

Introduction

Peterborough Green-Up plans to launch a “Treasured Tree” contest this spring, encouraging city residents to nominate exceptional trees for special awards and prizes. Local volunteers will scan the entire City this summer looking for trees of notable size, structure or species, or trees with an interesting historical connection. A “Treasured Tree Hunt Steering Committee” has been created to oversee the contest as a whole.

Meeting One (April 23rd, 2012)

First meeting provided all in attendance with the opportunity to find out what the Tree Hunt program was about and provided a forum for committee members to get to meet each other and ask questions about the goals of the program as well as getting an overview of what positive and negative events happened during the 2009 tree hunt. We reviewed marketing components from the 2009 program and made some suggestions of possible directions we may like to follow and discussed media leads to further investigate. Timelines were set in place for the start date and cut off date for the contest; June 5th for media release and October 1st as the cut off date.

Meeting Two (April 30th, 2012)

Second meeting involved looking at proofs of possible printed marketing brochures and a decision was made to remove contest rules/guidelines from the printed brochure and place the information online. A more “graphic” style of printed materials was decided on and the text of the document was discussed in greater detail. Proofs of the text of the brochure are to be e-mailed to committee members before the next meeting. Website content and costs were discussed, a quote was presented to the committee to update/refresh an existing site and a decision was made to go ahead with web development. A frank discussion was held as to the tight timelines we are facing to meet the June 5th media release.

Issues

- Timelines are very tight to get the program in full running mode by the media release date
- May aspects of the marketing program are out of the hands of the committee such as turn-around times for printing and web development
- June is a busy month for program/media releases so having everything ready to go on time will be of utmost importance

Conclusions

While only two committee meetings have taken place and the work is only beginning on developing the program I feel we are well on track to creating an event that will bring a better understanding of the value of Treasured Trees in Peterborough and bring forth the importance of the cultural and historical aspects of our city trees.