



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2024 Issue One

The Council Quarterly newsletter is published quarterly by the Florida Urban Forestry Council and is intended as an educational benefit to our members. Information may be reprinted if credit is given to the author(s) and this newsletter. All pictures, articles, advertisements, and other data are in no way to be construed as an endorsement of the author, products, services, or techniques. Likewise, the statements and opinions expressed herein are those of the individual authors and do not represent the view of the Florida Urban Forestry Council or its Executive Committee. This newsletter is made possible by the generous support of the Florida Department of Agriculture and Consumer Services, Florida Forest Service, Wilton Simpson Commissioner.

PURPOSE DRIVEN CANOPY

Submitted by David A. Fox, PhD., Adjunct Lecturer, University of Florida School of Forest, Fisheries, and Geomatics Sciences

This essay will explore the multifaceted advantages of urban tree canopy cover, focusing on its capacity to both enhance human well-being and to mitigate environmental challenges. When we recognize all the benefits that trees provide, we can design purpose-driven planting initiatives that contribute to the well-being of both the community and the environment.

In the midst of the concrete jungles and sometimes sterile suburbs that define modern urban landscapes, urban tree canopy, comprising the collection of trees that cover the ground when viewed from above, plays a crucial role in enhancing the quality of life for urban dwellers. Tree canopy coverage is often thought of as ‘the footprint’ of the urban forest. Trees that line our city streets and dot our parks and other public places, serve as a vital bridge connecting the built environment to the natural world. Beyond their aesthetic appeal, urban trees provide a wide array of both human and environmental benefits, or ecosystem services, that are essential for creating sustainable, healthy, and livable cities.

Ecosystem Services: The Millenium Ecosystem Assessment (2005) identified four broad categories of services generated by ecosystems:

- Provisioning services: The “products” people enjoy from ecosystems, such as food, fiber, ornamentals, medicines, biofuels, and fresh water.
- Regulating services: Benefits obtained from the regulation of ecosystem processes, such as climate regulation, flood prevention, erosion control, pest control, pollination, seed dispersal, and disease regulation.
- Cultural services: Non-monetary benefits obtained from ecosystems, such as aesthetics, education opportunities, recreation and ecotourism, inspiration, sense of place, cultural diversity and social relations, spiritual and religious values, cognitive development, and human health maintenance.
- Supporting services: Services necessary for the production of all other ecosystem services, such as soil formation, photosynthesis and primary production, nutrient cycling, and water cycling.

“...urban trees provide a wide array of both human and environmental benefits, that are essential for creating sustainable, healthy, and livable cities.”

All these services are generated by the urban forest in various amounts or levels depending on the ‘forest structure’, defined by plant species composition, percent tree cover, tree density (trees per acre), size distribution (sometimes related to age), tree health or condition, and the horizontal distribution of trees relative to the built infrastructure. The bottom line is that the

larger the trees, or the larger the canopy area, the greater the benefits.

Plant with a Purpose:

When tree planting is proposed, be it a single tree in a residential yard or a commercial forest, think about the primary purpose for planting that tree. Often municipal tree planting involves a planning exercise to assess existing infrastructure and official environmental goals. Regardless, there is usually one overarching goal to be achieved by any tree planting so let the following list of benefits remind you that trees contribute much to human well-being and urban ecology.

Cooling Shade

Urban heat islands are a growing concern in many cities, where high levels of concrete and asphalt absorb and radiate heat, leading to elevated temperatures.

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Greetings! I'm excited to serve as the 2024 Executive Committee President! And look forward to bringing in the New Year with *The Council Quarterly* newsletter! Our 2024 Urban Forestry Institute (UFI) conference is themed "Purpose Driven Canopy." The many benefits of tree canopy and the challenges and solutions are outlined in the article by David A. Fox in this issue of *The Council Quarterly*. We look forward to expanding our knowledge in keeping with this theme at the next UFI on March 14th & 15th 2024. This year's UFI also incorporates a separate learning opportunity "5 Pillars of Arboriculture Course" offered on March 13th which is a good preparatory course for those looking to take their ISA Certified Arborist exam.

As the appointed Transportation Landscape Architect with Florida Department of Transportation (FDOT) one of my primary interests is continued development of educational opportunities to further the knowledge base of our members. The annual UFI, quarterly newsletters, monthly e-bulletins, and regular social media posts play a vital role in ensuring that our members are educated regarding current issues and topics related to urban forestry. By learning from our fellow professionals associated with many diverse allied organizations we empower ourselves to incorporate those 'lessons learned' in our daily practices related to urban forestry management.

