



Conway Tree Board

Meeting Minutes

March 2, 2026 | 4:30pm-6:00pm

CALL TO ORDER

Meeting called to order at 4:49pm.

ROLL CALL

Present: Bell, Pryor, Moses, Stanford, Marshall, Quinn, Tucker

Absent: Swope, Cooper, Fisher

APPROVAL OF PREVIOUS MINUTES

Motion made to approve previous meeting minutes.

First: Moses

Second: Stanford

Motion approved unanimously.

OLD BUSINESS

Urban and Community Forestry Grant

- Public outreach survey is now live and has received 605 responses so far.
 - Conway Corp could include flyers for survey with customer bills but would have to distribute citywide instead only to target census tracts. Estimated cost between \$5,000 and \$7,000.
 - Alternative flyer strategy discussed that uses post office. This would use route-based neighborhood mailing; potentially cheaper and would better target correct census tracts.
 - Marketing funds are included in grant budget that could pay for these flyers.
 - Flyer strategy will be revisited at future Davey Resource Group project meetings.
- First community outreach meeting was held February 26.
 - Feedback was positive, but outreach is still missing some target demographics in the priority areas.
 - Conway Corp ran an ad campaign on Channel 5 from February 18 through February 26 to promote February 28 community outreach meeting.
 - Second community outreach meeting date still needs to be finalized. April 30 is being reconsidered because of Toad Suck Daze.
- Up to five stakeholder interviews will be conducted by Davey Resource Group.
 - These interviews are expected to be online and facilitated by Davey Resource Group.
 - Board members were asked to think about stakeholder suggestions; possible groups include educators, business leaders, residents from survey areas, and tree contractors.
 - Philip Duvall of Conway Corp was recommended as a stakeholder because of his role in coordinating contracted tree work around town.
- Possible outreach locations/events discussed included the spring tree giveaway, Art Walk, library events, and farmers markets.

Bradford Pear Bounty Program

- Board agreed program should launch as soon as possible due to early blooming of Bradford Pears.
- First 25 households that provide proof of Bradford Pear removal will receive a free native replacement tree at the Arbor Day giveaway. Before-and-after photos required from participants.
- Board discussed need for flyer for social media. Moses said flyer should be ready by March 4.
- Promotion will be shared on all Tree Board social media and the City's Facebook page.
- Board received clarification that city sanitation department will not pick up removed trees or debris.
- City will not remove trees, pay for tree removal, or recommend specific tree removal contractors.

Budget Update

- No budget update.

Spring Tree Giveaway

- Spring tree giveaway event confirmed for March 21 from 10:00am to 12:00pm at the Faulkner County Museum dogtrot cabin.
- Limit of four trees per resident.
- Current tree list: Wild Plum, River Birch, Elderberry, Red Mulberry, Shumard Oak, Cherrybark Oak, Black Walnut, Kentucky Coffeetree, Black Chokeberry, and Persimmon.
- Some substitutions could still potentially occur, depending on sudden nursery availability changes.
- Event will be first come, first served; no Shopify or preregistration will be used.
- Motion made to spend the previously approved budget of \$50 for labels on 1,500 printed labels.
First: Bell
Second: Moses
Motion approved unanimously.

NEW BUSINESS

School Tree Plantings

- Bell reported speaking with a Conway Schools contact about possible school tree plantings.
- There's interest in school tree plantings, especially for adding shade trees around playgrounds.
- School contact is gathering more information about which campuses need trees.

Conway Art Walk

- Stanford reported that the Art Walk application was submitted. Requested dates are April 3, June 5, and September 4. Organizers have not yet approved application.
- Applicants should be notified about approval about two weeks before each event date.
- Cannot arrive for setup before 4:00pm; setup must be complete by 4:45pm; event starts at 5:00pm; cannot pack up before 8:00pm; must be packed up and gone by 9:00pm.
- Stanford proposed a children's craft using paper bags twisted into tree shapes with tissue-paper leaves. Estimated cost about \$20, plus shipping.
- Motion made to spend up to \$20 for first Art Walk craft project.
First: Bell
Second: Moses
Motion approved unanimously.
- Display boards used during grant community meeting could also be reused at Art Walk for outreach and survey promotion.

Additional Outreach Opportunities

- Bell Urban Farm plant sale on April 21 was identified as a possible outreach opportunity for a Tree Board table or outreach presence.
- Library seed swap on March 21 at 10:00am was noted as conflicting with the spring tree giveaway but could be opportunity in future.

NEXT MEETING

Date: Monday, April 6, 2026

Time: 4:30pm-6:00pm

Location: Conway City Hall, 1111 Main Street, Conway, AR 72032

ADJOURNMENT

Meeting adjourned at 5:21pm.