



Trees | Charlotte

the leaflet

WINTER 2017

Honorary Garden at Freedom Park

CELEBRATING CHARLOTTE'S
TREE CANOPY

URBAN FRUIT
ORCHARD

COMBATTING CHARLOTTE'S
FOOD DESERTS

THE GIVING
TREE

A GIFT THAT KEEPS
GROWING

TREESCHARLOTTE
MEMBERSHIP

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CLUB

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LUQUIRE GEORGE ANDREWS

METROMONT

PIEDMONT NATURAL GAS

PULTEGROUP

ROTARY DISTRICT 7680
AND ROTARY CLUBS

SEALED AIR

WELLS FARGO

TreesCharlotte is a public/private nonprofit collaboration to grow and diversify Charlotte's urban forest by planting 500,000 trees by 2050, promoting tree stewardship and educating how to plant and preserve trees.

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SOCIAL MEDIA

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twitter.com/treescharlotte
[instagram.com/treesclt](https://www.instagram.com/treesclt)

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CROFT COMMUNITY STEWARDSHIP

Sept. 24 - With help from ai Design Group, we returned to Croft Community School to steward trees planted in October 2014.



CANDLEWYCK NEIGHBORHOODS

Oct. 1 - 200 trees were planted or given away in the Candlewyck neighborhood.



HICKORY GROVE ELEMENTARY

Oct. 4 - With help from volunteers and sponsors, NASCAR Green & Elgin Sweeper Company, 102 trees were planted on the campus of Hickory Grove Elementary.



HIDDEN VALLEY ELEMENTARY

Oct. 19 - The NC Urban Forest Council and GrowthPlay supported planting 164 trees on campus of Hidden Valley Elementary.



STARMOUNT ACADEMY

Oct. 29 - More than 170 trees were planted with volunteers from Bank of America, Cub Scouts, UNCC, Olympic High School, Starmount Academy students and UTC Aerospace Systems.



GOOGLE FIBER CITYWIDE TREESTORE

Nov. 5 - We gave away 652 trees to Charlotte residents at our fall TreeStore, thanks to our generous sponsor, Google Fiber.



Combating Charlotte's FOOD DESERTS

TREESCHARLOTTE PARTNERS WITH FRIENDSHIP MISSIONARY BAPTIST CHURCH TO PLANT AN URBAN FRUIT ORCHARD

Last month, TreesCharlotte and several community partners took the first step toward developing an urban orchard in northwest Charlotte.

On Oct. 15, TreesCharlotte partnered with Friendship Missionary Baptist Church, the Mecklenburg County Health Department, Mecklenburg County Park and Recreation, the NC Cooperative Extension and the Rosa Park Farmers Market community advisory council to plant 25 fruit trees at a park site adjacent to the Church located off Beatties Ford Road.

The orchard is part of the recently opened Friendship Sportsplex, an outdoor recreation center on church land

and managed by Park and Recreation.

The fruit trees will be maintained by church volunteers, who will also distribute the fruit back to the local community. TreesCharlotte and the NC Cooperative Extension will provide training on the proper maintenance of the orchard, which includes apple, fig, peach, pear and persimmon trees.

"We're the caregivers at this point," said Ed Holland, church administrator at Friendship Missionary Baptist Church. "We've very thankful for what they've brought to us."

Reggie Singleton, Health Policy Coordinator with the Mecklenburg County Health Department, says fresh, locally grown food helps to combat chronic disease, which is

a major initiative for the department.

"Through this partnership we're not only adding to the tree canopy but also increasing access to fresh produce, which is a big part of reducing chronic health issues in our community," Singleton said.

TreesCharlotte's mission includes planting and stewarding trees in underserved neighborhoods, creating inviting outdoor spaces in areas that typically lack trees. In 2013, TreesCharlotte partnered with Foundation For The Carolinas to plant fruit trees at Bette Rae Thomas Community Center on Tuckaseegee Road.

For more information about TreesCharlotte's mission, visit www.TreesCharlotte.org.