While there are many opportunities to plant trees in our daily practices – we need to strive to ensure that there is a management

program in place to properly maintain the tree canopy over the long-term prior to implementation of those planting programs or projects. The proper management of the tree canopy is supported by our S.O.A.P. resources program (see *Stump The Forester* in this issue). The components of successful tree canopy management are outlined in the S.O.A.P. resources initiative.

My previous experience with tree inventory and management with both Louisiana State University (LSU) as an intern under the campus arborist enabled me to become familiar with good arboricultural practices for proper tree canopy management. This first experience with arboriculture was my introduction to a lifelong career associated with trees and management of the urban canopy. During my years with Collier County Government as a roadway Landscape Architect/Project Manager I was able to implement those tree inventory practices, and daily tree maintenance practices learned during my internship at LSU. And now with FDOT I continue to incorporate those proven/established successful practices into tree canopy management.

One of the most critical elements of individual and organizational success is to "learn from others" so that hopefully you/ we can incorporate proven practices into our tree management program. By listening to other allied professionals we advance our knowledge and practices much more effectively than to take the additional time to learn those lessons through "the school of hard knocks" (on your own). We remain stronger as a whole than individually. So, let's continue to rely on each other to obtain a different perspective – that may open our eyes to opportunities for better tree canopy management.

Sincerely,

Darryl Richard
2024 FUFUC President

Purpose Driven Canopy, continued from page 1

Urban tree canopies play a crucial role in mitigating this issue. Through transpiration, trees release water vapor into the air, which has a cooling effect on the surrounding environment. By lowering temperatures, trees contribute to a decrease in energy consumption for air conditioning, thereby reducing energy costs and greenhouse gas emissions. Furthermore, trees play a role in adapting cities to the changing climate. The shade provided by trees helps alleviate heat stress during heatwaves, and their presence can act as a natural buffer against the impacts of extreme weather events. By integrating climate-resilient tree species and promoting sustainable tree management practices, purpose-driven urban tree canopy initiatives can play a crucial role in building climate-resilient cities.

Aesthetics and Beautification:

Besides shade production, many trees are planted to bring a pop of spring blooms or blaze of fall color to the otherwise monolithic urban landscape. Landscape architects use plants as an artist would use paint and structural elements to enhance buildings and views through the city. In Florida, the size and shape of the mature tree may be the primary decision variable on which species to plant rather than spring or fall color. We can plant a bit of forest around our suburban house so as to block the view of a busy street, add shade to a patio, provide a front yard beauty spot through a flowering tree, to produce fruit for the table, or to help draw in favorable wildlife like birds and butterflies.

Mental, Emotional, and Physical Well-being:

Beyond their physical benefits, urban trees have a profound impact on mental and emotional well-being. Access to green spaces and tree-lined streets has been linked to reduced stress, anxiety, and depression. The presence of trees in urban areas creates a sense of tranquility and connection to nature, offering respite from the fast-paced, often stressful urban lifestyle. Parks and green spaces adorned with trees serve as gathering places for communities, fostering social interaction and a sense of belonging. The 3-30-300 rule is a recently-proposed set of benchmarks for cities to promote equitable access to nature. This planning goal, proposed by Cecil Konijnendijk, focuses on human access to benefits of urban forests. The rule states that: People should be able to see at least three trees from their home, workplace, or place of learning; There should be at least 30% tree canopy cover in each neighborhood; and

People should live within 300 meters of a high-quality public green space that is at least 0.5 hectares in size. Meeting the guideline of 3-30-300 was associated with better mental health, less medication use, and fewer psychologist or psychiatrist visits according to early results by the National Institute of Health.

Improved Air Quality:

Trees act as natural air filters, removing pollutants such as nitrogen oxides and particulate matter from the atmosphere. Through a process known as photosynthesis, trees absorb carbon dioxide and release oxygen, making the air cleaner and more breathable. Moreover, trees trap airborne particles on their leaves, reducing the concentration of harmful pollutants in the air we breathe. This not only helps prevent respiratory problems but also reduces the risk of cardiovascular diseases and improves overall public health.

Stormwater Management:

Urbanization often leads to increased runoff during rain events, which can result in flooding and water pollution. Urban tree canopies play a vital role in stormwater management by capturing and slowing down rainfall. The roots of trees help to prevent soil erosion and act as natural sponges, reducing the amount of runoff entering stormwater systems. This can help to alleviate the burden

on municipal stormwater infrastructure and reduce the risk of flooding in urban areas. In Florida, with our relatively flat landscape and seasonally heavy rains, the stormwater management benefit of trees is, in this author's view, highly undervalued when contemplating tree planting. The National Pollutant Discharge Elimination System (NPDES) Stormwater Program regulates discharges from municipal storm sewer systems. The State of Florida issues Environmental Resource Permits (ERPs) to help prevent stormwater pollution to Florida's lakes, rivers, and streams. Specialized tree planting projects could help mitigate stormwater pollution and reduce the impact of the NPDES and ERP permitting expense that cities face.

