

# Florida Urban Forestry Council

*Celebrating 15 Years of Excellence*



2005 Annual Report



A photograph of a tree-lined path with benches and a central staircase leading into the distance.

## Mission Statement:

*The Florida Urban Forestry Council*

*promotes sound urban forestry*

*policies and practices*

*by educating citizens*

*and communities*

*throughout the state.*

# The State of Urban Forestry in Florida

By Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry



Since the 1930's, the Florida Division of Forestry has carried out a statutory mandate to promote sound forest management on privately-owned lands. In 1971, this mandate expanded to include trees in the urban environment. The agency started with urban forester positions in Jacksonville and Fort Lauderdale and eventually created several additional positions in urban areas. In 1990, the US Forest Service began providing funding for grants to communities and to help establish a statewide urban forestry council. In 2005, the Forest Service was instrumental in persuading the Congress to appropriate over 15 million dollars to assist Florida communities whose urban tree canopies were ravaged by the 2004 hurricanes.

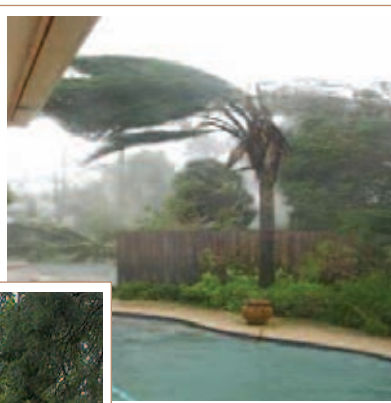
At the same time, the University of Florida has conducted extensive research and extension projects throughout the state. Local grassroots organizations like Greenscape of Jacksonville have become more numerous and visible. Municipal urban forestry programs have been established in over 200 Florida communities. Utilities and arborists have upgraded their practices and initiated community outreach. The Florida Urban Forestry Council has brought together the various parties who are involved in urban forestry to promote consensus and work to achieve common goals.

Have these efforts been worthwhile? The anecdotal evidence would indicate YES. The attendance at Arbor Day events and the success of community tree giveaway programs would indicate that Florida citizens increasingly appreciate the value of urban trees. Developers have discovered that they can market new residential areas by emphasizing the wooded areas they have preserved and the trees they have planted. Florida's green industry ranks second only to California in its economic impact to the state - \$8.9 billion and 154,000 jobs.

On the negative side, several major hurricanes in the past two years have destroyed or damaged a considerable number of urban trees. Some

citizens have become wary of having trees on their properties and have needlessly removed trees out of fear that they will damage their homes. This situation presents opportunities for citizen education and rebuilding of the state's urban forest. To quote one official: "The hurricanes were a disaster for Florida's urban forests, but a panacea for Florida's urban forestry programs." The need for investment in urban forestry programs is more apparent now than ever before.

The US Forest Service has come up with a formula to measure success. Beginning next year, they will allocate grant funds to states



based on measurable performance. States with the highest urban populations who live in communities with active urban forestry

programs will receive the largest share of these funds. "Active urban forestry programs" are defined by the following four parameters:

- Existence of a citizen tree board or tree advocacy group
- Professional urban forestry staffing, either in-house or contracted
- A current urban forestry management plan, based on collected inventory data
- A current tree ordinance that is enforced

These are similar, but not identical, to the Tree City USA criteria. Communities who have all four of these parameters are considered to have

"sustained" or "managing" programs, while those who have at least one of them are considered "developing." Developing community populations do not apply to the funding formula unless they have received assistance from either the Division of Forestry or the Florida Urban Forestry Council. Examples include receipt of grants, participation in educational or training programs, or receipt of either technical or organizational assistance.

How is Florida doing? Pretty well, compared to most other southern states. The Northeastern states, however, with their larger urban populations and established programs are literally giving us a run for our money. The following data is based on urban forestry grant participation, membership in Tree City USA, attendance at FUFCA events such as the Trees Florida Conference, and miscellaneous interactions with community officials.

According to the 2000 census, Florida has just over twelve million residents living in urban areas. Our survey shows

that roughly 56%, or 6.7 million, live in communities with active urban forestry programs. This breaks down further to 20% living in communities with sustained programs and 36% in communities with developing programs. For the most part, larger communities are more likely to have active programs, and the lack of a current management plan was the parameter that kept the most communities from moving to the managed level from the developing level.