Summit sponsored by:



URBAN FORESTRY SUMMIT

STAKEHOLDERS AND THE PUBLIC GATHER TO DISCUSS CHARLOTTE'S URBAN TREE CANOPY

The 5th Annual Urban Forestry Summit brought both tree experts and tree enthusiasts together for an interesting and interactive discussion about our urban forest.

The event on Sept. 20 attracted a crowd of 120 to UNC Charlotte Center City to meet with urban forest stakeholders and hear keynote presentations.

Compared to last year's event, the Summit doubled attendance, engaging more of the public.

Sponsored by Bartlett Tree Experts, a leading scientific tree and shrub care company, the Summit was structured into two sessions — the afternoon stakeholder summit with breakout sessions and evening keynote addresses.

During the breakout sessions, stakeholders discussed community education, tree stewardship, creative funding, developer partnerships, mature canopy issues and community engagement.

Pushing forward with stakeholder ideas is a major way that TreesCharlotte helps to grow the city's tree canopy and continue to educate the community about proper tree care.

Attendees enjoyed refreshments and hors d'oeuvres before settling in for the

keynote speeches.

Dr. David J. Nowak, i-Tree Team Leader of the USDA Forest Service, effectively covered the plethora of community benefits from the urban forest and presented methods for quantifying and communicating those benefits to policymakers and community leaders.

Following Nowak, Larry Selzer, president and CEO of The Conservation Fund, inspired the attendees with a powerful message about the magic of engaging and educating youth about the urban forest.

The Summit served as a call-to-action to both stakeholders and the Charlotte community about the importance and ways to make profound positive contributions to our urban forest.

Based on feedback from the Summit, next year's event will be education intensive and focus to inspire attendees about managing our urban forest and proper tree care.

For more information about the Urban Forestry Summit, visit www.TreesCharlotte.org/5th-annual-urban-forestry-summit/.

21

JANUARY

Montclaire, Madison Park & Starmount NeighborWoods Event

23

JANUARY

NeighborWoods Pre-Application Workshop

26

JANUARY

TreeMaster Certification Course

28

JANUARY

Maplewood and Hucks Landing NeighborWoods Event

2

FEBRUARY

NeighborWoods Pre-Application Workshop

11

FEBRUARY

Landen Meadows NeighborWoods Event



UPCOMING Events

FEBRUARY

Check our online Calendar for specific event information treescharlotte.org

Hebrew Cemetery Planting

15

FEBRUARY

NeighborWoods Pre-Application Workshop

25

FEBRUARY

Winding Springs Elementary TreeDay

4

MARCH

Cameron Wood NeighborWoods Event

18

MARCH

Citywide TreeStore

8

APRIL

Highland Renaissance Academy



Chuck Cole

ADVANCING TreesCharlotte

CHUCK COLE BECOMES TREESCHARLOTTE'S FIRST
FULL-TIME EXECUTIVE DIRECTOR

"I have no doubt Chuck will make an excellent hands-on leader of our organization, building on the success we have had over the last five years."
- Marcia Simon

When TreesCharlotte was launched in 2012, Dave Cable was selected as the nonprofit's founding executive director – a part-time position on paper that required more than a full-time commitment.

After five years of service, which includes the planting and stewarding of more than 18,000 trees, Dave's role is changing at the end of the year.

TreesCharlotte's high community impact and growing reach has created the need for a full-time executive director.

In 2015, Chuck Cole joined the TreesCharlotte team as outreach director, expanding community engagement and partnerships. Starting Jan. 1, 2017, Chuck will lead the nonprofit as executive director.

"Chuck is passionate about TreesCharlotte's mission and he has proven well-suited, well-equipped and fully prepared to lead TreesCharlotte," said Dave.

Prior to his role at TreesCharlotte, Chuck spent 30 years at the Charlotte Observer managing its Marketing & Partnerships department, as well as overseeing advertising design and production.

"TreesCharlotte's mission is what attracted me," Chuck said. "The goal of planting trees and what those trees

do for all of us was a no-brainer. I like seeing instant results, and TreesCharlotte delivers those results to everyone in the community – as soon as the tree is planted."