Carbon Sequestration:

Urban trees are essential allies in the fight against climate change. Through photosynthesis, trees absorb carbon dioxide, a greenhouse gas responsible for global warming. They store this carbon in their trunks, branches, and roots, effectively sequestering carbon and reducing the carbon footprint of cities. Purpose-driven initiatives focused on increasing the urban tree canopy contribute directly to climate change mitigation by enhancing carbon sinks in urban areas. By maintaining and expanding urban tree canopies, we can make significant strides in reducing

greenhouse gas emissions and mitigating the effects of climate change.

Challenges and Solutions:

While the benefits of purpose-driven urban tree canopy initiatives are evident, challenges persist in realizing their full potential. Urban planning that prioritizes infrastructure over green spaces, limited awareness of the importance of trees, and inadequate resources for tree maintenance are common obstacles. To address these challenges, a comprehensive approach is needed that often begins with an inventory, followed by development of an urban forest management plan, and a look at how existing policies and ordinances influence management goals.

Urban planning policies must prioritize the integration of green spaces, tree-lined streets, and parks. Strategic planning that considers the ecological value of trees alongside infrastructure needs can create a more balanced and sustainable urban environment. Furthermore, raising awareness among residents about the importance of urban tree canopy and involving communities in tree planting and care initiatives can foster a sense of shared responsibility. Public-private partnerships and collaboration between local governments, environmental organizations, and businesses can provide the necessary resources and expertise to support tree planting initiatives. Investment in research and innovation to develop sustainable tree management practices and technologies can also enhance the effectiveness and efficiency of urban tree canopy programs.

Conclusion:

Creating a purpose-driven urban tree canopy can offer holistic and sustainable solutions to the challenges posed by rapid urbanization. People need trees and trees need people that appreciate the environmental benefits they provide by prioritizing and nurturing urban tree canopy. By recognizing the multifaceted advantages of tree planting and care initiatives, communities, policymakers, and environmentalists can work together to create resilient, sustainable, and vibrant cities that prioritize the well-being of both residents and the environment.



PLANNED OBSOLESCENCE: UTILITY VEGETATION MANAGEMENT FOR A SYSTEM GOING UNDERGROUND

Submitted by Josh Nye – Park Services Manager, City of Winter Park; ISA Certified Arborist & TRAQ



If you're familiar with utility vegetation management (UVM), you've heard it before: "They're butchering the trees!" Despite the fact that reliable power is a necessity for so many aspects of our lives, it's easy to forget when you're looking through a V-shaped canyon carved out of your favorite tree. It falls to utility arborists and vegetation managers to explain the need for this type of pruning. Often our explanations fall flat.

What if you could make that problem go away? What if there was a plan to underground the entire overhead electrical distribution system? The City of Winter Park did just that. In 2003, Winter Park residents voted to purchase the electric utility from Progress Energy. At that time the system was plagued with vegetation-caused outages. As a result, excessive pruning often took place. This only served to anger the public further and did little to improve electrical reliability. The frequent outages and poorly pruned trees proved too much for exasperated residents. So, they decided to take matters into their own hands with a purpose-driven plan. On June 1, 2005, the City celebrated the official "flipping the switch" from an investor-owned utility to municipal ownership.

Winter Park's undergrounding project got underway in earnest in 2008. Over the ensuing 15 years nearly 100 miles of overhead line went underground. Today there are only around 35 miles left to go. Should the current schedule hold, by 2030 Winter Park Electric Utility will become one of the only completely underground electrical systems in the country. On its face this seems to imply less work for the City's Urban Forestry Division. Nothing could be further from the truth. The electric utility isn't the only thing changing for Winter Park's renowned canopy. Other forces at work are bringing together a confluence of shifting priorities as the UVM program sunsets.

From the 1960's to 1990's, Winter Park planted thousands of laurel oaks (*Quercus laurifolia*) on City rights-of-way. The large shade tree is relatively short-lived with poor response to decay and disease. The species' weaknesses were laid bare in 2004 when Hurricane Charley tore through Central Florida, felling or seriously damaging thousands of trees. Winter Park lost a significant portion of its canopy in just a few hours. In the following years thousands more laurel oaks were removed due to the numerous structural and health issues caused by natural aging and excessive decay from storm damage.