The Division of Forestry personnel has plans to contact local urban forestry officials during the next year to complete a brief survey that will give us more reliable numbers. The Division of Forestry and the Florida Urban Forestry Council will continue to encourage communities to establish or enhance their programs by connecting them with educational and financial resources. Council members will continue their efforts locally, through advocacy and citizen education, to preserve and maintain the urban forest in Florida as an outstanding example to all other states.



# 2005 - The Year in Review

By Mike Robinson, Immediate Past President, Florida Urban Forestry Council



The year 2005 began for the Florida Urban Forestry Council with an Executive Committee retreat in Jacksonville in February. The retreat serves several purposes; a time to reflect on the achievements of the year past, a time for camaraderie outside of meet-

ing etiquette, and the momentum to build board unity and focus on the year to come. While at the retreat, the Executive Committee, with the help of the Center for Conservation Leadership, finalized the 2005-2010 strategic plan and thus laid the framework for the upcoming years' goals and initiatives.

In April 2005, the FUFCC brought Mr. Tim Womick to Florida for the second time. Tim made 18 presentations to 4,500 elementary and middle-school children from Orange and Volusia Counties. We were especially delighted since the presentations were in April, the perfect opportunity for schools to celebrate National Arbor Day



(April 30) and Earth Day (April 22). Many sites planted a tree to commemorate the day and the future. In addition,

several partners helped make it a success through their generosity. The Florida Nursery, Growers and Landscape Association donated information packets, the Flowering Tree Society donated seeds and trees and Cherry Lake Tree Farm donated trees.

Also in April was the first ever Central Florida Regional Meeting held in Orlando. The regional meetings were conceived by the membership committee in an effort to reach local members and give them a chance to interact. The South Florida Regional Meeting was held in October in Fort Lauderdale. This workshop included a presentation by the Division of Forestry on the

hurricane relief grants. In 2006, a North Florida Regional Meeting was held in Gainesville with presentations by Dr. Ed Gilman and others at the Great Southern Tree Conference site.



In May 2005, as President, I was invited to participate in a Blue Ribbon Panel called by Division of Forestry State Forester Mike Long to develop a Forest Resource Plan for Florida for the next 25 years. I served as the urban forestry input component to this group. The Panel was made up of stakeholders in Florida's forests including, but not limited to, representatives from the Audubon Society, Nature Conservancy, private forestry consultants, forest land owners (both private and public forestlands), Florida Forestry Association, and most public agencies that contribute to the makeup of Florida's forests.

In June of 2005, FUFCC co-sponsored the sixth annual Trees Florida Conference with the Florida Chapter of the International Society of Arboriculture. This wonderful partnership between the two organizations was another success though the event had to move venues at the somewhat last minute. Originally the event was planned for South Seas Resort on Sanibel Island. As so many of our communities felt from the 2004 hurricane season damages, reconstruction had not progressed to a point where the resort felt comfortable with holding the meeting there. With the excellent work of the committee the venue was changed to the Westin Innisbrook site in Palm Harbor. This location has been very successful for Trees Florida in years past and 2005 was no different. The proceeds of the conference are donated to the TREE Fund to finance international research on trees. An estimated 400 attended the conference and comments ranged from "the best ever" to "I don't know how they will top this next year!"

During the summer, the Council completed three Urban and Community Forestry grants, all

promoting our Right Tree, Right Place Selection and Planting Guide posters. A copy of the poster was sent to all 3,000 schools in the state of Florida! In addition, a copy was sent to 5,500 members of associations and organizations affiliated with the Council such as the Florida Nursery, Growers and Landscape Association, the Florida Chapter of the International Society, the Florida Institute of Park Personnel, the Florida Chapter of the Society of Landscape Architects, the Landscape Inspectors Association, the Florida Parks and Recreation Association, and the University of Florida IFAS Extension. The idea behind the poster distribution was to promote the sale of the posters in order to increase the financial sustainability of the Council. With all that promotion, the third grant was for reprinting 15,000 copies of the poster. The Guide was revised and updated



at the time and sponsorship was offered for the FUFCC component of the grant. The plan was successful because 36,000 posters have been sold since the completion of the grants.

As we finished up the year, three more Urban and Community Forestry grants were submitted and received funding—a grant to videotape the Trail of Trees program for distribution to Florida elementary schools and two joint grants with the Florida Chapter ISA—a \$75,000 grant to create and distribute public service announcements about the benefits and care of trees and a grant to provide hurricane information as part of the Trees Florida Conference. There will be more on the progress of these initiatives next year.

