tracy.Salisbury@Wisconsin.gov)<sup>20</sup>

## Links

1. [http://www.itreetools.org/resources/reports/WDNR\\_Fox\\_Valley\\_reports.pdf](http://www.itreetools.org/resources/reports/WDNR_Fox_Valley_reports.pdf)
2. <http://dnr.wi.gov/topic/UrbanForests/>



# City of Menasha

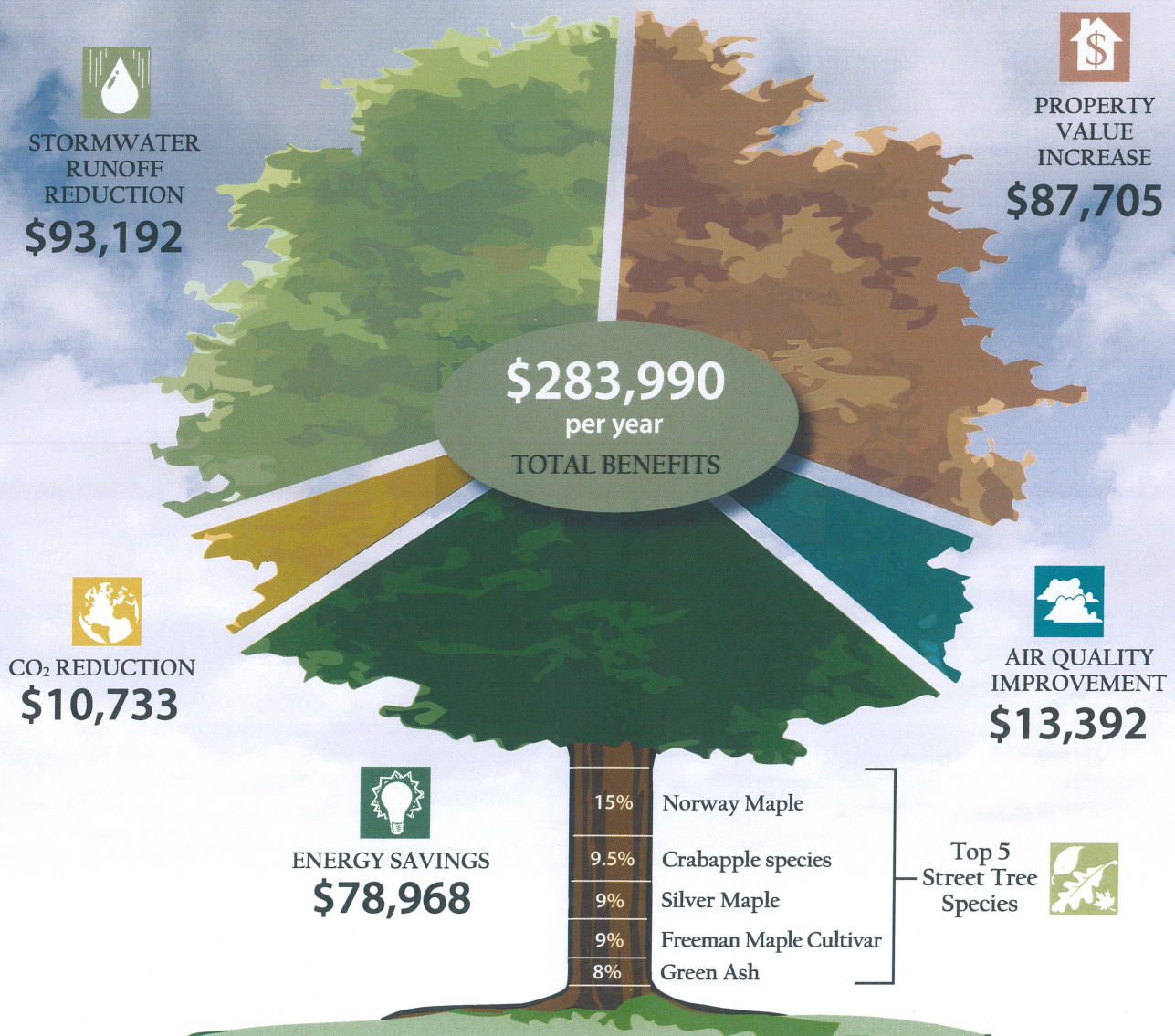
## Street Tree Benefits

**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<sup>1</sup>...







## 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



The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, D.C. 20240.



