

## **Tree Advisory Committee**

3/05/26 – Town Hall rm 101

### MINUTES

Members in attendance:

Judith Fetterly, Justine Heilner, Meagan Mazzarino, David Plummer

Guests in attendance:

Shannon Gorman, Michael Sweeney

#### **1. Q&A with Shannon Gorman**

- Shannon works with a firm that is advising the Town of Bethlehem on improving/ modernizing internal and external communications (website, newsletter, etc.).
- Members had the opportunity to ask Shannon questions about the logistics of changing the structure of the TAC website so that information for the general public can be easily found and understood.
- Members took the opportunity to explain to Shannon the vision for the website and came to an understanding about the best ways to go about updating the structure and the information within it to achieve that vision.
- Shannon suggested to the members that the TAC host activities and events as a way for TAC members to engage with the community and members from other town departments.
- It was also suggested that the TAC use existing lines of communication to spread information, including: posting info on the Town's monthly e-newsletter, posting info on the new Bethlehem Bulletin e-newsletter, posting info on the Town's bi-annual recycling and composting letter, and posts made on the Town's facebook page.
- Members provided ideas about the many 'subpages' that will be added to the website, including a FAQ page.

#### **2. Review of Educational Material**

- Members agreed that all of the educational material brought forward during the month leading up to this TAC meeting is suitable to post on the website, once the website has been updated and reorganized.
- This educational material is separate from the tree list, and will include resources such as: Why You Need an Arborist; How to Find an Arborist; How to Plant a Tree.