Simultaneously, a great effort was made by the City and its community partners to begin the long process of replanting. A purpose-driven canopy replaced the laurel oak population with its more robust and long-lived cousin, the Southern live oak (*Quercus virginiana*) along with a range of other species for increased diversity. By 2020 the transition away from an urban forest dominated by over-mature, structurally compromised laurel oaks was well underway.

This new reality leaves Winter Park with an enviable problem. There are now thousands of young street trees that require routine maintenance pruning over roads, sidewalks, and other infrastructure. Just as the light at



the end of the tunnel appears for electrical undergrounding, the time and resources spent on UVM is now shifting towards proactive and gradual directional pruning for street trees. By employing ANSI A300 standards and best management practices Winter Park hope to preserve as much of the trees' natural forms as possible. As a result, rather than acting as apologists for unsightly but necessary UVM pruning, our City arborists can engage with residents more constructively regarding the importance of tree preservation, tree planting and proper tree care. In this way we hope to drive a sense of purpose for the canopy and encourage the community to help nurture Winter Park's beloved urban forest.





REGISTER TODAY!

2024 Urban Forestry Institute

Register Today!

Thursday & Friday, March 14-15, 2024

Virtual Event

The Urban Forestry Institute is a two-day conference and training seminar for individuals involved in community or municipal urban forestry management. It will be held on March 14 & 15, 2024. Speakers from across the United States and leaders from Florida's urban forestry organizations will focus on a "Purpose-Driven Canopy."

The program will kick off with keynote speaker Alana Tucker of the Arbor Day Foundation and will include talks on community engagement, tree mitigation funds, working with planners, strategic utility forestry, and more.



5 Pillars of Arboriculture Course

Wednesday, March 13, 2024

Certified Arborist Prep Course • Virtual Event

Florida Urban Forestry Council is partnering with Tree Check Up to present the "5 Pillars of Arboriculture Course" for those interested in taking the Certified Arborist exam or learning key arboricultural concepts. The online class will include a mix of pre-recorded modules and live Q&A. It will take place on March 13, 2024, with recordings available through March 31. This class is great for those preparing to become a Certified Arborist, as well as those who want to brush up on key arboricultural topics and earn CEUs. This course does not include the ISA CA exam.

FEE OPTIONS

- The 5 Pillars of Arboriculture course only = \$150 (member) / \$200 (non-member*)
- The 5 Pillars of Arboriculture course + UFI 2024 = \$275 (member) / \$325 (non-member*)
- UFI 2024 = \$125 (member) / \$175 (non-member*)
- UFI 2024 Advocate Registration (cannot earn CEUs) = \$25
- UFI 2024 Student Registration = \$10

*Comes with professional membership

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PURPOSE DRIVEN CHANGE - ALLOWABLE EXPENDITURES FOR GAINESVILLE'S TREE MITIGATION FUND

Submitted by Dave Conser, City Arborist, Gainesville, Florida

Many municipalities, counties, communities, and other public entities receive monies from developers and others when trees are removed, generally to replant trees or otherwise improve the urban forest.

Generally, the current pace of development, and associated tree removal, is outpacing efforts to replant trees. This can be seen in the decrease of urban tree canopy in many places. This is true for Gainesville, Florida, where I work as the City Arborist. Our Tree Mitigation Fund had a balance of 6.2 million dollars when last reconciled by City accountants at the end of September 2021. Since that time multiple millions of dollars have flowed into the Fund. We have not spent multiple millions of dollars from the Fund during this time.

To rectify this, City staff and the Tree Advisory Board developed proposed changes to the Land Development Code – that part of Gainesville's Code of Ordinances that includes urban forestry. These changes were designed to expand the allowable expenses from the Tree Mitigation Fund, to enhance Gainesville's urban forest, and more adequately spend the Fund.

Previously, Gainesville's allowable expenses from the Tree Mitigation Fund included:

- Urban tree planting on city-owned property.
- Purchase of land to conserve urban forest.
- An Urban Forest Management Plan, every 10 years.
- An Ecological Analysis of Gainesville's urban forest, every five years.

After review by the City of Gainesville's legal department, and approval by City leadership, significant changes regarding allowable expenses now include:

- Planting of trees and native vegetation on city-owned property, including a wide range of associated costs.
- Purchase of land to conserve urban forest, including associated costs such as surveying, appraisal, fencing and invasive control.
- An Urban Forest Management Plan, every 10 years.
- An Ecological Analysis and Tree Inventory of city-owned trees, every five years.
- Planting of trees on private property.
- Advanced tree wells and state-of-the-art tree planting techniques.
- Structural pruning of city-owned trees.
- Land management of city-owned land, to enhance and preserve canopy.
- Professional contractual support services.
- Miscellaneous costs.

