



WINDERMERE TREE BOARD

Chair: Frank Krens

Vice Chair: Vicki Hearst

Secretary: Bonnie Di Cocco

**Treasurer: Pamela Schrimsher
Joan Foglia**

Agenda

Agenda

Council Liaison: Tom Stroup

November 16, 2023

10:00 AM

**COMMUNITY CONFERENCE ROOM
614 MAIN STREET, BUILDING 100
WINDERMERE, FL 34786**

PLEASE TURN OFF ALL CELL PHONES AND PAGERS

PLEASE NOTE: IN ACCORDANCE WITH F.S. 286.26: Person with disabilities needing assistance to participate in any such proceedings should contact the Office of the Clerk at least 48 hours beforehand at (407) 876-2563.

Pursuant to Resolution No. 2005-12 adopted on December 13, 2005, the following Civility Code shall govern all proceedings before the Town of Windermere Windermere Tree Board:

1. All electronic devices, including cell phones and pagers, shall be either turned off or otherwise silenced.
2. Prolonged conversation shall be conducted outside Council meeting hall.
3. Whistling, heckling, gesturing, loud conversations, or other disruptive behavior is prohibited.
4. Only those individuals who have signed the speaker list and/or/who have been recognized by the Mayor (or Chair) may address comments to the Council.
5. Comments at public hearings shall be limited to the subject being considered by the Council
6. Comments at Open Forums shall be directed to Town issues.
7. All public comments shall avoid personal attacks and abusive language
8. No person attending a Windermere Tree Board meeting is to harass, annoy, or otherwise disturb any other person in the room.

Any member of the public whose behavior is disruptive and violates the Town of Windermere Civility Code is subject to removal from the Windermere Tree Board meeting by an officer and such other actions as may be appropriate. PLEASE NOTE: IN ACCORDANCE WITH F.S. 286.0105: Any person who desires to appeal any decision at this meeting will need a record of this proceeding. For this, such person may need to ensure that a verbatim record of such proceeding is made which includes the

AGENDA

1. THE MEETING IS CALLED TO ORDER BY THE CHAIR

2. OPEN FORUM / PUBLIC COMMENT (3-Minutes Limit)

3. NEW BUSINESS

a. Minutes

i. October Minutes Approval

ii. Financial Report

b. New Members Applications Approval / Welcome

c. Annual Tree Giveaway

i. Overall Plan

ii. Budget

iii. Tree Varieties Recommendations and Selection

iv. Trees Source Candidates and Selection

v. Delegation of Tasks

1. Trees purchase

2. Notice / Advertising

3. Volunteers Coordination

4. Garden Club Coordination

d. Bylaws vs. Charter Comparison and Decision (Attachments)

i. WTB Strategic Plan Development / Aproach (Attachments)

e. Potential Future Projects

4. ADJOURN

Tree Variety	Size (gal)	Price	Quantity	Total
Live Oaks	7	\$ 20.00	10	\$ 200.00
Sand Live Oaks	3	\$ 6.50	10	\$ 65.00
Sand Live Oaks	7	\$ 22.50	6	\$ 135.00
Simpson's stopper	3	\$ 7.50	30	\$ 225.00
Magnolia Little Gem	10	\$ 55.00	6	\$ 330.00
Magolia Southern	10	\$ 55.00	6	\$ 330.00
Magnolia Brachen	10	\$ 55.00	6	\$ 330.00
Magnolia Sweetbay	3	\$ 6.50	15	\$ 97.50
Yellow Tabebuias	10	\$ 45.00	6	\$ 270.00
Persimmon	7	\$ 25.00	5	\$ 125.00
Bald cypress.	3	\$ 4.50	10	\$ 45.00
Loquat	7	\$ 20.00	10	\$ 200.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
Total Quantity			120	
Total Cost to Supplier				#####

Windermere Tree Board – Valuable Resources

1. Windermere Tree Ordinance, 2020
2. Windermere Urban Forest Management Plan, 2006
3. Windermere Tree Survey, 2023
4. Windermere Tree Board Budget
5. WTB, minutes of meetings
6. “A Handbook for Tree Board Members”, by the National Arbor Day Foundation
7. “How to Grow a Great Tree Board”, by the National Arbor Day Foundation
8. Tree Board University <https://www.treeboardu.org>
9. Florida Sunshine Law, 2012 Florida Statutes, [286.011](#) Public meetings and records; public inspection; criminal and civil penalties.