The TreesCharlotte Board of Directors is committed to keeping the staff lean and the operation hyper-efficient to ensure that every dollar donated contributes to advancing the TreesCharlotte mission.

"Having worked with Chuck Cole professionally and in many civic efforts over the last 30 years while he was at The Charlotte Observer, I was always impressed with his creativity, energy and attention to detail," said Marcia Simon, TreesCharlotte Board co-chair. "I have no doubt Chuck will make an excellent hands-on leader of our organization, building on the success we have had over the last five years."

Dave will stay on with TreesCharlotte as requested by the Board to support the TreesCharlotte Endowment Campaign and fundraising for operations. He will also serve as an advisor to Chuck and to the Board.

For more information about TreesCharlotte staff and board, visit www.TreesCharlotte.org/who-we-are/staff-and-board/.

THE MASTER TREETMASTER

PATRICK ANDERSON SPEARHEADED THE TREETMASTER 2.0 PROGRAM
FOR ADVANCED TREETMASTERS.

Professional arborist Patrick Anderson became involved with TreesCharlotte four years ago.

"Being an arborist and being able to share my knowledge of trees and tree care with other people, that's what attracted me to TreesCharlotte – it's an incredible group of caring people invested in replenishing and stewarding the urban forest," Patrick says.

In his first TreeMaster class, Patrick became intrigued with the TreesCharlotte model to engage and manage volunteers at large scale community planting events.

"I really enjoyed that initial TreeMaster experience and continued to volunteer because of the potential TreesCharlotte offered me to share knowledge and inspire other volunteers at such a large scale," he says.

While the standard TreeMaster course covers the history of TreesCharlotte, volunteer management and safety, and tree planting basics, there arose a need for a more skilled fleet of

TreeMasters to host events alone and lead volunteers in tree stewardship, including pruning, mulching, staking, tree diagnostics and tree replacement.

"Planting the tree is the first step – it's the sexy part of what TreesCharlotte does – but there is an important need to make sure trees are cared for through maturity," Anderson says. "Being an arborist and enjoying educating the public, I volunteered to develop the curriculum for a new course."

With the help of other organizations like the Pennsylvania Horticultural Society and Cornell University, and with the support of TreesCharlotte, Anderson was able to develop material for the TreeMaster 2.0 program.

This next level of tree mastery creates higher-level volunteers who know about the care of trees beyond initial planting. TreeMaster 2.0 certified volunteers understand tree growth, tree stressors, pests and disease, structural pruning and advanced volunteer



Patrick Anderson

management.

The TreeMaster 2.0 program involves about 10 hours of classroom study and an outdoor lab. Candidates must be TreeMasters to qualify for the 2.0 program.

The program began this past spring with 10 volunteers completing the certification and will be offered annually.

Beyond being one of TreesCharlotte's more dedicated and knowledgeable volunteers, Patrick is a board certified Master Arborist with Rainbow Treecare Scientific Advancements.

To learn more about the TreeMaster and TreeMaster 2.0 programs, visit www.TreesCharlotte.org/volunteer/treemaster/.

The Charlotte Observer is proud to support TreesCharlotte's goal of increasing Charlotte's tree canopy to 50 percent by 2050

Planting our future in Charlotte

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Become a Member of TREESCHARLOTTE

Become a TreesCharlotte member and help us achieve our goal of 50% tree canopy by 2050, ensuring that Charlotte remains The City of Trees for generations to come. To become a member, visit www.TreesCharlotte.org/membership.



	Dogwood	Maple	Poplar	Oak
MONTHLY E-NEWSLETTER	✓	✓	✓	✓
RECEIVE PRINT NEWSLETTER	✓	✓	✓	✓
CAR DECAL	✓	✓	✓	✓
INVITATION TO EVENTS	✓	✓	✓	✓
VOLUNTEER OPPORTUNITIES	✓	✓	✓	✓
RECOGNITION ON WEBSITE	✓	✓	✓	✓
ANNUAL RECOGNITION IN PRINTED NEWSLETTER		✓	✓	✓
TREESCHARLOTTE WATERBOTTLE		✓	✓	✓
TREESCHARLOTTE T-SHIRT			✓	✓
1 LEGACY SHADE TREE PLANTED IN YOUR HONOR				✓
	\$50 DONATION	\$100 DONATION	\$250 DONATION	\$500 DONATION