An incredible year! Worthy projects, all completed in an effort to promote sound urban forestry policies and practices by educating citizens and communities in the great state of Florida. And, none of which could be done without the efforts of the many volunteers of the Florida Urban Forestry Council.

# Tree City USA Program



The Tree City USA Program began in the 1970's, as a means of recognizing communities with active urban forestry programs. The National Arbor Day Foundation (NADF) administers the program nationally, with support from the US Forest Service and local coordination from the Florida Division of Forestry. Currently, Florida has over 120 certified Tree City USA communities, with more signing up each year. Participants range from towns of less than one thousand to cities of over one million people.

Tree City USA certification can bring a number of benefits to a community. Those with newer programs can use Tree City USA to provide them with initial direction to get their urban forestry program to the next level. The program also creates an impetus for additional citizen education through professional assistance and use of technical literature. Being a Tree City USA helps present the kind of image that most citizens want to have for the place they live or conduct

business. Those involved in gaining and retaining Tree City USA recognition often share a sense of pride that their community has achieved this award. Presentation of the Tree City USA award and the celebration of Arbor Day offer excellent publicity opportunities. As one local official put it, "This is advertising that money can't buy—and it is free!"

A Tree City USA must meet four standards to become certified, and must apply for re-certification each year to ensure that they continue to meet these standards. These include a Tree Board or Advocacy Group, to show that the program has local support and input; a Tree Ordinance, to show that the program enforces standards for tree care; a Work Plan with an annual budget of at least \$2.00 per capita, to show program accomplishments and planning; and an Arbor Day Observance to commemorate the value of trees.



## Florida Tree City of the Year: City of Miami Springs

The City of Miami Springs believes that trees are the single most important factor that makes their community one of the most beautiful locations in Miami-Dade County. In a city of 13,000 residents, last years' expenditures for tree plantings totaled \$34,000, and their tree maintenance budget is \$100,000. In 2004, their computerized recordkeeping was fully functional and the tree ordinance was updated. A Tree City USA for 10 years and recipient of the Growth Award for 9 years, the City of Miami Springs is diligent in healthy practices and protecting their trees.

Interested communities can obtain an application, as well as more information about the program, by visiting the NADF website, [www.arborday.org](http://www.arborday.org). Once they complete the application and compile the supporting documents, they send these materials to the Florida Division of Forestry for review. Applicants for re-certification need to submit their applications by December 31 of each year. The program coordinator then obtains the state forester's endorsement of the application and forwards it to NADF for final approval. NADF provides each participating community with a flag, a plaque, and other materials.



# 2005 Award Recipients



## OUTSTANDING PROFESSIONAL: LOREN WESTENBERGER

Loren Westenberg has 25 years of experience in the industry. He is past president of the Florida Chapter ISA and the Florida Arborist Association. Loren pioneered the use of innovative techniques for mechanical support in trees. Westenberg Tree Service has installed mechanical supports in over 2,000 trees. None of these trees had a major failure in the 2004 Florida hurricanes. Loren has consistently shown a willingness to share this technology with the industry by presenting at conferences, seminars and universities.

## OUTSTANDING INDIVIDUAL: PATRICIA WOLLMAN

In 1988, with its Adopt-A-Tree program waning, the City of Dunedin met a woman with an enduring love of trees and a boundless supply of energy and ideas for planting trees in the community.

She started with a memorial tree program and, together with the Bay Bouquet Garden Club, has



sponsored 75 tree plantings during the past 15 years. Pat currently runs the City's Adopt-A-Tree program as a volunteer. She single-handedly raised over \$50,000, all of which has been donated to the City of Dunedin Tree Bank.

## OUTSTANDING URBAN FORESTRY PROGRAM: CITY OF PLANTATION

The City of Plantation's urban forestry program is recognized throughout the state for its innovative and forward thinking concepts. The city has developed a healthy urban forest for its 84,000 residents within their 22 square miles. The City's Department of Landscape Architecture, with 20 employees, developed their urban forestry management plan, which included a huge initiative on public education and staff training. Successful tree planting programs and other annual events help the City of Plantation celebrate arboriculture.



## OUTSTANDING PROJECT: GREENING GATEWAYS - I-95/SUNRISE BOULEVARD

This project is the result of a small group of concerned citizens who mobilized a partnership of government, business and citizens to successfully plan, fund and plant an urban forest in the middle of the second busiest interchange in Broward County. The \$460,000 project included nearly 10,000 trees and understory plants and

created three distinct forest communities: a pineland forest, an upland forest and a wetland forest.



