

Commissioner Mike Lindberg and **The Oregonian**
invite you to help select

PORTLAND'S FAVORITE TREE OF THE YEAR 1987



While Portland is officially the City of Roses, it could also easily be the City of Trees. Our 8,500 acres of parks and open spaces and 1,800 miles of street trees qualify Portland as a TREE CITY, USA - a designation awarded Portland by the National Arbor Day Foundation every year since 1977.

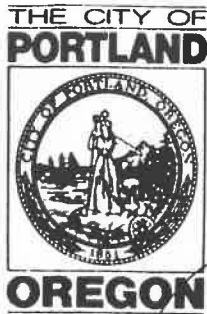
But trees are an important part of our private as well as our public landscapes. In selecting Portland's Favorite Tree for 1987, we have an opportunity to pause and reflect on all of Portland's lovely trees and the important role they play in our lives.

Trees are special to each of us for different reasons. A tree that one might see as a lovely shade tree with exquisite fall color might be appreciated by someone else for its juicy apples or because it has a perfect branch from which to swing.

Regardless of their setting, trees add significantly to our quality of life. It is only fitting that we set some time aside to honor them.

It is my pleasure to invite your participation - nominate *your* favorite tree. It could become Portland's Favorite Tree for 1987!

Mike Lindberg



INTEROFFICE MEMORANDUM

DATE: 11/21/86



TO: Cleve Williams
FROM: Gay Grøger
SUBJECT: Tree Contest 1986

PURPOSE:

Present recommendations for design of Tree Contest '87.
Agree on contest format & mutual roles so that planning can proceed.

BACKGROUND:

In 1986, Commissioner Lindberg's office sponsored the first "Best Tree Contest". It was successful and there is interest in seeing that the contest becomes an annual event. The 1986 contest was held as a part of the Arbor Week festivities.

(See attached.)

ALTERNATIVE SOLUTIONS:

1. Hold the contest prior to Arbor week and announce the winners during the Arbor Day celebration as was done last year.
2. Announce the contest during Arbor Week, run it through the month of May, and announce the winner in June.
3. Change the format to include Portlanders' voting for their favorite tree.

RECOMMENDATION AND RATIONALE:

It is recommended that the format of the contest change to encourage more people to become involved and to establish a process for selecting Portland's FAVORITE TREE of the YEAR. It is further recommended to hold the contest during the spring so that leaves will be out and trees in bloom during the contest timeframe.

PROPOSED ACTION PLAN:

See attached.



CITY OF PORTLAND BUREAU OF PARKS AND RECREATION

1120 S.W. 5TH, ROOM 502
PORTLAND, OREGON 97204-1976
(503) 796-5193



MIKE LINDBERG, Commissioner

CLEVE WILLIAMS, Superintendent

TO: Cleve Williams
FROM: Gay Greger
DATE: 11/10/86
RE: Annual Tree Contest

BACKGROUND

Traditionally, city-wide Arbor Day festivities have been coordinated on behalf of the City by the staff and volunteers at the Hoyt Arboretum, working with the City Forester to insure that activities comply with the standards set forth for the Tree City USA award. In recent years, the one-day event has blossomed into Arbor Week, with a special event at the beginning and the end of that week and activities related to trees and tree planting scheduled throughout the week. Arborfest, a weekend dedicated to tree planting, educational seminars and demonstrations on tree care, as well as opportunities to learn about the variety of plant societies and environmental associations and their work, has grown out of the Arbor Week tradition. Since the inception of Arborfest, the event has been held at the World Forestry Center.

In planning activities and events related to Arbor Week and Arborfest, the Arboretum staff has coordinated efforts with groups from around the state. Sue Thomas, Program Director at the Hoyt Arboretum, sits on the State Arbor Week Council. The Council coordinates Arbor Week activities throughout the state, sending comprehensive packets to all schools, institutions, and libraries. Packets include tree planting information, planting schemes, species information, suggestions for educational activities and lesson plans, history of Arbor Day, songs, games, etc. Organizations using the packets work in conjunction with the Council to plan and publicize their activities that week.

In addition, the Arboretum works closely with the State Department of Education, the Oregon Association of Nurserymen, the State Forester, and the State Board of Education in the planning and implementation of Portland-area Arbor Week programs. They act as an information center for materials on Arbor Week for the region. Portland Public Schools are also involved with the plans made at the Arboretum, as is the World Forestry Center, which provides space for many of the activities.

INCORPORATING THE TREE CONTEST INTO ARBOR WEEK ACTIVITIES

It would seem that we have two options for the timing of the Tree Contest.

1. Include the contest in the pre-Arbor Week publicity and announce the winner(s) during Arbor Day ceremonies or at a special event during Arbor Week. Display the entries at the World Forestry Center during Arborfest.