HONORARY GARDEN

AT FREEDOM PARK

MAJOR DONORS GATHERED TO CELEBRATE CHARLOTTE'S TREE CANOPY

On Thurs., Oct. 20, TreesCharlotte hosted an event to dedicate the Honorary Garden in Freedom Park. The event, generously sponsored by Heartwood Tree Service, Ann and Michael Tarwater, and Sherry and Tom Skains, drew about 170 of TreesCharlotte's major donors in the Park to recognize and thank donors, celebrate Charlotte's tree canopy and dedicate the new Honorary Garden.

"Every visitor to our city comments on the beauty of our trees," said Charlotte City Council Member Vi Lyles, who attended the event. "TreesCharlotte makes it possible to have this today, tomorrow and in the future. It is their passion for our City that makes our tree canopy possible, and Charlotte beautiful. I am grateful for their work."

The Honorary Garden was generously donated by Deborah and Johnny Harris and is designed to provide a contemplative space and reminder of Charlotte's magnificent urban forest, as well as to honor TreesCharlotte's major donors. Located in the heart of Freedom Park, the Honorary Garden features a circular-shaped seating area with a ginkgo tree as the centerpiece, known for its longevity and rich golden leaves in the fall. The Garden's pavers circle the tree to mimic tree rings. The names of donors who have contributed \$5,000 or more are engraved on leaves on large stone slabs surrounding the seating area.

Speakers at the dedication included TreesCharlotte Board co-chair Marcia Simon and Rolfe Neill, Board member and co-chair of the Endowment Campaign.



The TreesCharlotte Endowment goal is \$15 million, and the endowment will ensure that TreesCharlotte is here in perpetuity to steward, replenish and care for the canopy for all time.

The John S. and James L. Knight

Foundation contributed \$2 million, and Jerry and Rosalind Richardson recently announced their \$1 million donation to the effort. To date, the TreesCharlotte Endowment has raised about \$5.3 million toward the \$15 million goal.



To learn more about the TreesCharlotte Endowment Campaign, visit:
www.TreesCharlotte.org/support-us.



The Giving TREE

FOR THE HOLIDAYS, CONSIDER
THE GIFT THAT KEEPS GROWING

For the loved one who is tough to shop for, give the gift of a tree this holiday season. TreesCharlotte's Tree Gifting program allows you to plant a tree at a local school, providing a holiday gift that will last for generations and benefit the community for years to come.

With a \$100 donation, TreesCharlotte will plant a containerized seven-gallon tree (six to 10 feet tall at planting) at a Charlotte-Mecklenburg school campus.

After you select the school for your planting, TreesCharlotte will send you or your recipient a certificate with the name of the honoree, the tree's location and the

date of its planting.

Your tree's location will be designated on the Honorary Forest page on the TreesCharlotte website.

A tree planting is a unique gift for the holiday season or to celebrate a new baby, anniversary or graduation. It can also serve as a memorial to honor someone who has passed away.

Give the gift of a tree today and invest in the mission of TreesCharlotte.

To learn more about the Tree Gifting program, visit www.TreesCharlotte.org/Gift.

WINTER TREE TIPS

GIVE YOUR TREES A GIFT FOR THE HOLIDAYS

Stewarding our trees is a year-round responsibility and tree-care tasks vary season to season. Here a few tree care tips for this winter:

- **Conquer the canker** – Every spring our little green friends invade our trees and impact yards, lawns, cars and sidewalks. The best control technique is banding trees in your yard and neighborhood. The ideal time to band is around Thanksgiving or early December, and remember to remove the bands in April. Tips on banding can be found at Cankerworm.charmeck.gov

- **Prevent ice storm damage:** Now is the time – not on the eve of a looming storm – to evaluate your trees for weakness and structural damage. Look closely at your trees' limbs for weakness and call a certified arborist for large-tree evaluation or if you suspect a problem that could cause property and tree damage. A list of recommend arborists and tips can be found at www.TreesCharlotte.org/tree-education-resources/arborists/

- **Water and care for young trees:** Newly planted trees need to be watered in the winter if dry conditions persist. It's also important to keep a 3-4 inch mulch ring around the tree. Remember, no volcano mulch, make a doughnut and keep mulch several inches from the trunk. Protect the trunk from weed eaters and lawnmowers. Carefully prune by hand suckers from the lower trunk, and stake your tree if it leans.

