



CITY OF BELLE ISLE, FL

1600 NELA AVENUE, BELLE ISLE, FL 32809 * TEL 407-851-7730

MEMORANDUM

From the Desk of Bob Francis, City Manager

To: Tree Committee
City Council
Date: May 8, 2018
Re: After Action Report on Arbor Day Celebration

INTRODUCTION

The City conducted an Arbor Day Celebration on April 28, 2018. The event was approved and sponsored by the City's Tree Committee as part of the City being named a Tree City by the National Arbor Day Foundation. The event included a ceremonial tree planting by the Mayor, the reading of an Arbor Day Proclamation, and booths set up to provide information on various topics related to tree care and environment.

AFTER ACTION REPORT OVERVIEW

This report is a compilation of information from the different individuals and staff who participated in the event and also comments that were received during and after the event.

The recommendations in this AAR should be viewed with considerable attention to the needs for a successful event. In some cases, the Tree Committee, City Council and/or staff may determine that the benefits of implementation are insufficient to outweigh cost. In other cases, they may identify alternative solutions that are more effective. However, they should review the recommendations and determine the most appropriate action and time needed for implementation.

The issues addressed in this AAR are being requested to be reviewed and thoroughly examined for the appropriation of needed resources to ensure the functions of event are efficient and effective.

Event Overview:

The event, organized and conducted by the City's Tree Committee, and was held on Wallace Field. The event included a ceremonial tree planting by the Mayor and an additional 7 trees along the east end of Wallace Field, the reading of an Arbor Day Proclamation, and booths set up to provide information on various topics related to tree care and environment. Activities at the event included Duke Energy tree and flower give-away and education on what trees to plant near utility lines, the OC Cooperative Extension Service Mosquito Control, Uoff Master Gardeners providing soil analysis, seeds, and planting information, Information on bees and beekeeping and snakes by Chris Stalder, Friends of the Split Oak Forest and Gatorland Zoo providing a gator, snake, and frog.

Duration:

The event started at 10:00 AM and ended approximately at 2:00 PM.

Sponsor:

The City of Belle Isle (Tree Committee) was the event sponsor. Additional sponsors were Duke Energy, Mathis and Sons, University of Florida/ Orange County Extension Center, Palm Gardens Nursery, WaWa for coffee, donuts and water. Residents near Wallace Field donated trees.

Funding Source:

Final Budget not compiled.

Participating Organizations:

City of Belle Isle staff (Public Works, Administration, and Police); Participants: Duke Energy, Gatorland Zoo,, University of Florida/Orange County Extension Center, Palm Gardens Nursery, WaWa and Orange County Mosquito Control.

STRENGTHS

- Residents enjoyed it
- Team Effort by all involved
- Good Location
- Good Sponsorship
- Volunteer set-up and clean-up
- Communication throughout the event organization by Tree Committee
- Attended by many Commissioners
- Cornerstone Student Volunteers
- Well-advertised through social media
- Donations of time and of vehicle (Big Blue Truck)
- Police, Administrative Staff and Public Works were outstanding
- Despite injury, "Scooter" Bobrowski was terrific organizer
- Cooperation of residents at near Wallace Field

AREAS OF IMPROVEMENT

- Late advertising
- Less turnout than expected

RECOMMENDATIONS

- Start advertising earlier.
- Keep the event at Wallace Field. Good location, good parking. Layout was very good.
- Contact same organizations to return next year. Everyone who attended this event took something home (trees, seeds, information). All reptiles were a big hit.
- Keep the list of volunteers and continue to develop volunteer list

CONCLUSION AND NEXT STEPS

This event was well-planned and well-executed. Holly Bobrowski led an outstanding team of volunteers. Prior planning to look at the layout days before with many of the volunteers and city staff (especially the Public Works crew) allowed for a smooth running of the event. The City needs to get the word out earlier so it is better attended. This was an outstanding event.

IMPROVEMENT PLANNING MATRIX

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This is an example of the improvement planning matrix that should be completed by the Special Events Committee.

<u>Area of Improvement</u>	<u>Improvement Action</u>	<u>Responsible Party/Areas</u>	<u>Targeted Completion Date</u>	<u>Status</u>
1)				
2)				
3)				
4)				
5)				
6)				
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