This model is similar to that used in 1986.

2. Announce the contest during Arbor Week activities and use the many Arbor Week media opportunities to get the word out about the contest. Run the contest through May and announce the winners in June. Identify a central location (Lloyd Center? City Hall? Justice Building Window?) where the general public could view a display of entries. This would be my recommendation for timing of the contest.

RATIONALE FOR RECOMMENDING #2 ABOVE:

1. The focus for a tree contest is TREE APPRECIATION - encouraging the public to really look at the trees around them, to think about the contributions those trees make to our quality of life, and to take the time to write about them. The focus for Arbor Day is the planting of trees.
2. Arbor Day/Week is the last week in April. Here in Oregon, trees are just beginning to leaf out at that time. If we start the contest well in advance of Arbor Day so that we will be able to announce the winners at the end of April, people will not have an opportunity to take a picture of their favorite tree fully leafed out or in bloom.
3. Using all the publicity around Arbor Week to publicize the contest will greatly benefit the contest itself, providing us with a great deal of opportunity to get the message to the schools, etc. It would be very beneficial for the Commissioner to assist with this effort by being very visible during all Arbor Week events, helping to promote trees and introduce the contest. In this way, the contest will maximize the opportunities presented by Arbor Week without getting lost in the week's activities.

CONTEST DESIGN

Contest Name: PORTLAND'S FAVORITE TREE OF THE YEAR

Nomination Process: Co-sponsored by The Oregonian, nomination forms and entry rules will be published during Arbor Week. Packets will be developed and sent to schools, neighborhood organizations, sponsoring nurseries, radio and television stations, etc.

- Tree must be located in the City of Portland city limits
- Past winner(s) will not be considered
- Anyone can nominate a tree (all ages - can live outside city limits)
- Entries must include a photograph of the tree and information about the tree, its value to the neighborhood, why it is a favorite, etc. Entry forms will be developed with specific questions to be answered in the "essay".
- Entries will be accepted through May 22.

Judging: Judges will be asked to sit on a panel to screen entries and select the top five-eight trees. Judges would make their decisions based on the individual tree's merit as well as content of nominating essay.

Voting: Since this will be Portland's Favorite Tree of 1987, after judges complete their screening process, the public will be given an opportunity to VOTE!

Voting, con't.

First, the Oregonian will print ballots, along with a self guided tour of the five to eight trees to be considered. The tour will contain information on the trees themselves (where they are native, interesting facts about their growth habit, history, etc.) and excerpts from their nominating statements.

People will be encouraged to turn in their votes at specified sites or mail them directly. In addition to the tour, a display of the nominees will be placed at a central location with a ballot box at that site as well.

The Winner: No individual will win this contest. This is a contest for the trees! The winning tree will receive tree care for a year (as it did in the past) from a tree service. Hopefully we will be as successful in getting this donation as Kitty was last year.

Artist rendering of the winning tree: Once the winning tree has been identified, a pen and ink illustration of the tree will be completed and a framed print of that illustration should be hung in Commissioner Lindberg's office. Smaller versions of the illustration should be framed and given to each person who nominated that particular tree. Certificates with the winning tree illustration included on them should be produced for all persons who nominated a tree.

Small Plaque. A small plaque should be placed on the winning tree, indicating that it was selected as the Favorite Tree of the Year - 1987.

AN ASSOCIATED \$\$ OPPORTUNITY

Since we will already have a wonderful pen and ink illustration of our winning tree, I suggest that we go a step farther and produce sets of notecards w/envelopes that can be sold at Park Bureau facilities and perhaps at J.K. Gills, etc. As time goes on, those sets of notecards could have different illustrations of the tree of the year from 1987, 1988, 1989, etc.

FINAL THOUGHTS

This format for the Tree Contest will provide an opportunity for hundreds of people to participate at a variety of different levels. It will provide a mechanism for encouraging the general public to learn more about the trees that have been nominated and hopefully encourage them to begin to notice other trees around them. I feel it is something that the Oregonian would enjoy sponsoring, but if not, we can get nomination forms, ballots, and self-guided tour information out ourselves. I think we should all have a great time with this one!

PROJECTED BUDGET

While the costs for sponsoring such a contest are minimal, they do impact the budget allocation for Volunteer Services. We are certainly willing to allocate staff time to address the project, but would appreciate financial assistance to handle other costs:

| | |
|------------|---|
| \$100 | Pen and Ink illustration of the winning tree |
| 250 | Prints and frames for awards (this is a maximum figure) |
| 300 | Promotion and contest materials: design, typesetting, and printing - including self-guided tour brochure |
| <u>200</u> | Production and packaging of notecards |
| \$850 | |



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↓
COST'S!