We have begun to apply some of these allowed changes. We are planting pollinator-friendly groundcover and shrubs in association with tree planting, reinforcing Gainesville's recent designation as a Bee City USA.

Plans are advancing for redesign of downtown city streets to preserve trees – trees that are otherwise disrupting the hardscape, including contractor-designed advanced tree wells.

We will soon develop a program to assist any and all private owners to plant trees on their private property, with funding from the Tree Mitigation Fund.

City Parks leadership anticipates taking advantage of funding for land management costs, to better enable the purchase of conservation lands, since the attendant proper management of said lands can now be adequately funded.

One notable initial objection to spending public money planting trees on private property was overcome by a discussion of the myriad of the public benefits of private trees.

In conclusion, these changes should result in a monumental difference in the way Gainesville's urban forest can be enhanced, improved and expanded. Hopefully, other public entities can examine and adopt changes such as these, to the benefit of the urban forest.

Gainesville's current ordinance regarding allowable expenses from its Tree Mitigation Fund is found within this section: https://library.municode.com/fl/gainesville/codes/code_of_ordinances?nodeId=PTIICOOR_CH30LADECO_ARTVIIIIPRE_DIV2TRLA_S30-8.7PETREMI

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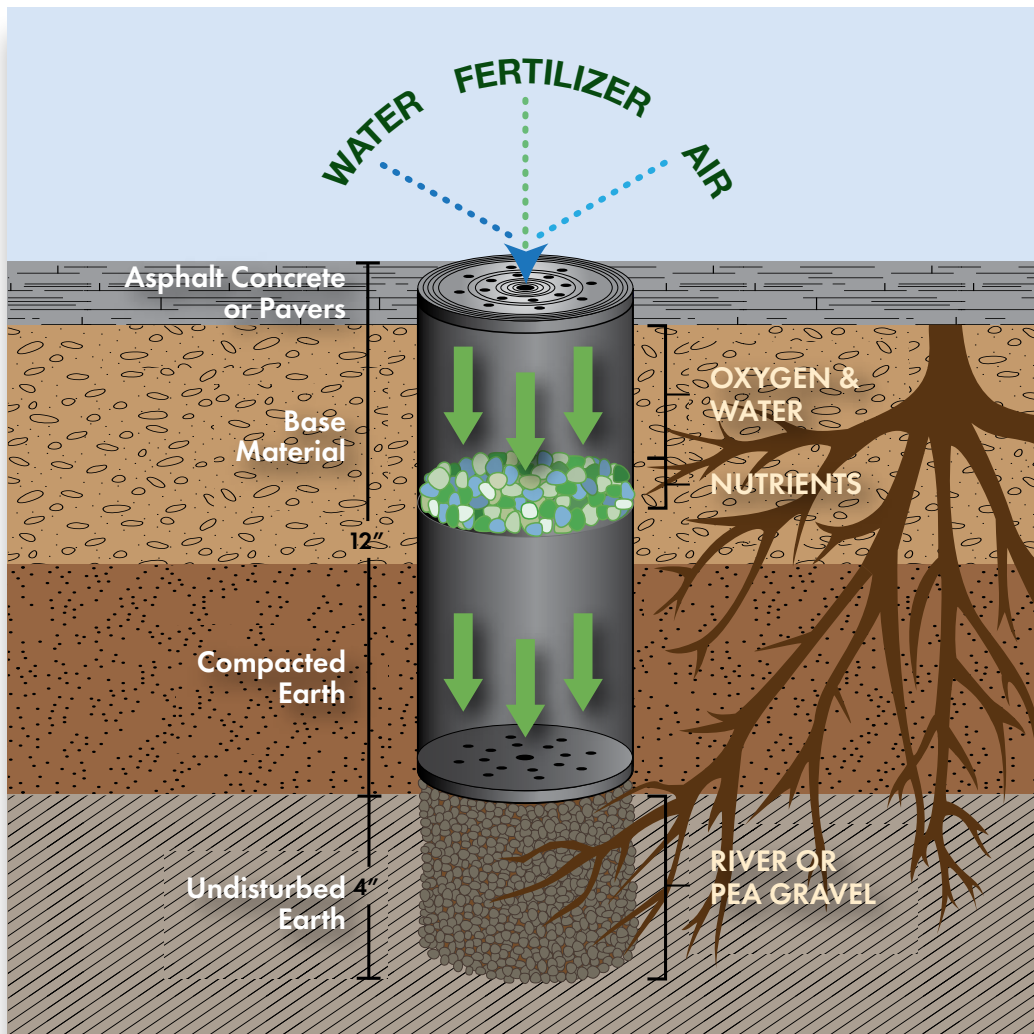


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FL-PLT AWARDS FUFC 2023 PARTNER OF THE YEAR

Submitted by ???????do we need a byline here?