What Exactly Are the Rules in Florida for Tree Removal or Trimming?

By Roy De Jesus Tampa 5:21 PM ET Feb. 07, 2020

TAMPA, FL. - Tampa Bay residents are cleaning up after a cold front brought strong winds that knocked down trees and even produced tornadoes.

Some people should want to know what's allowed when trimming or even considering removing a tree that might pose a danger the next time a storm passes by.

So, just what are the rules for tree trimming or removal?

- **New state law gives private property owners more freedom to remove/trim trees**
- **Homeowners must obtain certification from professional arborist**
- **Local municipalities waive fees and permit requirement with certification**

Currently, [municipalities](#) and the state have rules that might seem in conflict with each other.

For years, [cities](#) and [counties](#) required property owners to pay a fee and get a permit to remove or trim a tree.

But a [new state law](#), in effect since last summer, says all you need is documentation by a certified arborist or licensed landscape architect.

It must show the tree poses a danger to persons or property.

The law even forbids local governments from requiring a permit, fee or mitigation, thus the conflict.

[Pasco](#) officials responding to this story said that homeowners should still reach out to the county with the documentation.

"The County needs to verify the report/documentation to confirm it meets the State requirement, and that the Arborist holds a valid certification/license," said county spokesperson Brendan Fitterer.

The fees and permit requirement are waived if you have the arborist certification.

Hillsborough [posted](#) in December the state law "doesn't give property owners free range...as they please."

But last month, Florida House Speaker Jose Oliva sent a [letter](#) to municipalities and arborists stating continued enforcement of tree trimming ordinances may be illegal.

The head of the [Florida Chapter of International Society of Arboriculture](#), Norm Easey, said as he [interprets the law](#), you have to have the arborist come out and do the evaluation and that's it.

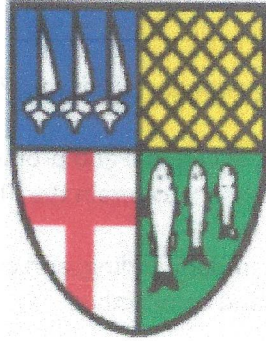
Have it on hand as proof.

He said it's up to the homeowner to make a decision on what to do once you know the risk of a tree falling on their property.

In most cases — about 90 percent of the time — Easey said you only have to trim instead of investing in full removal to make the tree low risk.

The Florida Chapter of Arboriculture claims there are about 2,000 arborists in the state.

And Easey said about 400 of them are qualified to make a risk assessment on trees.



TOWN OF WINDERMERE Tree Board BYLAWS

Article 1: Name

The name of the Committee shall be the Town of Windermere Tree Board, hereinafter referred to as "The Committee".

Article 2: Authority and Applicable Documents

The Committee derives its authority from the Town of Windermere Town Council and Town of Windermere Ordinances and Regulations. Nothing in these bylaws is intended to conflict with either of the aforementioned authorities.

Committee actions and priorities are guided by a Windermere Ordinance, commonly referred to as "The Tree Ordinance", which establishes rules and regulations governing the protection of trees within the Town of Windermere, and encourages the proliferation of trees as well as their replacement within the town.

Committee actions and priorities are further guided by Town of Windermere Comprehensive Plan.

Article 3: Place of Business

The principal place of business of The Committee shall be at the Town of Windermere hereinafter referred to as "Town". The mailing address of The Committee shall be the same as the Town, currently 614 Main St. Windermere, FL 34786.

Article 4: Purpose and Mission:

The Committee's mission is to "Augment community awareness of our Urban Forest, provide education regarding the benefits of trees and a commitment to protect, preserve and proliferate our community's Urban Forest, and support beautification of our Windermere parks and recreation areas". The Committee shall advise the Town Council and Staff on matters associated with trees within the Town limits.

Article 5: Duties and Functions Relative to Purpose and Mission.

The Committee shall provide tree-related educational and promotional activities for residents of the Town of Windermere and take actions necessary to retain the "Tree City" certification.