OUR OFFICE

• COST

• MDL

• OPENIAN... GIVE US A ME



CITY OF

PORTLAND, OREGON

OFFICE OF PUBLIC AFFAIRS

Mike Lindberg, Commissioner
1220 S.W. Fifth Ave.
Portland, OR 97204
(503) 248-4145

December 11, 1986

Ms. Catherine Taylor
Hoyt Arboretum Friends
4000 S.W. Fairview Boulevard
Portland, Oregon 97221

Dear Catherine,

I am delighted with your request for information about my favorite tree. Trees are a passion of mine, and one of the things I like best about my job is the chance to have a direct affect on Portland's urban forest. Portland would, in my view, be far less distinctive and much more uncomfortable if not for its marvelous trees.

You asked me about urban trees, and I must say that flowering Dogwoods, Tulips, and American Elms are my three most favorite "city" trees. However, the tree that I wanted to write you about is the one about which I feel most strongly. It really isn't the "best" urban tree, if there truly can be a "best" tree ever, but it means a lot to me. That tree is the Ponderosa Pine.

The Ponderosa Pine is a tall, sturdy tree, elegant in its simplicity. Its resin has a most pleasing and characteristic fragrance, and the feel of its bark is set firmly in my mind's eye. The cones of the Ponderosa Pine are perfect examples of what, as a child, I envisioned as a true cone. Perhaps best of all is the soft carpet of needles gracing the forest floor. Add it all up and the Ponderosa Pine is my favorite tree because it is the kind of tree that I can sit under with my senses blazing and alive. These kinds of experiences in life are rare and precious, but this tree has always been a source of renewal and inspiration for me.

I hope this speaks to your inquiry. Thanks for making me a part of your inaugural bulletin!

Sincerely,

Mike Lindberg

MIKE LINDBERG
Commissioner

Office of Public Affairs

MDL: esb



HOYT ARBORETUM

4000 S.W. Fairview Blvd.
Portland, Oregon 97221
(503) 228-8732

December 4, 1986

Commissioner Mike Lindberg
Rm. 414, City Hall
Portland, OR 97201

Dear Mike:

The Hoyt Arboretum Friends Foundation is planning a January 1987 program and publication dealing with "Trees for the Urban Landscape". As one feature in the publication, we would like to give readers some idea of the best trees for urban plantings. We are asking you and some other people to help us by identifying your favorite tree - the one you would be most likely to choose for your yard. Please name the tree and explain briefly why you would choose it. Mail your response back to the Arboretum.

We will publish this information in early January as part of the first issue of a quarterly bulletin produced and published by the Arboretum Friends Foundation. We hope to produce a publication that will be useful to the general public and the horticultural community alike. We welcome comments and suggestions you might have concerning the newsletter and Hoyt Arboretum.

Thank you for your willingness to help.

Sincerely,

Catherine Taylor
Catherine Taylor
Hoyt Arboretum Friends

POUNDAGE PINE
TALL
SMALL
FEEL
CONES
FOREST FLOOR SOFT



CITY OF PORTLAND

BUREAU OF PARKS AND RECREATION





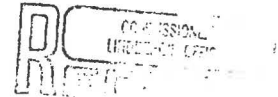
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1120 S.W. 5TH, ROOM 502
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MIKE LINDBERG, Commissioner

CLEVE WILLIAMS, Superintendent



TO: Marquerite Guerrettaz

FROM: Gay Greger

APR 15 1987

DATE: 4/14/87

RE: Commissioner Lindberg's AM Northwest Appearances

This is to confirm our conversation late yesterday. Commissioner Lindberg is scheduled to appear on AM Northwest - KATU-TV Channel 2 on Tuesday, April 28. They would like for him to be in the studio by 8:30 so they can work with him to prepare the piece. He will be discussing both the Portland's Favorite Tree project and the new Park Bureau Gift Catalog.

Both Ron Byers and I will accompany Commissioner Lindberg to the studio and we'll be available to provide clarification or answer any questions that may come up prior to the show. We will be glad to meet with him for a briefing before the 28th if that would be helpful.

I am waiting to hear back about the second date. They would like for the Commissioner to come back on the program either June 2 or June 3 to introduce the finalists and (if it is on June 3) present the winner. They are working out various possibilities for those dates and will let us know soon.

Thanks for your help with this one!

Smiles

Prup?

YES... LETS GET RON
AND GAY THERE. HOWEVER
I'M ALMOST POSITIVE THAT
HE DOESN'T NEED TO BE
THERE UNTIL 9:30... DOUBLECHECK W/GAY. THANKS!

AM NORTHWEST APPEARANCE

TUESDAY, APRIL 28

8:30 AM

PURPOSE:

1) To publicize the Favorite Tree Contest

2) To publicize the Gift Catalogue

BRIEFING: Gay and Ron Byers will accompany you to the studio and will give you a more complete briefing on the way. In addition, there will be extra time before you go on, during which Gay and Ron will be able to answer any questions that you might have.

