

MINNESOTA FOREST RESOURCES COUNCIL

Communication Committee

Wednesday, December 28, 2022, 1pm – 3pm

NOTES

Members present: Kathleen Preece, Janet Erdman, Bob Owens, Kim Berns-Melhus

Members absent: Deb Theisen, Tim Wegner

Staff present: Eric Schenck, Sadie Mathison

1. Welcome – Discussion of Comm Comm meeting schedule and composition

Kathleen welcomed the group and asked if everyone is still good with the current recurring meeting time. All members are fine with the schedule as is. Kathleen noted that members should speak up when conflicts occur and the meeting times/dates could be adjusted to accommodate members.

2. Review of draft Biennial Report

Kathleen mentioned the need for a better editing plan for future reports. Sadie thanked everyone for their edits and shared a preview of the report draft. The group chose a photo and asked Eric to compose a caption.

There was discussion of how the report will be distributed. One option is to have the UMN Printing Services bulk mail the report.

3. Communication Committee Future Purpose – Sadie Mathison

Sadie provided an overview of her abilities and the tools available to increase visibility of the Council via various means of communication. There was a continuation of the discussion around the stakeholder contact list including some thoughts on utilization of the DNR's wood producer database. There was robust discussion of how to handle the MFRC newsletter and other communications going forward. There was a suggestion to invite Amy Kay Kerber to a future meeting to discuss social media options. Sadie agreed to set up a tentative schedule for future newsletters.

The committee reacted to Sadie's presentation, acknowledging the myriad of communication tools available to the Council and the desire to put Sadie's energy and talent to good use. Members acknowledged Sadie's suggestions of opportunities the Council had to tell its story, as well as to share

information ‘circulating’ in the forestry community that would/should be of interest to followers of the Council’s communications.

Members discussed the need to ensure any outreach was appropriate; they discussed who and how a final ‘okay’ would be made before any news was published. Eric noted the ongoing communications between he and Sadie on a daily basis and how they could discuss the suitability of those communications.

4. Ongoing website update needs (spreadsheet attachment)

Sadie provided status for MFRC website page updates. The group agreed to tackle some of these pages that need attention at each meeting, and return to its initial outreach to individual Council members to edit/fill out pages per their respective areas of expertise and interest.

There were specific suggestions made during the meeting for the “Issues” page and the “Partnerships” page. Kathleen suggested the committee tackle a page at each of its meetings, either offering edits and/or suggesting who might be identified to assist in the updates.

5. Regional Landscape Committee pages update

Kathleen suggested that each regional committee has a dedicated communication person. She committed to talking with Jaime about encouraging someone in each regional landscape committee to ‘step forward.’ She suggested that the communication representative need not be a ‘writer,’ but that they could serve to highlight news from the respective committee and the communication’s committee could assist in developing the message

6. Committee Member Reports (other meetings attended, e.g. Regional Landscape meetings, etc.)

Although it had been mentioned at a previous meeting, Kathleen highlighted the Northeast Regional Landscape meeting due to the energy and enthusiasm expressed at the meeting.

Janet reported that she attended the Southeast Committee meeting virtually as the in-person was canceled due to snow.

7. Old Business:

- a. Bob Owens suggestion to develop a ‘bulletin type communication for secondary manufacturers who produce a consumable wood/DNR e-newsletter partnership

The group agreed that this topic had been thoroughly discussed during item 3 of this agenda.

8. Other

There was a brief discussion of the January meeting as it relates to the legislative session. Eric stated that he hopes to have an opportunity to meet with the Governor at some point to hand-deliver the

MFRC Biennial Report, but it is unlikely that any legislators will be present at the Capitol on the day of the Council meeting.

Meeting adjourned.