The Committee shall promote knowledge, understanding, and compliance with the Windermere Tree Ordinance by Town residents, Town staff, and contractors.

The Committee should coordinate with and assist other Town of Windermere committees, such as Parks and Recreation, on related or overlapping projects and issues.

The committee shall be responsible for planning and coordinating Florida native tree planting programs and removal of invasive species, using tree mitigation funds and other funds as available. The committee shall provide advice regarding the disposition of all funds collected by the Town as tree mitigation fees per the Tree Replacement Trust Fund portion of the Windermere Tree Ordinance approved by the Town Council.

Article 6: Real Property Interests

The Committee is not authorized to hold real property in the name of the Town, whether by gift or purchase.

Article 7: Finances

Section 1: The Committee may locate local funding sources such as grants to offset the use of public monies received from the Town to fund the Committee's operational, special project, and event expenses.

Section 2: The Committee shall follow the Town's purchasing policies and coordinate with the Town's Finance Department for Committee Expenditures approved by Council.

Article 8: Membership

Section 1: Membership to The Committee is not to exceed 7 members unless otherwise established by The Committee with Town Council approval.

Section 2: All Members shall be current residents and shall have resided within the Town limits of Windermere for at least 1 year to be eligible to sit on the Committee.

Section 3: All applications shall be reviewed by The Committee when there is a vacancy. The committee shall vote on the application. If the application receives a majority vote, the Committee shall recommend the appointment to the Town Council. Town Council shall have the final approval of Committee members.

Section 4: Any member may resign from membership in the Committee upon giving written notice to the Committee Chairperson.

Section 5: Each Committee Member shall be entitled to one vote on each matter submitted to a vote of the members.

Section 6: Each member shall be appointed to a three-year term, except that, initially, two members shall be appointed for a term of one year, three members shall be appointed for a term of two years, and two members shall be appointed for a term of three years. Members may be reappointed for subsequent three-year terms.

Section 7: Any member who has three consecutive absences shall be considered as having resigned from The Committee. Said members may reapply by submitting an application.

Section 8: One member of the Town Council shall be appointed by the Town Council to act as the Committee Liaison. The Liaison shall act as an ex parte member with no voting authority but shall be included in all discussions and have the ability to add agenda items to meetings for discussion.

Article 9: Membership Meetings

Section 1: Meetings should be scheduled once a month for regularly scheduled meetings and at any time and place as may be designated in the notice of said meeting, upon the call of the Chairman, or by at least 4 active members of the Committee. Meetings may be cancelled at the direction of the Town Manager or the Committee Chairman and notice of the cancelation shall be emailed to the members and posted on the Town's website. There is no requirement for a minimum number of meetings in a year.

Section 2: Notice and agendas of regularly scheduled meetings shall be provided to the Town staff and posted on the Town's website one week prior to the meeting date. All Committee members will be noticed of the meetings.

Section 3: Notice and agendas of special called meetings shall be provided to the Town staff and posted on the Town's website a minimum of 72 hours prior to the meeting.

Section 4: A majority of the voting members shall constitute a quorum for the transaction of business at all meetings of the membership. Members may participate by phone or Skype and this participation qualifies to satisfy the requirement for a quorum. If a quorum is not present or represented at any meeting of the membership, no normal business may be transacted and the meeting shall be for informational purpose only and may be adjourned until a later date. If the adjournment is for more than 30 days, a notice of the adjournment shall be given to each member.

Section 5: All meetings shall be open to the public and accessible.

Article 10: Voting

When a quorum is present, in person or by phone or internet connection at any meeting, the vote of a majority of active members present in person shall decide any questions brought before such meetings.

Article 11: Conduct of Meetings

Section 1: All membership meetings shall be held in accordance with Roberts Rules of Order.

Section 2: All agenda items shall be identified by title or subject matter both on the written notice of each meeting and prior consideration at any meeting. All requests for items to be included on the agenda shall be filed with the Chairman on or before 5 p.m. the day prior to the Chairman submitting the agenda to Town staff for posting. Anything received after the deadline will be placed upon the next available meeting of the Committee.

Section 3: In all cases, opportunity for public comment shall be made for each agenda item and prior to all votes by the Committee. Public comment shall be limited to a time limit as prescribed by the Committee.