NOTES ON THE TREE CONTEST:

- 1) Portland is a city of trees...they are everywhere and make a real difference in the way that the City looks and feels.
- 2) People identify with certain trees that are important to them: trees that they played on as children, fruit trees with especially good fruit, flowering trees that each year signaled the end of the rainy season, trees that distinguish a house or business, trees that provide a welcome bit of shade on a hot summer afternoon, trees under which true love was professed, and undoubtedly many more.
- 3) The tree contest is a way for the City to recognize the very special role that trees play in maintaining the extraordinary livability of Portland.
- 4) It's simple to enter:
 - pick up an entry form at any library or park facility or get one by calling 796-5113.
 - choose your favorite tree, take a picture or make a drawing of it, and describe why you think it should be the favorite tree of 1987.
 - return the entry by May 10.
 - remember, you can live anywhere, only the tree must be a city resident.
- 5) A panel of judges will choose five finalists, which will then be voted on by everyone...ballots for the voting will appear in the Oregonian on May 17th, or you can get one from the Bureau of Parks and Recreation.
- 6) The winning tree will be announced on June 2 and it will win tree care for one year from Halstead's Arboriculture Consultants. The person nominating the winning tree will get a framed pen and ink drawing of the champ!

OTHER: I've included Park Futures material in the event that they ask you what else is happening.

Trees

Children

Beauty Flowering
Fruit

Historic
Shade

Trees
190,000

How many trees?

who are the judges

that's all!

Ethan - FYI



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MIKE LINDBERG, Commissioner

CLEVE WILLIAMS, Superintendent

TO: JUDGES, Portland's Favorite Tree of the Year

FROM: Gay Greger

DATE: 4/8/87

RE: Notes from our meeting 4/7/87

APR

9 1987

We met briefly for introductions and to review the task at hand. It was generally determined that a series of meetings should be held in order to stay on top of the nominations as they are submitted. The following meeting schedule was set:

Friday, April 24 3:00 - 4:00

Thursday, April 30 4:00 - 5:00

Friday, May 8 3:00 - 5:00

Monday, May 11 9:00 - 2:00 (approx.)

All meetings will be held
in the Portland Building -
5th Floor.

General Procedures

Everyone assumed that the nominations would fall into several different categories - including:

- historic significance
- aesthetic value
- personal/emotional significance
- nominations from children

Specific categories would be set as the nominations are reviewed. A representative from each category should appear on the final ballot.

Each nomination should be reviewed with the various categories in mind, and placed into either the "don't consider" pile or the "consider" pile associated with the appropriate category. Nominations can be taken home by the judges, reviewed, and returned for another judge to review. Meetings will be used primarily to be sure everyone is generally in agreement.

The May 8 meeting will be used to narrow the nominations to a select few. Monday morning, May 11, those last few nominations to come in the mail will be reviewed and the slate drawn for "field review". The remainder of that day will be devoted to a tour around town to take a look at the finalists.

While we expect there will be a few nominations in by the 24th of April, there may in fact be nothing to review on that day. If so, I will contact each of you that morning. Otherwise, this will serve as your official meeting notice.

There are plenty of nomination forms. Let me know if you would like a stack or if you would like me to see that some are placed in a specific location.

Thanks again for your help.



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MIKE LINDBERG, Commissioner

CLEVE WILLIAMS, Superintendent

3/30/87

PORTLAND'S FAVORITE TREE - 1987: UPDATE

A. JUDGES

The judges will determine the final slate of candidates, reviewing on a weekly basis the nominations that have been submitted.

1. Dave Halstead
Halstead's Arboriculture Consultants
(donor of the prize for the winning tree)
2. John Warner
Landscape Architect and member of the Tree Advisory Committee
3. Ray McNeilan
Multnomah County Extension Agent and member of the
Board of the Hoyt Arboretum Friends Foundation
4. Gail Whitney
Saturday Academy
5. Sonya Grove
Reading & Math Specialist - Portland Public Schools
6. Andy Rocchia, The Oregonian *
Garden Editor

*Note: Andy will be a finalist judge only due to conflicting deadlines.

B. NOMINATION FORM

The nomination form has been printed by The Oregonian. We have 10,000 copies to distribute.

C. DISTRIBUTION OF NOMINATION FORM

There will be a story in The Oregonian on April 6th, along with an advertisement encouraging people to enter their favorite tree.

Every elementary classroom and secondary English and Science classroom will receive a copy of the nomination form along with a memo to teachers introducing the project.

Multnomah County Libraries will distribute the nomination forms through their system.

A mailing list of over 100 garden centers, garden clubs, and related interest groups will receive a cover letter or press release (as appropriate) and copy of the nomination form. The mailing is scheduled to go out on Friday so it will be received on Monday, April 6 - to coincide with the announcement of

the contest.