- **ID and protect your ash trees:** The emerald ash borer (EAB), a lethal threat to ash trees, has migrated from the north and been recently found in



Lincoln and Gaston counties. The EAB has killed tens of millions of ash trees and is poised to enter Mecklenburg. To learn more about the emerald ash borer, visit www.TreesCharlotte.org/tree-education-resources/protect-trees-from-harm/. While we don't have a lot of ash trees in Charlotte, they are beautiful and important diversifying contributors to our urban forest. TreesCharlotte is partnering with Heartwood Tree Service and Rainbow Treecare to offer initial free treatments. Follow the simple steps below to see if you qualify.

- o Step 1 – ID ash trees in your yard: www.plants.ces.ncsu.edu/plants/category/trees/
- o Step 2 – Nominate your ash tree for free treatment by sending an email and picture to chuck@treescharlotte.org.



Natives vs. NON-NATIVES

THE CHALLENGE WITH PLANTING NATIVE TREES
IN AN URBAN ENVIRONMENT

Like so many cities across the country, Charlotte is filled with cars, concrete and asphalt. The urban environment has been manipulated from the native landscape and is full of stressors that impact trees. The trees planted by TreesCharlotte and the City of Charlotte are selected for the best resistance to these stressors and to drought.

The trees planted in the urban planting strip – the area between the sidewalk and street – are called “street trees” and are maintained and managed by the City. Street trees need to be resistant to non-native conditions such as air pollution, heat island effects and pests, compacted soils and tight root areas. In many cases, non-native trees are better suited for these urban conditions.

Many Charlotteans are concerned about planting non-native trees. There is a big difference between exotic or non-native trees, which are simply not native to North Carolina, and invasive trees, which can cause damage to the local environment, whether it's other plants, trees, wildlife or humans.

In partnership with CMS, TreesCharlotte designates areas on school campuses to be reforested with native species trees. These areas can account for the majority of the trees planted. Landscape-style trees make up the remaining trees and may be either native or non-native depending on site conditions. This past fall, over 80% of our trees planted at schools were native varieties.

TreesCharlotte's NeighborWoods programs bring tree planting and care to neighborhoods across Charlotte. The majority of trees planted or distributed are native varieties because these trees are carefully cared for and frequently requested by residents, and the trees commonly provide wildlife habitat.

So while it is recognized that natives offer an abundance of benefits including biodiversity, food for wildlife, and beauty and uniqueness to the area, the "right tree in the right place" must always be considered. Our primary concern is the long-term survival of the trees we plant.

To learn more about tree species, visit the N.C. State Cooperative Extension website at <https://plants.ces.ncsu.edu/>.

URBAN FORESTRY Management Plan

TREESCHARLOTTE AND THE CITY OF CHARLOTTE PARTNER TO CREATE
AN URBAN FOREST MASTER PLAN

*By Erin Oliverio, City of Charlotte
Tree Canopy Program Manager*

Charlotte's tree canopy is one of the finest urban forests in America, and it is our most recognized and treasured natural resource. The City has a long history of valuing trees, starting with the early hiring of a City Arborist and passing of a tree ordinance.

In 2011, City Council adopted a tree canopy goal of 50% coverage by the year 2050. Progress toward meeting the goal is measured by periodic tree canopy studies. This long-term goal provides a bold but realistic target, recognizing that the tree canopy is dynamic and ever-changing.

The next phase in reaching that goal is creating a master plan, or playbook, to coordinate public and private programs, establish a more proactive culture and plan for citizen engagement.

