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MEMORANDUM

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: JOSHUA TETZLAFF, CITY ADMINISTRATOR
SUBJECT: EMERALD ASH BORER UPDATE
DATE: AUGUST 3, 2023

At the last City Council meeting, there were questions from the City Council regarding how much the City was doing to combat the emerald ash borer and if we were following the plan in terms of public outreach. I have attached the plan for any City Council members that would like to review it. As pointed out, the information had become difficult to find on the website. We have moved the information to the top in the short-term. Our plan is to see if it is possible to create a more easily accessible link to the information.

We are continuing to refine our website. We are very limited in what we are able to do with the website due to its age and capabilities though we are doing our best. We do have more information that we are able to add and will be doing so in the coming weeks. At this point, we do not have a person on staff who deals exclusively with public outreach, which some larger cities have (Public Information Officer) and much of our updates of our public information have to be worked around other projects we have going on.

The community outreach portion of the plan states that we will have information on the website, in newsletters, and on social media. This does not mean that we will have a constant flow of information on social media, though we are looking to generally increase our social media presence as technologies allow are staff to have more availability throughout the work day. One option that we are looking into is having someone from the DNR come down to speak to residents. When I have more information, I will pass that along.

The current EAB budget is allowing the City to perform some activities, but it is far from what we will ultimately need. At this point, staff is looking to supplement the original grant with further grants to continue outreach and make more resources available to residents.