Article 12: Conflict of Interest

No member of the Committee shall introduce, speak on, or vote on any actionable item in which that member has a personal or pecuniary interest, direct or indirect. All such members may recuse themselves from the vote and speak to the item as a nonvoting member of the public.

Article 13: Subcommittees

Section 1: The Committee may designate or appoint one or more ad hoc or standing subcommittees. The designation and appointment of any such subcommittees and the delegation thereto of authority shall not operate to relieve the Committee of any responsibility imposed upon them by these bylaws or regulations of the Town.

Section 2: Each subcommittee chairperson shall be appointed annually by the Chairman.

Article 14: Officers

Section 1: The officers of the Committee shall be elected annually at the first meeting of each year from and by the members of the Committee and shall consist of a Chairman, Vice Chairman, Secretary, Treasurer, and such other officers as may be deemed necessary.

Section 2: Except as hereinafter provided, the officers of the Committee shall each have such powers and duties as generally pertains to their respective offices, as well as those that from time to time may be conferred by the membership or the Town Council.

- A. Chairman: The Chairman shall preside over all meetings. In the event the Chairman is not present, the Vice Chairman will preside over the meeting. The term of the Chairman shall be for one year and three consecutive terms.

- B. Vice Chairman: The Vice Chairman shall have such duties and responsibilities as the Chairman when the Chairman is absent or unable to perform his/her duties. The term of the Vice Chairman shall be for one year and three consecutive terms.
- C. Secretary: The Secretary shall record and maintain in good order Minutes of all meetings and all records and correspondence of the Committee. The term of the Secretary shall be for one year and three consecutive terms.
- D. Treasurer: The Treasurer shall record all income and expenses and maintain the financial records of the committee; shall make all expense requests to the Town and deposit all income received to the Town on a timely basis. The Treasurer shall also provide the Committee's annual budget to the Town; prepare budgets for grants the Committee may apply for and help manage the accountability portion of the grants.
- E. Temporary Officers: In case of the absence or disability of any officer of the Committee and of any person authorized to act in their place during such periods of absence or disability, the Chairman may from time to time delegate the powers and duties of such officer to any other officer or any other member.

Article 15: Amendments

The membership of the Committee shall have the power to alter, amend, or repeal the bylaws or adopt new bylaws by vote of two thirds of the full membership at any duly called meeting. Notice of intent to amend the bylaws shall be required prior to vote.

Hereby voted and adopted by two-thirds vote of the full membership this 19 day of July, 2018.



 Chairman Windermere Tree Board

Attest:



 Secretary Windermere Tree Board

 Vice-Chair Windermere Tree Board

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques. The analysis focuses on identifying trends and patterns over time, which is crucial for making informed decisions.

The third section provides a detailed breakdown of the results. It shows that there has been a significant increase in sales volume, particularly in the online channel. This is attributed to the implementation of the new marketing strategy and the improved user experience on the website.

Finally, the document concludes with a series of recommendations for future actions. It suggests continuing to invest in digital marketing and exploring new product lines to further drive growth. Regular monitoring and reporting will be essential to track the success of these initiatives.

The following table summarizes the key findings of the study. It shows a clear upward trend in revenue and a shift in customer preferences towards digital products.

Category	Q1 2023	Q2 2023	Q3 2023
Total Revenue	\$1.2M	\$1.5M	\$1.8M
Online Sales	\$0.4M	\$0.6M	\$0.8M
Offline Sales	\$0.8M	\$0.9M	\$1.0M
New Customers	1500	2000	2500

The data indicates that the company is well-positioned for continued growth. However, it also highlights the need to address certain challenges, such as increasing competition and rising operational costs. By staying agile and responsive to market changes, the company can maintain its competitive edge.

The author expresses confidence in the company's ability to achieve its long-term goals. With the right strategy and execution, the company is expected to reach new heights in the coming years.

Windermere Tree Board Charter

DRAFT for discussion

A. Participants

The Tree Board is an advisory group of volunteers who:

- are Town residents
- have an interest in trees and how they benefit the community
- are willing to take actions to help maintain and improve the Town's urban forest.