Every Park Bureau facility will have a stack of forms to distribute.

Forms will be available at the Portland Building in the lobby and in the lobby of The Oregonian.

D. OTHER PUBLICITY

- The KWJJ spot for the month of April will feature Portland's Favorite Tree, encouraging people to enter.
- The Spring Program Guide introduces the Portland's Favorite Tree contest on its opening pages.

E. KEY DATES

- APRIL 6 KICK-OFF Hoyt Arboretum 4000 SW Fairview 9:30 AM
- APRIL 7 JUDGES ORIENTATION Portland Building 5th Floor 4:30 PM
- -MAY 10 NOMINATIONS CLOSE
- MAY 11 JUDGES SELECT FINALISTS
- -MAY 17 VOTER'S PAMPHLET AND BALLOT APPEAR IN OREGONIAN
- -MAY 29 FINAL DAY TO VOTE
- JUNE 2 AWARDS CEREMONY AT SITE OF WINNING TREE (details TBA)



CITY OF

PORTLAND, OREGON

OFFICE OF PUBLIC AFFAIRS

Mike Lindberg, Commissioner
1220 S.W. Fifth Ave.
Portland, OR 97204
(503) 248-4145

April 16, 1987

Mrs. Ray Mortensen
4254 Fifth Street
Hubbard, Oregon 97032

Dear Mrs. Mortensen:

Attached are copies of the entry form for the tree contest this year. Anyone can enter: only the tree must be a city resident.

I remember you and your aunt from last year, and am sorry to hear of her death. Her enthusiasm and excitement for what we tried to accomplish with our tree contest was one of the reasons that I knew it would be a welcomed event again this year. By all means, enter!

Thanks for taking the time to write. I look forward to reviewing your entry!

Sincerely,

MIKE LINDBERG
Commissioner
Office of Public Affairs

MDL:esb

cc: Gay Gregor

Attachment



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MIKE LINDBERG, Commissioner

CLEVE WILLIAMS, Superintendent

For more information, contact
Gay Greger, Portland Bureau of
Parks & Recreation - 796-5193.

March 27, 1987

FOR IMMEDIATE RELEASE

PORTLAND INVITED TO PUT ITS FAVORITE TREE FORWARD

On April 6 (Monday) at 9:30 A.M., during Arbor Day ceremonies at the Hoyt Arboretum, Commissioner Mike Lindberg will kick-off events leading to the selection of PORTLAND'S FAVORITE TREE OF 1987.

Trees are special to people for different reasons. Perhaps a favorite has the most beautiful fall color imaginable, or provides the perfect branch from which to swing, or was planted the day the baby was born. Perhaps it has shaded generations of family members or has the tastiest apples in the world. For whatever reason, most people have a special tree. Now there is the perfect opportunity to make your favorite tree PORTLAND'S FAVORITE TREE as well.

The rules for nominating trees are simple. Anyone can nominate a tree - you don't have to live in Portland to participate. However, the TREE must be located within Portland's city limits and must be visible from public right-of-way or public property.

Once the nominations are in, a panel of judges will narrow them down and the finalists will be presented to Portlanders in the form of a FAVORITE TREE VOTER'S PAMPHLET - listing the characteristics of each finalist and providing everyone with a ballot so we can all vote for our favorite. On June 2, 1987 the tree that is truly PORTLAND'S FAVORITE TREE FOR 1987 will

be announced.

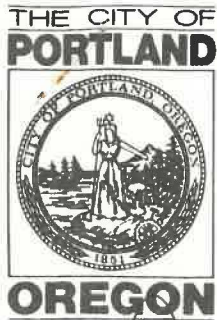
Nomination forms can be obtained at the ceremony April 6 or at any Park Bureau facility, all branches of the Multnomah County Library, the Portland Building lobby and The Oregonian lobby. The deadline for nominating your favorite tree is May 10.

So, join Commissioner Lindberg and the friends and volunteers of the Hoyt Arboretum to kick-off the first annual selection of PORTLAND'S FAVORITE TREE OF THE YEAR.

-30-

KEY DATES IN THE SELECTION OF PORTLAND'S FAVORITE TREE

- 4/6/87 KICK-OFF AT HOYT ARBORETUM in conjunction with the Arbor Day festivities. 9:30 A.M.
- 5/10/87 NOMINATIONS CLOSE.
- 5/17/87 FAVORITE TREE VOTER'S PAMPHLET AND BALLOT WILL APPEAR IN THE OREGONIAN.
- 5/29/87 FINAL DAY TO VOTE.
- 6/2/87 COMMISSIONER LINDBERG WILL HOLD CEREMONY AT SITE OF WINNING TREE - PORTLAND'S FAVORITE TREE FOR 1987.