Florida Chapter of Project Learning Tree (PLT) awarded the Florida Urban Forestry Council (FUFC) with the 2023 Florida PLT Partner of the Year Award. FUFC is extremely supportive of Florida PLT recognizing that PLT plays a critical role in providing forest-related professional development to educators, ultimately reaching thousands of students each year. The FUFC provides support through funding, a network of urban forest professionals, and the promotion of programs and training opportunities. Elise Cassie – FL-PLT Coordinator, and FUFC Board member, presented the award to Darryl Richard – FDOT Landscape Architect, and FUFC President, during the 2023 FL PLT Facilitator Retreat.



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MEMBER SPOTLIGHT

Darryl Richard

Meet Darryl Richard, our 2024 Board President for the Florida Urban Forestry Council (FUFC). Darryl serves as the Landscape Architect and Scenic Highway Coordinator, for the Florida Department of Transportation (FDOT), District I.

Darryl grew up on a Louisiana sugarcane farm near Baton Rouge. At a young age, he worked long hours on hot summer days working at a family's flower shop. He became familiar with the cultivation of ornamental & landscape plants. He was also cultivating an interest in the Landscape Architecture as a profession.

Darryl is a graduate of Landscape Architecture from Louisiana State University (LSU); followed by a Telecommunications Specialist Certification from the U.S. Coast Guard Institute.

While at LSU he worked with campus staff to evaluate 1,200 historic live oaks and to



develop a management plan for the tree canopy on campus.

Darryl draws upon his personal, academic, military, domestic & overseas travel experiences when applying diversified perspectives for innovative and unique management solutions relating to teamwork and Landscape Architecture.

Darryl is a familiar face to the FUFC. He has served on the FUFC Executive Board for several years and has been a distinguished speaker at UFI conferences. Darryl knows how to make things blossom and grow. Under his professional leadership the FUFC will blossom and grow with bright, vibrant colors.

Calling all members! Please fill out the following form so we can keep you in the SPOTLIGHT of who's who in Florida's urban Forestry.

The form link is at:

<https://forms.gle/Basc7r7zhULxjJrw6>

Working in Harmony with Nature

Sumter Electric Cooperative has always placed a high priority on the environment by working to stay in harmony with nature. Evidence of SECO's environmental stewardship is displayed through the following programs.

Sumter Electric Cooperative:

- was named a *Tree Line USA* utility for the fourth consecutive year by *The National Arbor Day Foundation*. Employee arboriculture training, public education, and maintaining abundant, healthy trees in SECO's service area are common practices.
- installs osprey nesting dishes atop of the utility pole cross arms as needed for these magnificent birds.
- places squirrel guards atop the transformers to protect a variety of animals from danger, particularly squirrels.
- offers net metering to members interested in renewable generation such as photovoltaic systems.
- recycles retired power equipment, scrap steel, aluminum, copper, porcelain, fluorescent lights, ink printer and copier cartridges, plus much more.
- researches and writes *Nature's Reflections*, a special column in the members' newsletter developed to educate the community on the flora and fauna of Florida with eco-friendly topics like xeriscaping and conservation.



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STUMP THE FORESTER

QUESTION: How can S.O.A.P. lead to the success of urban forestry programs?

ANSWER: Staffing, Ordinance, Advocacy, and Planning (S.O.A.P.) is designed to create success of urban forestry programs. SOAP is an organizational framework for success. The framework can provide an effective working model for private businesses, municipal agencies, nonprofits, and community events? S.O.A.P. can provide a clean approach to crafting a powerful strategy that will propel organizations forward. S.O.A.P. is an overarching organizational management tool any

organization can utilize to improve its operations:

Staff: The backbone of any organization. They're the dedicated individuals who breathe life into plans and uphold the core values and rules. Each member is a unique piece of the organizational puzzle.

Ordinance: Think of this as the rulebook. The guidelines, rules, and policies that create a harmonious, efficient environment. Every organization needs structure, and ordinances provide just that.

Advocacy and Advisory: Collaboration is key. These stakeholders influence, guide, and champion the organization's vision, ensuring it aligns with broader community or industry goals.