## EDWARD W. BOK AWARD: SELMER UHR

Selmer Uhr is one of the most qualified and highly respected urban tree appraisers in Florida. Selmer earned his degrees in forestry and forestry economics from Iowa State and Yale. Selmer spent his early career years working in technical forestry, research and land management, and provided professional forestry services to landowners and investors in forest land. Since 1989, Selmer has been self-employed as an Urban Tree Consultant to developers, government agencies, attorneys, and insurance companies.



# Urban and Community Forestry Grants



Since 1996, the Division of Forestry has provided matching grant funds each year to Florida communities to help them develop or enhance their local urban and community forestry programs. City and county governments, educational institutions, Native-American tribal governments, and legally organized non-profit (volunteer) organizations are eligible to receive these funds. Funds may be used to address a number of needs. These include local program development activities such as tree ordinance development or revision, tree inventories, management plans, master plans, in-house training, temporary staffing, student internships, and equipment purchases. In addition, non-profit groups may receive funds to hire temporary staff to initiate programs.

Other activities eligible for funding include educational projects such as Arbor Day programs, workshops/training sessions, youth programs, development of public service announcements, volunteer training, purchasing or developing brochures and exhibits. Communities who wish to establish or enhance in-house training programs are also eligible to receive grants for that purpose. A limited amount of funding is available for demonstration planting or pruning projects, particularly for small towns or blighted neighborhoods in larger communities.

A maximum of \$10,000 will be awarded to successful applicants for demonstration and for information and education projects. Staffing



grants will be limited to three years, and the applicant will have to reapply on an annual basis. Otherwise, the maximum award is \$25,000 for each applicant, and \$25,000 for individual practices. The next enrollment period will take

place during the winter of 2007. More information can be found on the Division of Forestry's website at [www.fl-dof.com/forest\\_management/cfa\\_urban\\_grants.html](http://www.fl-dof.com/forest_management/cfa_urban_grants.html).





# The Florida Urban Forestry Council 1991-2006

## Celebrating the First Fifteen Years

By Celeste White, President, Florida Urban Forestry Council



In 1990, a group of individuals, with the help of Jim Harrell and the Florida Division of Forestry, dreamed of an association that would plan, promote and protect the urban forest. The initial organization of the Florida Urban

Forestry Council took place in the Garden Cottage at Leu Botanical Gardens in Orlando. The Division of Forestry asked six individuals including Steve Graham, Andy Kittsley, Jeffrey Siegel, Richard Maxwell, and Dr. Ed Gilman, plus a representative of FNGA and the Florida Federation of Garden Clubs to meet to review a draft and finalize an initial set of bylaws. In addition, the group was asked to recommend an additional six individuals/organizations to serve on the first Executive Committee. One year later, the Florida Urban Forestry Council was incorporated to act as a forum, resource, catalyst, liaison

and advocate concerning urban forestry issues within the state of Florida. Operational funding for the FUFC was made possible by an "America the Beautiful" support grant provided through the U.S. Forest Service under the administration of [the first] President Bush.

The group had the vision to create an association that represented the stakeholders and caregivers of the urban forest – a perfect example of private-public partnerships. Membership on the Executive Committee consists of a city arborist, private arborist, utility forester, a representative from a tree advocacy group, the American Society of Landscape Architects, Florida Chapter, University of Florida IFAS Extension, the Florida Department of Transportation, the Florida Institute of Park Personnel, the Florida League of Cities, the Florida Nursery, Growers and Landscape Association, the Florida Recreation and Park Association, the International Society of Arboriculture, Florida Chapter, the Society of American Foresters, as well as various city and

municipal foresters. The result is a group of volunteers that collaborate in pursuit of the mission to promote sound urban forestry policies and practices by educating citizens and communities throughout the state of Florida.

From these humble beginnings, the Council has achieved many great things. An awards program was initiated to recognize professionals, individuals, advocacy groups, programs, projects and lifetime achievement for excellence in urban forestry. Since 1997, the Council has received eleven Urban and Community Forestry grants totaling over \$128,000. Successful projects include free distribution of the Trees Love Care! posters and creation and distribution of almost 150,000 Right Tree/Right Place selection and planting guides with North, Central and South Florida versions. Since 2000, the Council has co-hosted the Trees Florida Conference and Trade Show, a premier event with national speakers presenting current research and education to Florida's urban forestry industry. Florida's youth audience has been included as a renowned speaker, Tim Womick, has presented the Trail of Trees program to educate 12,000 youth on the value of trees.