INTEROFFICE MEMORANDUM



Portland Parks
and Recreation

DATE: March 18, 1987

TO: Ethan

FROM: Gay

SUBJECT: Tree Selection Process - Commissioner Lindberg's Role

MAR 19 1987

1. Formal Media Events

MONDAY, APRIL 6 9:30 - 10:30 AM - Arbor Week Kick-off & Tree Planting at Hoyt Arboretum. The Favorite Tree Selection process will be announced at that time. Applications will be available. The press will have received a press release and press packets will be distributed at that time.

NOTE: The morning of April 6 The Oregonian will run an ad encouraging people to nominate their favorite tree. It will be included in a section that will insure statewide circulation.

TUESDAY, JUNE 2 (Time TBA - determined by Commissioner Lindberg's schedule) CEREMONY at the site of the winning tree. Attach plaque, present illustrations to those who nominated the tree, introduce tree care service donor, etc. This should be a big media event.

9:30-11 AM

2. Informal Media Events

We continue to work toward arranging for the top 5-8 "candidates" to be displayed at the Lloyd Center and the Portland Building. A press release announcing where the displays will be, etc. will go out after the nominations close (or just prior). We could do something with the folks who nominated those top 5-8 trees. Let's discuss.

3. Other Options

- a) Judging Panel. The judging panel will be meeting weekly between April 6 and May 10 to review nominations and narrow down selections. (This schedule is based on the assumption that we will receive lots of nominations. If smaller numbers are received, the meeting schedule will be altered as appropriate.) A field trip to view the finalists for purposes of narrowing down to the top 5-8 will take place the 12th of May. It will likely take 3-4 hours. Commissioner Lindberg is very welcome to join the judges for all of the process or for that final field trip only.

- b) School Involvement. There may also be an opportunity for the Commissioner to visit a school that is celebrating Arbor Day by planting a tree. He could distribute nomination forms and encourage the children to nominate their favorite tree - or encourage the teachers to use this as a class project.

NOTE

I will be designing a certificate of entry to be sent to each person who nominates a tree. The certificate will insure that each person will have some form of acknowledgement even if their particular tree doesn't make the finalists. This is especially important for the children who will be entering. Certificates will be completed as entries are received, but will not be mailed until after the nominations have closed.

The Oregonian has printed 10,000 entry forms for us - a great boon to the old budget! I am enclosing the bill for typesetting & design. Linnea will handle typesetting & design for the final ballot as well. The Oregonian will again print it in the paper. We will need to print some additional copies (unless I can talk the Oregonian into doing that as well) for distribution at display sites, at our facilities, and from this office.



CITY OF PORTLAND BUREAU OF PARKS AND RECREATION

1120 S.W. 5TH, ROOM 502
PORTLAND, OREGON 97204-1976
(503) 796-5193



MIKE LINDBERG, Commissioner

CLEVE WILLIAMS, Superintendent

January 14, 1987

PORTLAND'S FAVORITE TREE CONTEST '87

PROPOSAL FOR CONSIDERATION BY THE OREGONIAN

It is our hope the the Oregonian will consider serving as a sponsor of the Portland's Favorite Tree Contest 1987. Such sponsorship would involve:

1. Printing contest rules and entry forms in the newspaper on or near Arbor Day - Friday, April 10, 1987.
2. Printing the "Self Guided Tour" and ballots in the paper following the close of nominations. Ideally, this would appear in the Sunday paper, May 17.
3. Providing a representative to serve on the panel judging the initial entries.
4. (Optional) Serving as a display site for the finalists' display and ballot boxes.

BACKGROUND

The tree contest, originated in 1986, is designed to encourage Portlanders to set some time aside to think about the contribution that trees make to our quality of life and to give special recognition to those trees that are especially meaningful to them. In addition, it is hoped that the format of the 1987 contest will provide an opportunity for participants to learn a little more about the trees that make up Portland's landscape. The contest is built around a community pride/public education format. By giving everyone an opportunity to vote, involvement of a greater number of people is assured. With the assistance of the Oregonian to get the word out, the contest will reach the widest population possible.

TIMELINE - Contest Key Dates

| | |
|------------|--|
| January 22 | Materials ready for Arbor week committee distribution |
| April 10 | Arbor Day. Contest announced during Arbor Day festivities and in the Oregonian. |
| May 10 | Final day for contest entries (nominations) |
| May 12 | Entries screened - finalists selected |
| May 17 | Self-guided tour information and ballots published in the Oregonian and made available at Park Bureau and display sites around the city. |
| May 29 | Last day to vote! |
| June 2 | Ceremony at site of winning tree. |

OTHER KEY DATES OF INTEREST

May 25 - Memorial Day
May 28-June 14 - Rose Festival
June 9 - Last day of school in PPS.