Plan: A roadmap to success. But it's not just about having a plan; it's about the collective input from staff and insights from advocacy and advisory members that make it effective.

The Florida Forest Service (FFS) uses S.O.A.P. as an organizational framework for success in urban forests management. The various levels of S.O.A.P. will enable the FFS to classify communities as "Managing" or "Developing." This offers a clearer picture of what communities are doing. The classification provides information about statewide needs and requirements. It helps determine funding allocations for grant programs offered by the Florida Forest Service.

The S.O.A.P. model complies with the U.S. Forest Service's Community Accomplishment Reporting System (CARS) designed to measure levels of community engagement with urban and community forestry initiatives and programs. Simply put, Staffing, Ordinance, Advocacy, and Planning (S.O.A.P.) can lead to the success of urban forestry programs.

Answer provided by John Snow, ISA Master Arborist; owner/operator of Tree Check Up, LLC



If you would like to 'stump the forester,' see page 16 for information on submitting your question!



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2023 FRIENDS OF OUR URBAN FOREST AWARDS PROGRAM

Throughout Florida, urban forestry programs and initiatives are always underway. The Florida Urban Forestry Council's Friends of Our Urban Forest awards recognizes achievements, organizations, and individuals advocating and promoting community and urban forests. Are your people, places, and programs being recognized, announced, and celebrated? Does your community forest have outstanding people and programs? Have you ever applied for or submitted an award nomination to the Florida Urban Forestry Council? You can find out more about the Friends of Our Urban Forest Awards program at <https://fufc.org/awards-information/>.

CARLA SINCLAIR-WELLS, SINCLAIR DESIGN STUDIO OUTSTANDING PROFESSIONAL



Congratulations! The Florida Urban Forestry Council is pleased to announce Carla Sinclair-Wells - owner & operator of Sinclair Design Studio – as the “2023 Outstanding Professional” award in recognition of her personal and professional contributions promoting urban forestry - a core value for the Florida Urban Forestry Council (FUFC).

Over the years, Carla has consistently provided prompt, professional, and creative design to FUFC website; UFI platforms; *The Council Quarterly* newsletter; *In A Nutshell* e-bulletin; and the capture and creation of social media content relative to urban forestry. She has an impressive history of professional experience and collaboration with the FUFC. Bringing the FUFC mission to life and visibility, enthusiasm, and integrity to our vision, Carla has served, contributed, and enhanced the value of urban forestry in the state of Florida.

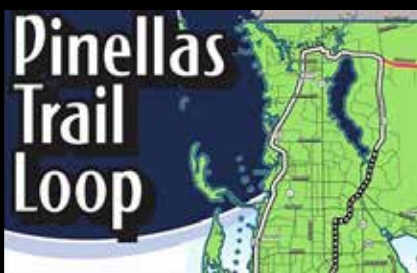


ST. PETERSBURG URBAN FORESTRY COMMITTEE OUTSTANDING TREE ADVOCATE GROUP



The Florida Urban Forestry Council is pleased to present St. Petersburg Urban Forestry Committee the “2023 Outstanding Tree Advocate” award in recognition of exceptional vision, leadership, and contributions to urban forestry activities and programs.

As a subcommittee of the City Beautification Commission, the Urban Forestry Committee has bolstered the tree canopy cover in St. Petersburg, FL, by establishing tree-centric funding; staffing (ISA Certified Arborist); planting corridors; resident-based tree inventory program; a 400 member “St. Pete Citizen Foresters” program; tree planting events; and long-term awareness and stewardship of St. Petersburg’s urban trees, forests, and the vast array of benefits they provide. Congratulations!



PINELLAS-TRAIL-NATIVE-TREE-PLANTING OUTSTANDING PROJECT



Congratulations! The Florida Urban Forestry Council is pleased to award Pinellas Trail Native Tree Planting the “2023 Outstanding Project”.

The tree planting project initiated the processes, plans, promotions, collaborations, site preparations, and the plantings to establish trees along a former Orange Belt Line railroad corridor. Upon completion, phase one

put 140 native trees & shrubs in the ground. This was no little undertaking. The project inspired and united a long list of advocates and stakeholders to include, numerous St. Petersburg city departments, TakeMAR, Keep Pinellas Beautiful, TREE Inc, St. Pete Citizen Foresters, St. Pete Distillery, and the local citizenry. Phase One has set the stage, the scripts, and the players to enact future “Pinellas-Trail-Native-Tree-Planting” projects along urban corridors.

