Bettendorf Trees Are Us Steering Committee
Bettendorf City Tree Board

3-Year Strategic Action Plan
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Mission Statement

Bettendorf Trees Are Us is a non-profit organization made up of volunteers dedicated to enhancing the Bettendorf community through the planting and preservation of trees.

Long Term Goals and Objectives

- Planting trees yearly on Bettendorf public lands and raising funds to carry out that program
- Increasing public awareness of the need both for planting trees and preserving the existing ones
- Providing education on the planting and care of trees and selecting the right tree for the right site
- Encouraging tree planting on private lands
- Reviewing the city tree ordinance and proposing ways it could be changed to encourage the planting of trees
- Planting interstate approaches and other public open spaces with native grass and wildflowers
- Maintaining Tree City U.S.A. status

History

The Bettendorf Trees Are Us (TAU) Steering Committee planted its first trees in 1992. The Bettendorf City Tree Board was initiated by the Bettendorf Park Board in 1996 to manage funding that it provides to TAU.

Since 1992, the Bettendorf TAU and the Bettendorf Tree Board have accomplished the following:

Planted a minimum of 1441 trees or approximately 90 trees per year.
Pruned a minimum of 1005 trees or approximately 65 trees per year.
Established an annual spring planting.
Established an annual fall pruning.
Celebrated successes at an annual picnic.
Won several awards including Tree City USA and the Tree City USA Growth Award.
Beautified Bettendorf.
Increased citizen awareness of the benefits of trees.
Today

The Bettendorf TAU Steering Committee has 15 members. Five of the members represent the Bettendorf City Tree Board. Appendix 1 includes current members. We meet on the 2nd Wednesday of every month and follow an agenda and issue meeting minutes. Guests are welcome at all meetings.

We receive $8,000 annually from the city to plant and maintain trees. The Terry Jay Memorial, Trees Please, and other interested citizens and businesses provide additional funds and trees. We also rely upon labor from our members, the Bettendorf Parks and Recreation Department, volunteers from a variety of groups such as the Master Gardener program and subcontractors. Our financial year runs from July 1 through June 30. We do not have a formalized budget or budgeting process at this time.

The Bettendorf TAU Committee/Bettendorf Tree Board has the authority to obtain funding, decide on tree location and species, buy trees and plant/maintain them throughout the city. The Bettendorf City Tree Board has the authority to spend available funds.

In 2007, we will plant sixty-one 1” to 1¼” caliper trees, prune and mulch trees, remove and replace trees and apply protective tree wrapping.

We publish an annual calendar of events.

We will apply annually for the Tree City USA Award.

We hold an Arbor Day ceremony.

We have had partnership programs with Living Lands & Waters, Boy Scouts, Girl Scouts, Master Gardeners, Community Resources, and local schools to increase the number of trees planted and maintained.

We publish tree-related articles in local publications such as The Bettendorf News.

We desire to increase the number of trees donated, planted, and maintained each year. To accomplish this we may need additional capable volunteers, funds and planting and pruning days.

We will decide if we should buy TreeKeeper 7.6, a tree inventory software. This software will allow us to catalogue our tree inventory and more easily plan future plantings.
2008

Tree planting completed along 53rd Avenue (east and west of Devil’s Glen Road).

Tree inter-planting in Devils Glen Park due to old oaks dying off.

Create a “Bettendorf Tree Vision” that outlines the location and type of trees needed to cover every street and park in Bettendorf.

Develop a plan to select Volunteer Streets.

Create a pool of volunteer tree planters and pruners.

Increase the number of properly trained volunteers willing to plant/maintain trees.

We will win the Tree City Growth Award and be designated a Tree City USA.

Request $10,000 from the city.

We will plant 90-100 trees.

To increase tree survivability we will:

- provide training for all tree-planting volunteers.
- provide training for all tree pruners.
- follow up with schools after they have planted donated trees.
- use door hangers in neighborhoods where we will work to educate citizens about our efforts and to solicit help.
- utilize dependable tree suppliers.
- subcontract watering of 1st and 2nd year trees.

We will obtain a grant from Trees Please Mid-America for $1500 Alcoa for $1000 $3000 to plant 8 22 trees.

We will publicly celebrate Arbor Day and obtain publicity in local TV and newspapers.

We will continue to plant a diversity of tree species.

We will request the city to prune and mulch trees that we plant.

We will review this year’s results in November and extend our Strategic Action Plan another year.

Key: Accomplished Partially Accomplished Not Accomplished
2009

We will review the City Landscape Ordinance and ask the City Council to modify it as necessary.

We will win the Tree City Growth Award and be designated a Tree City USA.

We will plant 90-100 trees and complete tree planting along 53rd avenue.

Request $11,000 from the city.

We will publicly celebrate Arbor Day and obtain publicity in local TV and newspapers.

We will obtain grants from Mid-American, Alcoa, Trees Please and other sources for $5000 to plant trees.

Add column on tree planting sign-in sheet for future activities notification.

Map locations of some trees that we have planted with GPS and other data.

We will review this year’s results in November and extend our Strategic Action Plan another year.

We will have Spring and Fall pruning/mulching days.

2010

We will win the Tree City Growth Award and be designated a Tree City USA.

We will plant 90-100 trees.

Request $12,000 from the city.

We will obtain grants from Mid-American, Alcoa, Trees Please and other sources for $5000 to plant trees.

We will publicly celebrate Arbor Day and obtain publicity in local TV and newspapers.

Review and amend city tree ordinance as appropriate.

We will review this year’s results in November and extend our Strategic Action Plan another year.
We will have Spring and Fall pruning/mulching days.

2011

We will win the Tree City Growth Award and be designated a Tree City USA.

We will plant 150 trees.

Request $13,000 from the city.

We will obtain grants from Mid-American, Alcoa, Trees Please and other sources for $5000 to plant trees.

We will publicly celebrate Arbor Day and obtain publicity in local TV and newspapers.

Review and amend city tree ordinance as appropriate.

We will have Spring and Fall pruning/mulching days.

We will review this year’s results in November and extend our Strategic Action Plan another year.
Appendix 1

Members

Bettendorf City Tree Board

Steve Gustafson
Wayne Hannel
Ellen Kelley
Douglas McDonald
Cheryl Traum

Bettendorf Trees are Us Steering Committee

All the above, plus:
Sue Begyn
Diane Borcherding
Bob Bubbers
Louie Fisher
John Harrington
Ron Phillips
Charlie Pritchard
Don Robinson
Jan Robinson
Jeff West

Bettendorf City Liaison

Steve Grimes