Looking back at all that the Florida Urban Forestry Council has accomplished in the short fifteen years, it is natural to gaze into the future and dream of what could be. We dream that every community would have a professionally staffed tree management plan that includes a tree protection ordinance and a tree inventory. We dream that more tree advocacy groups, tree boards and not-for-profit organizations would be formed to advise communities in their efforts to protect, plant and maintain trees. And we dream that our children's children would have trees to climb, to clean the air and conserve water for many, many years to come.

*Celeste White*





# 2005 Financial Results

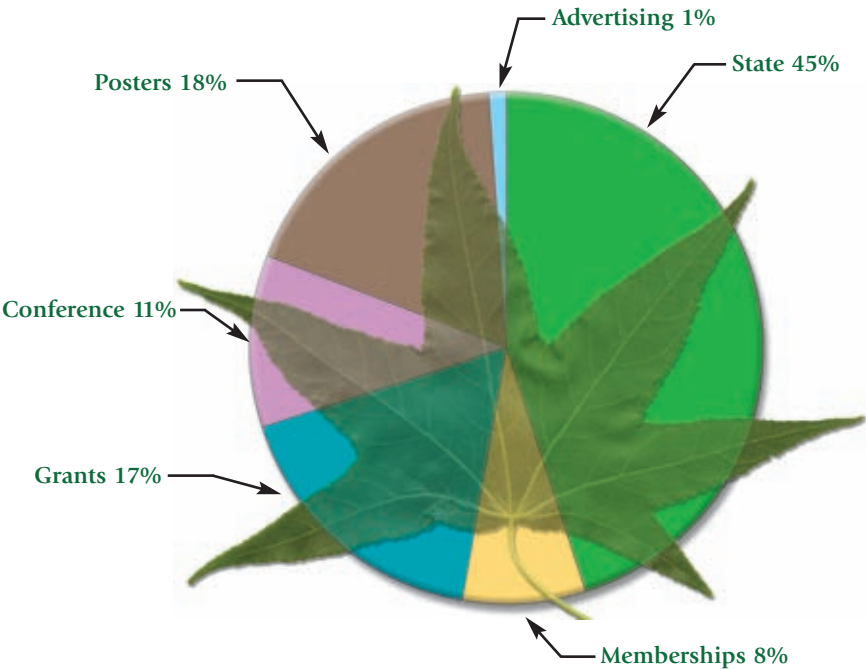
Memberships from corporations, governmental agencies and individuals increased by 18% from 2004 totaling 8% of the annual revenue. Three Florida Division of Forestry Urban and Community Forestry grants were funded which resulted in 17% of the revenue. Right Tree, Right Place poster sales produced 18% of the revenue. The Council is also supported by funding received from the Florida Division of Forestry.

With the revenue generated in 2005, the Council was able to host three regional meetings, complete work on three U&CF grants related to the Right Tree, Right Place poster including distribution of almost 10,000 complimentary copies of the publication, and host the Trail of Trees presentations to over 4,500 school children throughout the state. The Council also co-sponsored the Great Southern Tree Conference, Trees Florida Conference and Trade Show, Electrical Hazards Awareness Program, and National Arbor Day Seminars.

The financial results for 2005 demonstrate once again the generosity and support of individuals, governmental agencies, and corporations to help provide the stability needed for the Florida Urban Forestry Council to continue its mission of planning, promoting, and protecting the urban forest.