JACKSONVILLE ARBORETUM AND BOTANICAL GARDENS OUTSTANDING URBAN FORESTRY PROGRAM

The Florida Urban Forestry Council is pleased to present the Jacksonville Arboretum and Botanical Gardens with the “2023 Outstanding Urban Forestry Program” award in recognition of an innovative and inspiring community and urban forestry program.

The arboretum & gardens are a 120-acre urban woodland managed by a local non-profit. It is a “hidden jewel” and living museum of trees and forest habitats. Enhanced educational and outreach programs provide activities related to trees, forest habitat, forest management, science, nature, recreation, and other tree-focused activities that support the mission and overall master plan. Enthusiastic and energetic volunteers maintain the site and facilitate programs that attract approximately 130,000 visitors, 1,375 memberships, and may reach 15,000 students each year.

The arboretum is an integral part of, functioning asset for, and living testimony to, the importance of arboricultural landmarks in urban/city landscapes. Congratulations!



ORANGE COUNTY TREE ORDINANCE OUTSTANDING TREE ORDINANCE

The Florida Urban Forestry Council is pleased to congratulate Orange County with the “2023 Outstanding Tree Ordinance” award.

Orange County’s Tree Protection and Removal Ordinance, Chapter 15, Article VIII has recently gone through a two-year, comprehensive modification process to update the document with an improved, robust set of narratives intended to preserve and protect trees, wildlife habitat, and ecosystem services; to promote tree species diversity; update mitigation requirements; adjust fees and penalties; expand funding needed to maintain a healthy urban forest canopy; and to coincide with other County codes; and sustainable and resiliency goals. The ordinance recognizes the value of urban forests and the highest and best use of trees.



Join Us

Our members are the lifelines of our mission.
Thank you for your continued support.

New and renewed members through December 31, 2023. Please let us know if we fail to mention your name.

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BECOME A MEMBER!

By joining the Council you will help fund education and research to prevent and reverse urban deforestation in your community and throughout Florida. Your membership adds your voice with hundreds of other concerned Floridians who care about trees in our community and are working together for a tree-filled future.

Membership Categories:



Professional @ \$25.00

(Professional membership is open to anyone who is actively working in the profession of Urban Forestry or any related profession.)



Tree Advocate/Individual @ \$20.00

(Tree Advocate membership is granted to those volunteers who are members of a tree board, beautification committee or other Urban Forestry volunteer group, and/or an interested citizen.)



Supporting @ \$200.00

(Supporting membership is granted to those individuals, groups or other entities expressing a desire for a strong supportive role in the Council. Membership will be granted for up to five individuals of an organization or business.)



Government/Non-Profit Agency @ \$100.00

(Government/Non-Profit Agency membership is granted to those individuals, groups or other entities actively working in the profession of Urban Forestry or any related profession. Membership will be granted for up to five individuals within the agency.)



Utility Partner @ \$349.00

(Utility professionals expressing a desire for a strong presence in the Council. Membership will be granted for up to five individuals within the agency.)



Student @ \$10.00

(Student membership is granted to anyone who is actively enrolled as a full-time student and who is considering pursuing a career in Urban Forestry.)

Scan the QR code to join or go to fufc.org/member-application/





FLORIDA URBAN FORESTRY COUNCIL
200 2nd Ave. South #130
St. Petersburg, FL 33701-4313

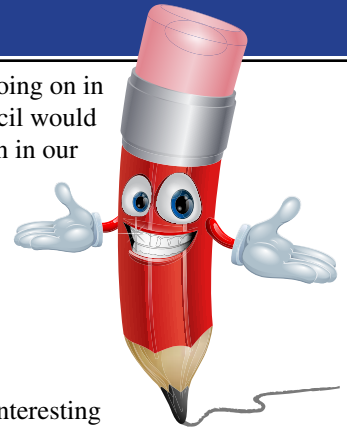
For more information, please contact the Florida Urban Forestry Council:

E-Mail: info@fufc.org
Website: www.fufc.org
Phone: (727) 475-5900
Fax: (727) 565-2981

REQUEST FOR ARTICLES

Please let us know what urban forestry projects you have going on in your neck of the woods. The Florida Urban Forestry Council would greatly appreciate the opportunity to share your information in our newsletter. These articles can include:

- New trends in the industry
- News about tree advocacy groups
- Volunteer projects
- City tree programs
- Letters to the Editor
- Questions for “Stump the Forester”



We look forward to hearing from you on this or any other interesting topic related to the urban forestry industry and profession. Please send any articles or ideas to Joe Anderson, FUFCC newsletter editor, at andejs@jea.com.

Thanks for contributing!

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