



Meeting Date: 6/14/2010  
 Agenda Item: #6f

**Mission Statement**  
 Provide quality services in a modern, courteous and cost-efficient manner.

**VILLAGE BOARD MEETING STAFF REPORT**

**REPORT TO:** President Burt McIntyre & Village Board of Trustees **REVIEWED BY**  
**REPORT FROM:** Chris Clark, Park Superintendent/Forester PB  
**AGENDA ITEM:** Review and take action on approving the proposed donation locations for G.B. Packers – First Downs for Trees program  
**ACTION REQUESTED:** \_\_\_Ordinance \_\_\_Resolution   X  Motion \_\_\_Receive/File

**POLICY ISSUE**

Does the Village Board wish to donate trees from the First Downs for Trees program to community organizations, schools, and businesses for planting on their property to address aesthetic and community relations goals?

**RECOMMENDED ACTION BY VILLAGE BOARD**

Village staff is seeking direction from the Village Board on how they wish to utilize the trees provided by the Green Bay Packers. If the Board wishes to donate trees to community organizations, schools, and businesses, staff will proceed with contacting and working with these entities.

If the Village Board were in favor of this policy action, the following motion may be made:

***“Motion to approve the donation of trees from the Green Bay Packers First Downs for Trees program to the listed community organizations, schools, and businesses”.***

**POLICY ALTERNATIVE(S)**

The Village Board could take the following actions:

- Approve the plan
- Modify the plan
- Table the item and request additional information.

**STRATEGIC PLAN RELEVANCE:**

Economic Vitality:	<u>Yes</u>
Accountable/Efficient Gov't:	<u>Yes</u>
Enhance Gov't Partnerships:	<u>Yes</u>
Environmentally Friendly:	<u>Yes</u>

**STRATEGIC PLAN SYNOPSIS:**

This program will provide an aesthetic and environmentally friendly community. It will also provide good community relations and partnerships with organizations, businesses, and schools.

**POLICY REFERENCE**

Wisconsin Statutes: N/A

Howard Municipal Code: N/A

Policies & Procedure Manual: N/A

**KEY METRIC SYNOPSIS**

Enhance the aesthetics in the community. Build community relations and partnerships. Achieve environmental goals with the planting of shade trees throughout the community.

**FINANCIAL INFORMATION**

**FISCAL IMPACT:**

- |                              |                     |
|------------------------------|---------------------|
| 1. Is There A Fiscal Impact? | <u>Yes</u>          |
| 2. Is it Currently Budgeted? | <u>Yes</u>          |
| 3. If Budgeted, Which Line?  | <u>Street Dept.</u> |

**FISCAL SYNOPSIS:**

The trees are donated at no cost to the community; however the labor costs associated with planting and maintenance of trees on Village property will be financed through the general fund utilizing existing staff.

**PRIOR ACTION/REVIEW**

None

**BACKGROUND INFORMATION**

The Village of Howard has been chosen as one of the recipients of shade trees from the Green Bay Packers Green Team's *First Downs for Trees* initiative. We will be receiving a total of 25 trees this spring through the program. These trees are being purchased from (Jeff) Meacham Nursery in Pittsfield by the Packers organization. This is a cost share program with the Packers organization where they purchase the trees while the communities involved will provide the installation and care for the trees.

The Green Bay Packers *First Downs for Trees* initiative is a tree planting program in which the Packers are providing a tree for each first down that the team earned during the regular season. These trees are provided free of charge to communities throughout Brown County to offset the Packers' carbon footprint emitted by their air charters to road games, which is approximately 450 tons per year.

Once planted, the 300+ trees that will be planted will begin to remove carbon from the atmosphere, and within five years, 30 cumulative tons of carbon will be eliminated. As the trees mature, this sequestration increases, reaching 150 tons in 10 years, and 750 tons in 20 years. Through 40 years, the 300+ trees will have sequestered more than 2,700 tons of carbon.

This project is a work in progress and we (area communities, DNR, WPS, and the Packers) are still meeting on the specifics of the public relations, media packets, and potential to have a Packers player(s) or personnel available to attend a tree planting ceremony.

