

# MINNESOTA FOREST RESOURCES COUNCIL

## Communication Committee

Wednesday, February 22, 2023, 1pm – 3pm

### NOTES

Present: Kathleen Preece – Chair, Janet Erdman, Kim Berns-Melhus,

Absent: Bob Owens, Deb Theisen, Tim Wegner,

Staff present: Eric Schenck, Sadie Mathison

### Quick review of distribution of Biennial Report: Eric

Eric reported that every member of the Legislature received a copy of the recently completed MFRC Biennial report and a PDF of the report was emailed to members of the pertinent committees. Sadie sent it to the Legislative Library and the Council hand-delivered a hard copy to the Governor.

Eric also noted that he has copies of the DNR's Carbon Report to the Legislature. The report made suggestions for needed information and some of those needs are the items MFRC is currently working on. He suggested an opportunity for collaboration with DNR around communication of topics that overlap. He then provided an update on MFRC's request for ongoing funding of work on information needs. Sadie suggested that she link to the DNR's carbon document on the MFRC website. The committee agreed.

### Newsletter

Kathleen expressed frustration that there is not a clear path through the approval process. The group brainstormed a process for the newsletter. There was a suggestion that Eric create a list of items, indicating a person to provide content for each item, and a due date which would be sent to Sadie and the Communication Committee. The group also agreed that the news should be kept to Council-specific topics.

Kathleen proposed a piece on Jan Bernu being awarded National Outstanding Tree Farm Inspector of the Year and asked the group if it was appropriate for our audience. The group then discussed other topics for the newsletter. This discussion inspired Sadie to suggest that the list of newsletter

topics come to each Communication Committee meeting for vetting. The group agreed that this would be a good way to handle it.

## **Website – Page reviews**

### *Issues page:*

Regarding the “Issues” page on the MFRC website, a committee member stated that the word “Issues” suggests “Problems” and yet, not all topics on this page are problems. “What we do” was suggested as an alternate title for the page. There was also a suggestion that the leading paragraphs be re-written to be more upbeat. Another point was made that this page is too wordy in general. Kathleen agreed to help Sadie with a strawman on the “staging” site for everyone to review next meeting.

There was a concern that if the name is changed to “what we do”, what are we missing? There was a suggestion that the leading paragraphs mention and link to these ‘priorities’. There was an agreement to give this some thought and bring it back to the staging site discussion.

### *Partnership page:*

There was a full discussion of what could be changed on this page and the purpose of the page in general. After a bit of discussion, the group decided to get rid of the page altogether.

## **Year’s schedule in review and final consideration: Kathleen**

On Kathleen’s suggestion, the group agreed to choose a different meeting time as this meeting divides the afternoon. There was a suggestion to move it to mornings. Kathleen will give the schedule some thought and will present some schedule options to the committee.

Eric shared that in his meeting with the DNR Commissioners, the question was asked what MFRC could do to help them. The answer was to help them with communications about the importance of forests. The group talked about strategies for how MFRC could be a catalyst to make this happen.

Meeting adjourned