

## MEETING NOTES - MFRC Communications Committee

Wednesday, August 25, 2021 1:00pm – 3:00pm

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**Present:** Kathleen Preece, Janet Erdman, Kathleen Preece, John Fryc

**Absent:** Kim Berns-Melhus, Deb Theisen, Bob Owens

**Staff Present:** Sadie Mathison, Eric Schenck, Hannah Friesen

**Welcome and opening comments:** Chair Kathleen Preece

**Web site update and Council engagement:** Sadie Mathison

Sadie provided an update of the newly launched MFRC website. The site is not complete and is a work in progress. Sadie will share a Google sheet so that the committee can get started on reviewing the site for edits and content.

**Communication needs of PIC:** Eric Schenck

The PIC is in the process of creating a policy platform position based upon a survey of the Council's priorities. A communication task might be a written piece describing the position. The PIC is also looking at possible amendments to the SFRA. Potential communications task might include the development of strategies to communicate the amended pieces to the SFRA such as climate and forest carbon topics.

**Follow up to Site-Level needs:** Eric Schenck

Hannah said that the committee recently drafted some content for the website. There is a bit of a hold on the FMG review until the Site-Level Program Manager position is filled. Other than that there hasn't been much discussion of communication needs within the committee.

Eric talked about the conversion of the full FMG PDF to a searchable, linked document. The committee will discuss future layout of the FMG document and the formatting will be a part of the new revision.

**Data Practices Act:** Kathleen Preece

Kathleen revisited the idea of giving an intro at the beginning of each Council meeting reminding people of the Data Practices Act. Kathleen will explore a protocol for allowing public comments at Council meetings.

**Constituent contact list:** Kathleen Preece

Kathleen expressed that it is the Council's core responsibility to be able to communicate to their constituents. She would like to strategize on how to get the Council members to put together a constituent contact list. A stakeholder directory might be a good option.

Kathleen will send a note to Council members urging them to start thinking about this and get started working on their contact lists.

**Outreach/communication specialist position:** Eric Schenck & Matt Russell

Matt shared that there has been discussion of hiring a communication specialist to be shared between MFRC, UMNEX, and MFA and what this person's responsibilities might include. This is still in the idea formation stage.

**Carbon Projects update:** Matt Russell

Matt stated that MFRC has provided a grant to his group for the fiscal year to look at forest carbon in Minnesota. There are plans to develop carbon outreach tools to help convey concepts. SFEC has upcoming carbon educational events including workshops and webinars. There is also a plan to hold focus groups to engage landowners to learn more about areas of interest.

**Other**

Eric presented a StoryMap created by Dovetail Partners to explore whether this type of platform might be used by MFRC.

<https://minnesotafac.org/portfoliodetail.php?id=610820384cdfa>

Eric also presented the dashboard metrics that have been developed for the entire state and each landscape region. He suggested we do some outreach to find out what other information might be useful to add to these dashboards. An example is tree planting data, which would require data collection.

There was a suggestion to send the dashboard metrics out to regional committees for feedback.

**Next meeting:** October 27, 2021

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