
CITY OF HYATTSVILLE SHADE TREE BOARD

MINUTES | APRIL 2, 2025

Present: Zachary Dorner, Taylor Johnson, Dawn Bohls, Deb Taylor, Gloria Felix-Thompson, John Healy, Randy Fletcher, Kyla Gallagher, Kathryn Kutzner

Absent: None

Staff: Dawn Taft, Danna Matheus (Communications Specialist for the City)

Visitor(s): None

Meeting called to order at 7:35 pm

1) Approval of the previous March 2025 minutes

Minutes approved.

2) Brief report on approved permits, denials, illegal removals - Dawn Taft

TP25-001 approved this month. TP25-009 and 010 approved.

Three permits (TP25-011 to 013) are under review.

3) Old Business

a. Communications review with Danna Matheus, Communications Specialist for the City

John explained about the Shade Tree Board's intention for communications outreach to Hyattsville. The proposed plan is to use the City of Hyattsville's Instagram account on a recurring basis (once or twice a month) with approval in advance from the City.

Content will include information about tree education, volunteer opportunities, and upcoming events.

Danna said that the City is on board with this, and that the Tree Board can utilize their social media and communications channels. She encourages us to use videos and interactive media.

Danna shared the social media calendar. The City tries to keep to a maximum of four posts per day to ensure better engagement. Danna asks all committees to share their proposed content with the City with at least 1-2 weeks of advance notice. She also offered the City's services to help with translation and making graphs.

Danna mentioned the City's weekly e-newsletter (every Monday morning) and the bi-

weekly upcoming events email, and two tree e-newsletters in the Spring/Fall. Information, headlines, and upcoming events from the Tree Board could also be published in these outlets. Two printed bulletins, The Hyattsville Reporter (approximate deadline is 21st of each month) and the Hyattsville Life & Times (approximate deadline is the first Friday of every month) could be utilized for sharing Tree Board communications.

Danna mentioned that they are always looking for photos for the City's newsletters and social media.

Randy asked Danna about adding QR code and blurb to newsletters/bulletins about getting City updates via text and email.

The Tree Board can start posting to these channels by end of April/early May. We can email the proposed content and suggested communications channels to PIO@hyattsville.org.

b. Discuss draft letter to City Council

This will be discussed in more detail at the May meeting. Zachary suggested that members add more comments to the document by the next meeting.

4) New Business

Upcoming events:

- Arbor Day Celebration and Tree Planting Event on April 19th at the University Hills Duck Pond from 8:30am to 12:00pm.
- Tree event with Gonzaga on April 25th.
- Emerson Food Forest Tour on April 14th from 3:30pm to 4:30pm.

5) Public Comment

None.

Meeting was adjourned at 8:36 pm.

Next meeting will be May 7, 2025.