CITY OF
PORTLAND, OREGON
OFFICE OF PUBLIC AFFAIRS

Mike Lindberg, Commissioner
1220 S.W. Fifth Ave.
Portland, OR 97204
(503) 248-4145

FOR MORE INFORMATION, CONTACT
Gay L. Greger, Contest Coordinator -
c/o Portland Bureau of Parks and
Recreation (503) 796-5193.

January 7, 1987

FOR APRIL RELEASE

PORTLANDERS TO SELECT THEIR FAVORITE TREE

As part of Arbor Day festivities on April 10, 1987, Portland City Commissioner Mike Lindberg will extend an open invitation to participate in a contest to select Portland's Favorite Tree of the Year.

While Portland is officially the City of Roses, it could also easily be called the City of Trees. With over 8,500 acres of open space and 1,800 miles of street trees, Portlanders appreciate the significant contribution trees make to their quality of life. The contest to select a favorite tree was inspired by the enthusiastic response to a 1986 search to name Portland's "best" tree. Clearly, Portland had more than one outstanding tree!

The contest is designed in two phases: nomination and public voting. Nomination forms are available from the Portland Bureau of Parks and Recreation and a variety of locations throughout the city. City residency is not required of those submitting nominations. However, the tree itself must reside in the Portland city limits and must be visible from the street. Nominations will be accepted through May 10.

A panel of judges will screen the entries and select five to eight finalists. Then Portlanders will have an opportunity to vote! Ballots will be published, along with a self-guided tour of the nominees, providing voters with background information on each of the trees (botanical/cultural/historical) and excerpts from the nominating statements. Ballots will be accepted through May 29. The tree winning the most votes will be formally acclaimed Portland's Favorite Tree of 1987 by Commissioner Lindberg at a ceremony on June 2.

And what will the winning tree receive? Why, tree care for a year, of course - donated by Halstead's Arboriculture Consultants.

For more information about the contest or to obtain a nomination form, contact Gay Greger, Contest Coordinator, Portland Bureau of Parks and Recreation - 1120 SW Fifth Room 502 Portland, Oregon 97204.



CITY OF

PORTLAND, OREGON

OFFICE OF PUBLIC AFFAIRS

Mike Lindberg, Commissioner
1220 S.W. Fifth Ave.
Portland, OR 97204
(503) 248-4145

March 31, 1987

Peter and Linda Bergeron and kids
4211 North Borthwick
Portland, OR 97217

Dear Bergerons:

Thank you for your letter regarding the tree contest. I fully share your concerns about the world's forests, which is perhaps the major reason that I've decided to sponsor the contest again this year. Taking forests for granted, urban or otherwise, is a recipe for ecological disaster, something we, and our children, and our children's children cannot afford.

The commemoration of the winning tree with a bronze plaque is only an idea at this point, something that we have yet to find funding for. In any event, I do believe that commemorating the winning tree, celebrating it, is something of great importance in the process of raising the consciousness of City residents of the importance of trees in Portland. Your points about the need for efforts overseas are well taken. However, if we can't mobilize Portlanders for trees, then we'll never mobilize them on behalf of trees halfway around the globe.

I would like to suggest that you contact Sue Thomas at the Hoyt Arboretum to get the full schedule for Arbor Week this year (228-8733). Perhaps worldwide deforestation can fit in as a topic somewhere in the events that have been planned.

Thanks, again, for taking the time to write.

Sincerely,


MIKE LINDBERG
Commissioner
Office of Public Affairs

MDL:esa

cc: Gay Gregor
Sue Thomas

March 20, 1987

RECEIVED
CITY OF PORTLAND

MAR 23 1987

Mike Lindberg
Comm of Public Affairs
CITY HALL 1220 SW 5th
Portland OR 97204

Comm. Lindberg:

I respect and encourage the effort to honor Portland's outstanding tree specimens since trees enrich the city's environment in so many remarkable ways (beauty, color, birds, food, fragrance, shade, natural climbing, wonder ...), but I seriously wish that the following be given utmost consideration - -

Instead of the expense of a bronze plaque on the winning FAVORITE TREES, I propose - in conscience as a planetary citizen - that a more modest signature be given the tree (perhaps an engraved, wooden sign) and that the funds that would otherwise be used for the bronze instead be donated, in Portland's name, to the New Forests Fund*, an organization planting trees all over the world where the cycle of erosion is taking its toll.

Please take a few moments to read the ^{*}enclosed information and see if there is a way for this to become a part of the Favorite - Tree-of-the-Year project. Thanks!

in one world,

Peter & Linda Bergeron

Peter & Linda Bergeron
and kids
4211 N Borthwick
Portland OR 97217

Favorite tree contest slated

A contest to select Portland's Favorite Tree of 1987 will be announced Monday by City Commissioner Mike Lindberg.