Staff has considered potential locations for the 25 trees as follows:

- 3 trees to be planted along the northern property line of the White Hawk development. The residents of the condo development could stake out three locations, and we could provide and plant them.
- 7 trees – one to each school for their use (e.g. Arbor Day event, science project, other): Howard Elementary, Meadowbrook Elementary, Forest Glen Elementary, Bayview Middle, Lineville Intermediate, Bay Port High, St John's Elementary
- 1 tree to the Brown County Library property (very limited space).
- 2 trees on the south and east sides of the veterinary hospital's dog training shed along Cardinal (limited space).
- 1 tree at Village Hall (very limited space)
- 3 trees at the Village Green Golf Course
- 3 trees at Oliver Juza Park
- 3 trees at Pioneer Parkway
- 1 tree at AMS
- 1 tree at the YMCA
- Other or alternative suggestions.

Some of the above listed locations are on private lands and will require the permission of the owners and agreement that future maintenance would be provided by the property owner. Specific planting locations would be coordinated later.

**ATTACHED INFORMATION**

- I. First Downs for Trees News Release



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## Packers Green Team Announces 'First Downs For Trees'

By Packers.com  
Posted Jun 30, 2010

A joint effort with Wisconsin Department of Natural Resources and local forestry and parks departments in Northeastern Wisconsin to increase the number of trees planted in the area.



The announcement was made at Skyline Park in Ashwaubenon, located just south of Lambeau Field. A tree was planted to kick off the program.

Through the program, the Packers will provide additional trees to be planted in Brown County, with one tree to be planted for each first down earned by the team during the regular season. (Last year's squad gained 335 first downs.) A combination of sugar maples, hackberry, honeylocust and flowering crab trees are among the species that will be used.

"Trees are a tremendous natural resource in our communities that too often are taken for granted," said Packers President/CEO Mark Murphy. "Through this program, the Packers Green Team will augment the work our local forestry departments accomplish each year. As the football team racks up first downs, we'll be adding to the positive environmental impact trees have, while beautifying our neighborhoods, providing energy savings and producing cleaner air."

'First Downs for Trees' will complement the team's use of Wisconsin Public Service's NatureWise renewable energy program to power Lambeau Field on gamedays by targeting the carbon emitted by the Packers' air charters to road

<http://www.packers.com/cda-web/article-module.htm?id=82726335-68f4-45dc-8e41-1cc6f...> 1/26/2011

games, which is approximately 450 tons in a year.

Once planted, the 300-plus trees immediately will sequester carbon, and within five years, 30 cumulative tons of carbon will be sequestered. As the trees mature, the carbon sequestration increases, reaching 150 tons in 10 years, 370 tons in 15 years and 750 tons in 20 years. Through 40 years, the 300-plus trees will have sequestered more than 2,700 tons of carbon.

"The "First Downs for Trees" program is just one of several the Packers Green Team has been involved in recently," said WPS President & CEO Larry Borgard. "We've been proud to partner with them on their latest effort as well as to continue to supply renewable energy for their home games through the WPS NatureWise program. I believe Wisconsin Public Service and the Green Bay Packers make a good team."

"The department looks forward to partnering with the Packers and local units of government to help demonstrate the value and many benefits of trees in the community," said Ron Kazmierczak, director of DNR's northeastern region.

The Packers Green Team's efforts, which focus on using renewable resources and other sustainable practices on game day and every day at Lambeau Field, have resulted in an increase in amount of recyclable material collected from games over the past two years, with the improvement going from two tons to more than four tons per game. Waste Management is the team's waste and recycling partner.

More information about the Packers Green Team's efforts, including the organization's everyday sustainable efforts, is online at [www.packers.com/community/green\\_team](http://www.packers.com/community/green_team). Links to resources other organizations and individuals can use to increase their own sustainable practices also are available.

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URL: <http://www.packers.com/news-and-events/article-1/Packers-Green-Team-Announces-First-Downs-For-Trees/82726335-68f4-45dc-8e41-1cc6f238f7ca>

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