

October 18, 2011

Members of the Common Council
City of Milwaukee
City Hall
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Dear Honorable Members of the Common Council:

Attached please find for introduction a resolution to apply, accept and fund a Wisconsin Department of Natural Resources 2012 Urban Forestry grant, "Milwaukee's Trees Keep Talking." The grant will expand a public awareness campaign to inform Milwaukee residents about the benefits of Milwaukee's urban tree canopy (UTC) and the risk of Emerald Ash Borer. The 2012 awareness campaign will include radio and printed materials (door hangers) as outreach. The radio campaign will re-air radio ads developed in 2011 to maximize the effectiveness of the radio buy. Door hangers will be developed to be used as field materials that communicate UTC benefits and Forestry services (i.e. tree planting, EAB injections, etc.). The city's match requirement will be met through in-kind staff costs for EAB injections (included in 2012 proposed budget) and door hanger development.

Should you have questions, please contact me x3729 or david.sivyer@milwaukee.gov. Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "David B. Sivyer", written in a cursive style.

DAVID B. SIVYER
Forestry Services Manager