He will participate in a 9:30 a.m. Arbor Day ceremony in the Hoyt Arboretum, where the Men's Garden Club of Portland has planned a special Arbor Week planting.

The garden club will plant a Wilson's Magnolia, the same variety that was the first magnolia planted 50 years ago in the arboretum. The arboretum already has a large collection of magnolias, many of them now in bloom, almost all of them donated and cared for by the garden club through the years.

The tree contest is open to anyone, but persons wishing to nominate a tree must pick one growing within Portland's city limits and visible from public right of way or public property.

Entry forms will be available in The Oregonian building lobby, all Park Bureau facilities, all Multnomah County libraries and in the Portland Building lobby.

Deadline for nominations is May 10. Once the nominations are in, a panel of judges will narrow them to a group of finalists. These in turn will be voted upon by Oregonians. Final voting day is May 29. The winning tree will be announced by Lindberg June 2.

Other Arbor Week activities include the presentation of a Tree, City USA Award to Portland at 9:30 a.m. Wednesday in the City Council chambers. This is the 10th consecutive year that Portland has qualified for the award and won it because of its street tree efforts.

OR 4/5/87

OR 4/9/87

59-foot North Portland dogwood submitted as 'Big Tree' candidate

By ANN SULLIVAN
of The Oregonian staff

The measurements of a 59-foot tall dogwood tree in North Portland have been sent to the American Forestry Association for its "Big Tree" list.

David Benavidez, the owner of Budget Tree Experts, said the gnarled trunk of the native dogwood measures 13 feet, 2 inches in circumference at breast height. Its crown width is 39 feet. It may be the largest

dogwood in the country, he said.

In the spring of 1986, Maynard Drawson, a Salem barber who also searches out big trees, sent the measurements of a Southeast Portland dogwood to the forestry association. That tree, at Southeast 30th Avenue and Taylor Street, measures 12 feet in circumference, 42 feet in height and 51 feet at the crown.

Benavidez said the tree at 5412 N. Syracuse St. may be 300 to 400 years old. It is next to a house believed to

have been built in 1902.

Circumference is the most important factor in deciding which trees of each species are "biggest" on the forestry association list, but the trees are also rated on a complicated scale of height and width.

Benavidez said the North Portland tree has some ailing limbs but is generally healthy.

He was called in last week by the pastor of Portsmouth Trinity Lutheran Church to trim some limbs of a black walnut tree next to the dogwood. Benavidez said he was amazed at the girth of the venerable dogwood. Not many of the Oregon natives survive in city lots, and few are of large size, he said.

The property where it stands is owned by the church. The house is occupied by Mr. and Mrs. James A. Benson.

Neither the Bensons nor the church's pastor, the Rev. Paul Jordan, know anything of the early history of the house, or who might have settled in the area just south of St. Johns and east of the University of Portland.

Old city directories at the Oregon Historical Center show the house at 846 Syracuse (under the city's old numbering system) was occupied by a family named Welcome in 1904, including Margaret Welcome; Juanita, an operator for the Portland Telephone and Telegraph Co.; Joseph C., a harnessmaker for the J. Clark Co. Saddlery, and Victor, a fireman.

By 1915, most of the same people were still there. Emma, a seamstress, was added in 1909, and Mary E., a milliner. By 1923, no Welcomes were listed.

Materials compiled for the St. Johns Centennial describe the area as heavily wooded, the river bustling with sternwheelers, sailing ships and other river traffic, including Indian canoes.

Every spring, the dogwood puts out small, green blossoms that grow and bleach to creamy white.

Examining the tree, Benavidez took off his cap and craned his neck to look at the highest branches.

"It's in wonderful shape," he said. "A beautiful tree."



The Oregonian/BRENT WOJAHN

David Benavidez, owner of Budget Tree Experts, spotted the dogwood with the gnarled trunk measuring 13 feet, 2 inches in circumference when he was hired to prune a walnut tree.



A native Oregon dogwood in North Portland stands 59 feet tall, according to a tree trimmer who is sending in the measurements for the American Forestry Association's "Big Tree" list.

Tree of the year

To the Editor: Portland's "Favorite Tree of the Year" is a marvelous idea. Anything that points out the value and worth of our trees is a worthwhile endeavor. Commissioner Mike Lindberg and The Oregonian



are to be congratulated for the idea. We in Salem only hope that Portland takes this contest one step further and emulates our own Heritage Tree Program.

This program is to recognize the historic, landmark or special qualities of local trees. Trees are a valuable adjunct in the preservation of history and a genuine tourist attractions in many instances.

Already a number of county historical societies have begun their own programs, and the results have been responsible for saving and preserving many of our noteworthy trees.

MAYNARD C. DRAWSON
Salem

OR 4/13/87