

MINNESOTA FOREST RESOURCES COUNCIL

Communication Committee

Tuesday August 15, 2023, 8:30am – 10:00am

<https://umn.zoom.us/j/91828368685> | (651) 372-8299 | ID: 918 2836 8685

NOTES

PRESENT: Kathleen Preece – Chair, Janet Erdman, Deb Theisen, Bob Owens, Kim Berns-Melhus,

ABSENT: Tim Wegner

STAFF PRESENT: Eric Schenck, Sadie Mathison, David Wilson

1. Welcome

Kathleen and the group briefly discussed Sadie's departure from MFRC.

Sadie provided an overview of the lodging situation for the upcoming meeting in Cloquet and asked that folks let her know their lodging preferences ASAP. Eric shared logistics and content of the meeting for the group.

Sadie reminded the group that her recurring calendar invite will go away when her email account is closed.

2. Newsletter

Eric and Sadie recapped the recent newsletter stating that it was robust with content and that it garnered the interest of a regional wildlife publication.

Kim provided a recap of the discussion that occurred at the Personnel and Finance Committee meeting around the role of the Communication Committee. There had also been a discussion of communications goals and strategies of the Council.

Regarding future newsletters, David has agreed to assist. The team agreed that considering Sadie's departure, a fall newsletter is a bit aggressive. There was a suggestion to try for a

winter newsletter. The group agreed to reach out to Amy Kay Kerber to ask what will be required to get David up to speed on newsletter software access.

3. Website

David reported some progress on the website content updates. David and Sadie agreed to meet on Thursday to work on posting David's updates to the live site.

Sadie reported that there has not been much progress on Council member profiles for the website. There was discussion of missing profiles and strategies for working with the members for which there is no profile.

4. Thinking strategically about the Communication Committee: *Eric Schenck*

Eric reviewed the Goal of the Communication Committee as stated in the Strategic Plan. He then drew attention to the Action and Communication charge of [Resolution 2022-1 Supporting Minnesota's Climate Change Goals Through Development of Sustainable Forest Products Markets.](#)

He provided questions for discussion of how to tackle these items. He proposed sets of communication lists for targeted communications. He also suggested the composition of a list of items that the Council would like to communicate to various audiences.

The group felt that it is important to wait to see what the skills of the new hire will be so that the plan can be crafted in a way that it matches the new person's **skill set**.

There was a suggested strategy of first choosing subject, then audience, then craft the communication. Kathleen and Sadie continue to struggle with getting Council members to contribute to the stakeholder contact list. Strategic discussion is needed to address this issue.

Eric also mentioned the urgency of starting with hot button items so that they can be addressed in a timely manner.

5. What about Sadie: *Kathleen*

Discussion around Sadie's departure and what the plan is going forward was peppered throughout the meeting. Eric stated that P&F will be posting the position ASAP.

6. Next meeting – Goals, guests: *Kathleen*

Kathleen asked committee members to bring topics for the next meeting, which will be held in October.