B. Structure

The Tree Board consists of:

- a Chair person who runs the meetings and provides overall leadership for the operation of the Board
- a Secretary who follows closely and participates in the plans and actions of the club, records the minutes of the meetings, and encourages follow-up on open items
- general members who apply their technical and business knowledge, skills, and ideas as they relate to trees. General members may lead subcommittees on specific programs or actions.

C. Actions:

1. Advocate for our trees, provide educational materials, programs, and articles to increase public awareness and appreciation of the Town's urban forest.
2. Plan, recommend, and oversee tree planting, maintenance, and removal programs.
 - a. Research, select, and purchase trees of appropriate types and sizes for planting on Town of Windermere residential lots and conducting the annual tree giveaway.
 - b. Support/partner/coordinate with other Town organizations on projects related to trees. As examples:
 - Public Works
 - Parks and Recreation Committee
 - Garden Club
 - Town Planner and Admin
3. Retain the Arbor Day Foundation's "Tree City" status and obtain Growth Awards.

D. Approach

1. Meet regularly with a publicly advertised agenda, and with participation of Town Council liaison, Public Works, and others as appropriate
2. Follow Town protocols regarding communications and interacting with other Town organizations, including adherence with the Florida Sunshine Law.
3. Become familiar with the general health of the Town's urban forest and its issues, needs, and trends.
4. Become familiar with the Town's Tree Ordinance and code enforcement approach as related to trees.
5. Invest in the time and energy to take advantage of the many resources available to improve personal learning about trees and to participate productively in meetings and projects.
6. Enlist students and other volunteers to help with projects such as the annual tree giveaway.
7. Pursue opportunities for financial sponsorship and fundraising.

Elements of a Strategic Plan

(Adapted from article at "livabout.com" site)

There are seven basic elements of a strategic plan. While much more is often included in the plan, these seven elements will help you get started:

1. Vision Statement

A vision statement describes the way you envision your effort. As such, it should communicate that dream to your **stakeholders** in an inspirational manner.

A vision statement should be reviewed continuously to ensure it is still aligned with the way you see your organization.

2. Mission Statement

While a vision describes how you view your organization to your stakeholders, a mission statement describes what you do currently. It often describes what you do, for who, and how. Focusing on your mission each day should enable you to reach your vision. A mission statement could broaden your choices, and/or narrow them.

(A vision and mission can also be combined in the same statement and be both aspirational ("is to...") and descriptive of what to do and how to do it ("through the...").

3. Core Values

Core values describe your beliefs and behaviors. They are the beliefs you have that will enable you to achieve your vision and mission.

4. SWOT Analysis

SWOT is an acronym for strengths, weaknesses, opportunities, and threats. A SWOT analysis provides organizations a situational investigation into their position in the community. It allows you to spot and name the important aspects, happenings, and **challenges** of your efforts.

A **volunteer organization's** strength could be its ability to attract local **interest, cooperation, and support** while its weakness might be **lack of authority to influence developers and homeowners to value existing assets and follow rules**.

5. Long-Term Goals

Long-term goals are statements that drill down a level below the vision and describe how you plan to achieve it. This set of goals usually starts three years out and extends to around five years into the future, directly aligning with the mission and vision statements.

Long-term goals are the milestones an organization sets to guide operations toward their far-reaching objectives. Some examples of long-term goals could be for a business to strengthen its hold on the local market, increasing profits, or expanding its operations and sales.

Elements of a Strategic Plan (Adapted from article at “livabout.com” site)

6. Yearly Objectives

Each long-term goal should have a few one-year objectives that advance your goals. Each objective should be as SMART as possible: Specific, Measurable, Achievable, Realistic, and Time-based.

After you make your yearly objectives, you might break each one down further into short-term goals, which define the actions and objectives for the next three months to get you to your yearly goals. The plans for achieving your short-term goals are your action plans.

7. Action Plans

Each objective should have a plan that details how it will be achieved. The amount of detail depends on the amount of flexibility you want your managers and team to have. The more detail provided the less flexibility exists for those that follow the plan.

It’s been said that “A vision without a plan is just a dream. A plan without a vision is just drudgery. But a vision with a plan can change the world.” Creating a plan to achieve your organization’s objectives may not change the world—but it is possible. Some of the most successful corporations started in garages, and through planning became industry giants.