

Subject: Agenda Item (Re: Proper Mulching plus plus) for TFAC April 2021 meeting

The first attachment is the original recommendation that was submitted, received and moved forward at the Feb. 2020 meeting....

It discusses 3 topics to improve tree care in London: proper tree mulching practices, inspiring people to water newly planted trees and to not travel with firewood. It then describes what steps the City (I believe that Andy and Cat can be thanked for this) has taken to include information on these 3 topics on the City's website. It then notes that these links and the information on them will probably be improved upon.

Then, several recommendations have been made to begin a community outreach campaign to share this information.

That's about the jist of it!!!!!!

The 2nd and 3rd attachment show that this recommendation did move forward in some capacity....

I've attached screen shots showing this recommendation's movement forward.

A month later, the WHO declared a global pandemic and then everything changed! I think that this matter probably got forgotten, as there were many other matters of importance to attend to.

This email is my attempt to resurrect this recommendation... tweak it... and move a revised version forward during the April TFAC meeting.

Since there are still many covid related matters that need to be addressed by the City and since budgets are being trimmed down... the previous recommendations need to be tweaked and focused to maximize results while keeping costs down. So... I'd like TFAC to make the following recommendations during the April meeting...

Recommendations: TFAC recommends that the City of London prepares and executes the distribution of promotional material focused on these 3 topics, this coming planting and growing season (Spring and Summer). TFAC recommends the production of simple page handouts (pdf that can be emailed) for distribution through local landscaping businesses and property management companies. TFAC would like the City to consider working with local television and/or newspapers to share information on these three tree care topics.

Conclusion: Since the City may have new website addresses for the information provided in last Feb 2020's recommendation, the new webpage addresses will have to be used in this recommendation. I think that the creation of a one page PDF that addresses these 3 topics will be easy and inexpensive to accomplish. I can't see this taking more than an hour or two to complete. By emailing this PDF to local landscaping businesses and property management companies who can then then post them on their public community boards or make handouts to share with customers this information will be able to reach the community in a most effective way.

So... there ya go!

I'm hoping that at the April meeting, we can tweak this even more and get this recommendation moving forward again!

Thanks

Jim Kogelheide