## 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.



# City of Menasha

## Urban Tree Canopy (UTC) Analysis



### What is the Urban Forest and Urban Tree Canopy?

The **Urban Forest** consists of all public and private trees and shrubs in our community. This includes trees in yards, parks, open spaces, along streets and other land where trees are present. One way to understand the value of urban forests is by envisioning the layer of leaves, branches and tree stems when viewed from above. This layer is called **Urban Tree Canopy (UTC)**.

### Why is Urban Tree Canopy important?

While we may not think of city trees as a typical "forest," these trees provide valuable services and benefits.

#### Trees in our community:

- Reduce storm water runoff
- Lower summer air temperatures
- Reduce air pollution
- Reduce heating and cooling costs
- Enhance property values
- Provide wildlife habitat
- Improve health and wellbeing
- Improve learning and concentration
- Provide aesthetic benefits

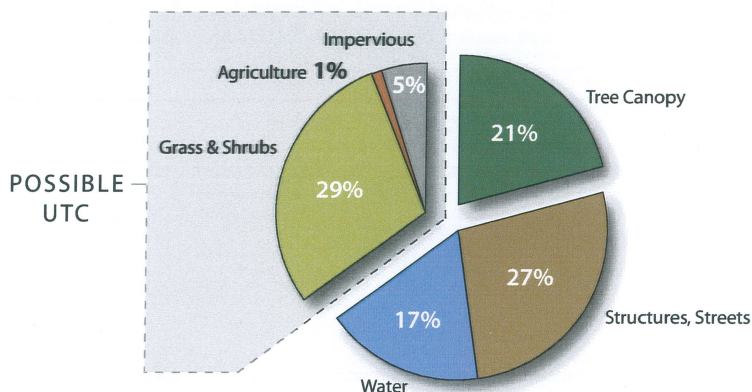
UTC benefits can be quantified. A single large tree can provide approximately \$76 in average annual net benefits, \$3,000 in benefits over a 40-year period. An increase in UTC brings an associated increase in benefits.



### How much Urban Tree Canopy does Menasha have?

#### UTC analysis for Menasha shows<sup>1</sup>:

- An existing tree canopy of 21% (968 acres)
- Trees could potentially cover an additional 35% (1,622 acres) of the city's land surface. These "Possible UTC" areas include grass, agriculture land, and impervious surfaces (e.g., parking lots, paved playgrounds & ROW).
- The remaining 44% (2,019 acres) of the city's area is buildings, streets, water and other permanent features and is generally unsuited to UTC improvement.



*Many factors determine where best to plant urban trees. UTC analysis shows where additional trees will have the greatest positive impact.*

#### UTC analysis for the FOX VALLEY METROPOLITAN AREA shows<sup>2</sup>:

- An overall tree canopy of 20%.
- Possible UTC is 55%. The remaining land area of buildings, streets, water and other permanent features is 25%.

<sup>1</sup> Analysis was conducted using iTree Canopy. iTree Canopy offers a quick and easy way to produce a statistically valid estimate of land cover types (e.g., tree cover) using aerial images available in Google Maps. 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)

<sup>2</sup> Appleton, Greenville, Kaukauna, Kimberly, Little Chute, City of Menasha, Town of Menasha, Neenah



# Why should Menasha set goals for UTC?

As urban development expands, it is increasingly important to balance growth with environmental wellbeing. To maximize UTC benefits, communities should set goals to protect, maintain and enhance their entire urban forest. Careful planning and goal setting are necessary to retain as much mature tree canopy as possible in areas with development pressure and to expand and sustain canopy in already urbanized areas. UTC goals can emphasize environmental quality (stormwater, air quality, carbon offsets), livability and economic vitality.

Though many communities have adopted land use strategies to mitigate sprawl, few have developed land cover strategies like UTC to mitigate urbanization effects.