## 2005 SUPPORT AND REVENUE

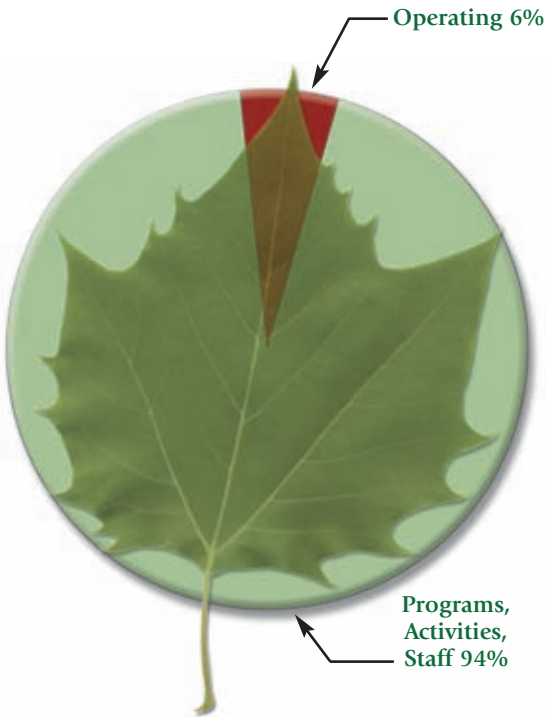
~ \$128,820.12 ~



SOURCES OF SUPPORT

## 2005 EXPENDITURES

~ \$121,146.19 ~



HOW REVENUE IS USED

# 2006 Florida Urban Forestry Council Executive Committee



## OFFICERS



### **Celeste White**

*President*

Appointed Position  
Cooperative Extension Service  
Orange County Extension  
Service



### **Sheryle Dell**

*1st Vice President/President  
Elect*

Elected Member  
Member-at-Large



### **Earline Luhrman**

*2nd Vice President*  
Elected Position  
City Arborist  
City of Gainesville



### **Howard Jeffries**

*Treasurer*

Appointed Position  
Advisory Member  
City of Leesburg



### **Jennifer Magavero**

*Secretary*

Appointed Position  
Florida Recreation and Park  
Association  
City of Largo



### **Mike Robinson**

*Immediate Past President*

Appointed Position  
Advisory Member  
JEA

## COMMITTEE MEMBERS

### **Jimette Cook**

*Appointed Position*  
Advisory Member  
City of Casselberry

### **Drew Cooney**

*Elected Position*  
Utility Forester  
FPL

### **Gene Dempsey**

*Appointed Position*  
Advisory Member  
City of Fort Lauderdale

### **Jeff Farley**

*Elected Position*  
Private Arborist  
Professional Tree Care, Inc.

### **Larry Figart**

*Elected Position*  
Member-at-Large  
Duval County Extension Service

### **John Foltz**

*Appointed Position*  
Advisory Member  
University of Florida

### **Donald Goulding**

*Elected Position*  
Member-at-Large  
City of Hollywood

### **Ruth Hamberg**

*Appointed Position*  
ASLA / FL Chapter  
Ruth Hamberg Landscape Architecture  
& Urban Design

### **Bruce Hammersmith**

*Appointed Position*  
FL Chapter ISA  
Skinner Nurseries

### **John Holzaepfel**

*Appointed Position*  
Society of American Foresters  
Natural Resource Planning Services, Inc.

### **Mike Insley**

*Appointed Position*  
Florida Institute of Park Personnel  
City of Altamonte Springs

### **Janet Maland**

*Elected Position*  
Tree Advocacy  
Town of Windermere Tree Board

### **Janice Rahill**

*Elected Position*  
Member-at-Large  
City of Orlando

### **Rocky Randels**

*Appointed Position*  
Florida League of Cities  
City of Cape Canaveral

### **Laura Sanagorski**

*Appointed Position*  
Advisory Member  
City of Deerfield Beach

### **Vacancies**

*Appointed Positions*  
Florida Department of Transportation;  
Florida Nursery, Growers and Landscape  
Association; Advisory Member

### **Charlie Marcus**

*Division of Forestry Liaison*

### **Sandy Temple**

*FUFC Executive Director*





## MEMBERSHIP APPLICATION

(Dues are effective for the calendar year of January 1 - December 31)

**Make check or money order payable to FUFC and mail to:**

Post Office Box 547993, Orlando, FL 32854-7993

### CATEGORIES (please check one):

☐ 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 @ \$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.)*

☐ Corporate @ \$200.00

*(Corporate 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 within the corporation.)*

☐ 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.)*

☐ 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.)*

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Amount Enclosed \_\_\_\_\_ Date \_\_\_\_\_

Would you be interested in further information regarding serving on a Council subcommittee? \_\_\_\_\_

Area of interest: \_\_\_\_\_





**FLORIDA URBAN FORESTRY COUNCIL**

**Post Office Box 547993**

**Orlando, FL 32854-7993**

**Phone: (407) 872-1738**

**Fax: (407) 872-6868**

**E-Mail: [fufc@aol.com](mailto:fufc@aol.com)**

**Website: [www.fufc.org](http://www.fufc.org)**

Many thanks to  
Dr. Ed Gilman,  
Ruth Hamberg,  
Janet Maland,  
Laura Sanagorski, Susana  
Thompson and the City  
of Bushnell  
for their photo  
contributions.