Over the past summer, citizens had the opportunity to give feedback on trees through an online survey and in community meetings. Nearly 3,000 Charlotteans shared their opinions on our tree canopy. Davey Resource Group is currently analyzing data from citizens and other sources to present a list of recommendations that will guide Charlotte and collaborative partners in the management of our urban forest.

With the final plan due in December 2016, we are working closely with our stakeholders TreesCharlotte, Charlotte Tree Advisory Commission, Charlotte



Mecklenburg Schools, Catawba Lands Conservancy and many others to make sure that the recommendations capture all comments given by citizens, stakeholders and staff.

The Master Plan will be presented to Charlotte City Council in February and the website will offer clear calls to action for the City's community partners and residents.

For more information about the Urban Forestry Management Plan, visit www.charlottenc.gov/trees.

TREE SPECIES FEATURE

20'
TO
30'
TALL

25 TO 35
FEET
WIDE

GROWTH RATE
MODERATE

COLOR
REDDISH-PURPLE & ORANGE

SHAPE
ROUNDED & VASE SHAPED

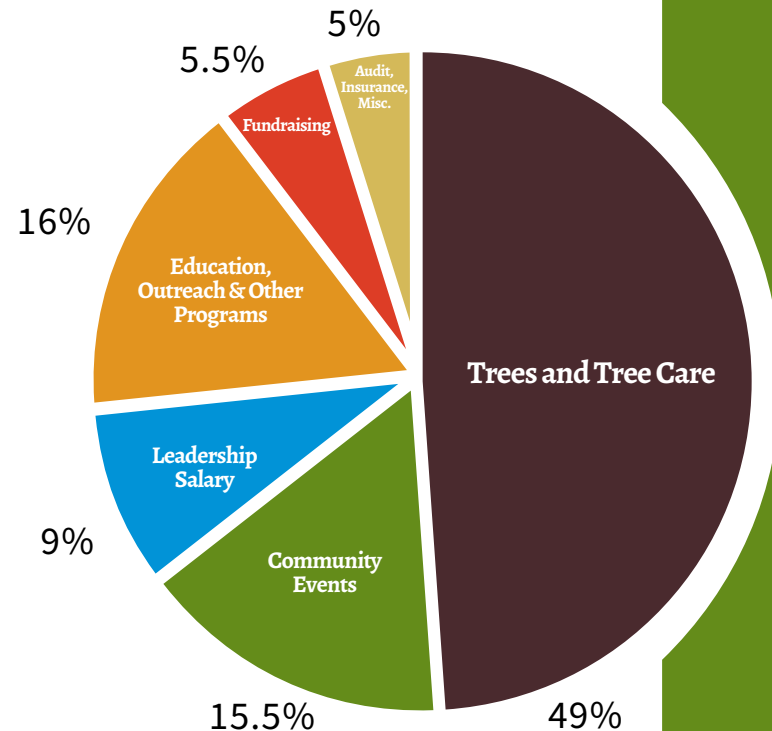
HUMMINGBIRDS
UTILIZE FOR NECTAR

HONEYBEES
USE THE FLOWERS FOR POLLEN

PARTIAL SHADE
TO FULL SUN
ADAPTABILITY

FOREST PANSY REDBUD

Easily grown in average, medium, well-drained soil in full sun to part shade. Part shade is best in hot climates. 'Forest Pansy' is a purple-leaved cultivar - an excellent small tree for lawns, woodland gardens or naturalized areas. Redbud (*Cercis Canadensis*) is native to the southeastern US and to North Carolina.



2017 Expense Budget



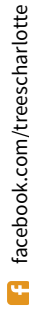
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Join the Mission

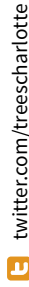
TREESCHARLOTTE ACCOMPLISHMENTS

SINCE 2012

- Planted or distributed more than 18,000 containerized trees
- Engaged more than 9,200 volunteers
- Planted 7,000 trees at 31 CMS schools
- Distributed more than 8,000 trees through NeighborWoods program
- Educated thousands of students and residents on tree care and tree benefits
- Held 12 stewardship events to care for trees
- Distributed more than 17,000 reforestation seedlings



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