## Additional Resources

Urban Tree Canopy Assessment, Northern Research Station, USDA Forest Service, <http://nrs.fs.fed.us/urban/utc/>

Watershed Forestry Resource Guide, Urban Tree Canopy, <http://www.forestsforwatersheds.org/urban-tree-canopy/>

Urban Natural Resources Institute, <http://www.unri.org/webcasts/archive/march-2011a/>

Society of Municipal Arborists, Urban Forestry BMPs, <http://www.urban-forestry.com/sma-urban-forestry-bmps>

## How to Set UTC Goals

Effective UTC goal setting requires involvement and commitment by municipal leaders and staff, local business community, neighborhood groups and citizens. The process generally includes four steps:

- **Assess Current UTC**
  - Can use iTree Canopy Analysis or GIS to arrive at UTC baseline.
- **Assess Possible UTC**
  - Identify opportunities on both public and private land.
- **Adopt Goals Based on Assessments**
  - If possible, institutionalize goals in appropriate ordinances, policies, or community master plan.
- **Develop Implementation Plan**
  - Identify strategies to meet goals based on available resources, political climate and stakeholder needs. Produce timeline and identify parties responsible for each strategy.

## Potential Strategies to Implement UTC Goals

- **Plant New Trees**
  - Identify and prioritize planting sites community-wide.
  - Assess species diversity needs.
  - Identify how trees will be maintained.
- **Protect & Maintain Existing Trees**
  - Adopt tree protection ordinance and conservation easements.
  - Produce a tree management plan.
  - Ensure proper pruning in utility corridors.
- **Minimize & Restore UTC Lost to Age, Mortality & Land Conversion**
  - Specify strategies within Comprehensive Land Use Plan (e.g. Smart Growth).
  - Adopt subdivision, zoning, and landscaping ordinances.
  - Identify impact from EAB and potential management strategies.
- **Promote Public Education & Awareness**
  - Promote tree benefits (e.g., community website, newsletter, water bill insert)
  - Promote proper tree planting (e.g., Arbor Day, workshops)
  - Develop or participate in campaigns (e.g., First Downs for Trees, Taking Root in Oshkosh)



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(Date)

Company Name

Address

City, State, Zip

Dear Community Business:

Six years ago Menasha VFW Nicolet Post 2126 established the Isle of Valor in Smith Park. The purpose of the Isle is to honor the Medal of Honor recipients in our area.

As part of this display, memorial plaques are displayed on the bridge approaching the monument. These plaques honor the citizens that have lost their lives in the nation's foreign wars.

Our Post now would like to enhance the appearance of this memorial in order to make it more visible and usable to the veterans and their families, as well as to the general public. It is our hope, that in the future, public events could be held there as well, such as memorial services honoring veterans or wedding ceremonies for veterans' families.

The enhancements we are attempting to do include:

1. Flag poles with flags for all branches of the military. The flags will be staggered 3 on one side and two on the other side of the main sidewalk going to the Isle.
2. There will be four granite benches: one at the beginning of the main sidewalk after the bridge, another at the end of the flag displays and two more at the monument for viewing.
3. One bench with all 5 branches of service engraved on the front of the back rest.
4. Adding a new road sign indicating where the Isle of Valor is located.

In order to realize our goal of \$15,000, we are conducting a local fund drive for donations. **In addition, any business or persons wishing to purchase a flag pole or bench in memory of a veteran or veterans may do so.** A plaque indicating the donator's information will be installed in the area of the bench or flag pole.

We hope to have this project complete by the end of 2013.

We are confident the beautification to the Isle of Valor will add meaning to those who come to honor veterans from our community who have served our country and remain loyal to their military service promise.

Any and all donations can be sent to Menasha VFW Nicolet Post 2126, 546 3<sup>rd</sup> Street, Menasha, WI 54952.

Please contact Dick Meyer (725-2501) or Dave Mix (851-2306) if you have any questions or would like more detailed information regarding our Post's community project.

We thank you in advance for your support of our enhancement project, and please know you are welcome at any time to view the Isle of Valor and its improvement progress.

Respectfully,

Dick Meyer, Post Commander

Dave Mix, Senior Vice Commander

**Isle of Valor Price Quote**

2 benches/no backs	\$1500 each	\$ 3,000
2 benches w/back	\$1800 each	\$ 3,600
1 bench w/back and engraving	\$1800	\$ 1,800
5 flag poles	\$ 600 each	\$ 3,000
5 flags	\$ 50 each	\$ 250
Road sign	??	??
TOTAL		\$ 11,650

NOTE: Benches will be rose color

Excess funds will be used for engraving other benches