

MINNESOTA FOREST RESOURCES COUNCIL

Communication Committee

Tuesday June 20, 2023, 8:30am – 10:00am

NOTES

Present: Kathleen Preece – Chair, Janet Erdman, Deb Theisen,

Absent: Bob Owens, Kim Berns-Melhus, Tim Wegner

Staff Present: Eric Schenck, Sadie Mathison, David Wilson

1. Welcome: Kathleen

Kathleen thanked everyone for joining and handed it off to David.

2. Website

a. Update on webpage rewrites – David Wilson

David shared his edits to the MFRC website pages he has been working on. There are some maps that did not make it to the new website from the old. Some pages still need significant work. When presenting on the biomass issue, David demonstrated how complex of an issue this is. The committee agreed that we should keep it simple and brief for the website.

David provided an update on the other pages he has been charged with updating and again, these are complex issues, and this will take some effort to get them up to date.

Sadie suggested that placeholder when pages are “under construction” could be used until content is ready. She also shared that she has access to the old site and the graphics and images that did not migrate to the new site. David will review these items and work with Sadie to add them to the new site or replace as needed.

b. Member Profiles – strategies for absent profiles old and new (attachment)

The committee discussed strategies for getting profiles for council members who have not submitted their own profiles. Some members of the committee agreed to work with the Council members to get this done.

3. Newsletter Preparation – (Prep document attached)

a. Vet suggested content & confirm assignments.

The group worked through the form that Sadie had created for the upcoming newsletter. There was discussion around what types of things should and should not be in the purview of MFRC to include in the newsletter. The group decided that Council members should submit events that as stakeholder representatives they would like to see included in the newsletter, rather than having staff mine for items. Kathleen will send an email to Council members stating as such and asking for items for this newsletter. Sadie will send a reminder email for all upcoming newsletters.

Another item inspired a conversation about including readings of interest. Again, there are so many things that could be included. The committee decided that this item and all other similar items should go under a “Recommended Reading” heading.

Also discussed was the inclusion of pieces about Council member accomplishments or other items that highlight Council member individual activities as well as featuring articles that Council members weigh-in on, either quoted in the article or a quote that specifically refers to the content of the article.

The committee established a deadline for submission, a date to send out the newsletter, and content assignments.

4. Staff Update – Eric Schenck

Eric reported that the P&F Committee had a discussion of the overall scope of the budget. The reality of hiring a Policy staffer would make the budget much smaller than the previous 3 years. Extra projects would not be possible. The P&F Committee has determined that developing a budget that ties back to strategic plan goals and objectives will be a useful tool to help reevaluate whether it is time to hire someone in the Policy Analyst position. The full Council will be looped in on the P&F’s decision on this matter.