

## **Tree Board Meeting Minutes/Action Plans**

- 1. Reviewed the “Plant Just One Tree” Program and made the following decisions:**
  - a. Campaign will kick off in March 1, 2022**
  - b. Door hangers will be distributed in April for the distribution of saplings the weekend prior to Easter (scheduled now for Saturday April 9, 2022) and during the Memorial Day Parade on Monday May 30, 2022.**
  - c. The Tree Board will set up a distribution area for the free saplings prior to Easter now scheduled for Saturday April 9th and during the Memorial Day Parade.**
  - d. Mike was authorized to produce with VistaPrint the following marketing material for the campaign:**
    - i. 25 Posters**
    - ii. 2,500 Flyers**
    - iii. 1,500 Door Hangers**
    - iv. 25 T-Shirts**
    - v. Mike to contact Warren County Nursery, McMinnville, TN at 931-668-8941 to review the scope of sapling delivery and packaging.**
  - e. Mike to ask the Mayor to issue a proclamation for: “Plant Just One Tree” to celebrate Arbor Day during the Memorial Day Parade in Park Hills.**
  - f. Ask the Mayor to ask everyone attending to “Plant Just One Tree” and to pick up your free Tree at the Tree Board booth during the Memorial Day Parade.**
  - g. Covington Catholic and Notre Dame Academy to distribute the door hangers in March.**
  - h. Program Goal: 500 free saplings distributed at Easter and on Memorial Day 2022.**

- i. Website upgraded for the new “Plant Just One Tree” Program.
- j. Communications options: E-mail, Text Messages, Park Hills Newsletter, Facebook, Twitter, etc.
- k. Kathleen mentioned that the Park Hills Newsletter did not have the submitted articles from the tree board.
- l. Kathleen mentioned that she would be interested in being the editor of the newsletter if asked.

Attending the 11/3/21 meeting: Dr. Joe Daugherty, Pat Flannery, Kathleen Laurin, Mike Conway

## **TREE BOARD MEETING**

**November 4, 2021 6:30 PM**

**Park Hills City Building - Council Chambers**

### **Meeting Agenda**

Minutes From Prior Meeting	Sally
Treasurers Report	Kathleen
Spring Seedling Program	Joe
Plant-A-Tree Program Update	Pat
<b>New “Plant Just One Tree” Program (Umbrella Program)</b>	<b>All</b>

- Program Overview
- Marketing: Flyers, Door Hangers, Website, Social Media, Tree Bags, T-Shirts
- Student/Volunteer Distribution

Social Media

Natalie

Grant Update

Jeff & Joe

Park Hills Website

Mike