

MINNESOTA FOREST RESOURCES COUNCIL

Communication Committee

Wednesday, April 26, 2023, 1pm

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

Absent: Bob Owens, Tim Wegner

Staff present: Eric Schenck, Sadie Mathison, David Wilson

Welcome

Kathleen welcomed everyone and added an update of the hiring of a professional communications group to the agenda. She thanked David for joining.

Discussion of Web pages/Content (David Wilson)

Kathleen explained that we've been waiting for an Applied Forest Science Coordinator to help us with the science parts of the website. David said he is willing to help. The group decided that David and Sadie will meet to go over the needs of the website.

Eric brought up the topic of working with David to research biomass and products for the development of an action and communications strategy as laid out in the MFRC Resolution 2022-1 "Supporting Minnesota's Climate Change Goals Through Development of Sustainable Forest Products Markets". David shared some ideas he has in mind regarding this topic.

What We Do (Subheads/Content)

Kathleen presented the format of the "What We Do" portion of the MFRC website and shared suggestions she heard from members of the committee. There was a suggestion to have "Background" and "Council Actions" for each topic under "What We Do".

Web/Newsletter: Topics, Content, Assignments, Deadlines

Eric mentioned one topic and then suggested that we do newsletter blurbs from each Council member stakeholder perspective. A series of stories that help people understand the representative and stakeholder group.

There was a discussion of how to facilitate newsletter creation. The group agreed to bring lists of items to the meeting. Kathleen and Sadie will work together to create a form for newsletters that might help to facilitate the process of fleshing it out. There was suggestion for other ways to communicate to the general public via tourism communication channels.

Policy Analyst Position Update

Eric has reached out to HR about extending an offer to one of the candidates. He stated that the candidate has excellent references and lives in the Twin Cities area.

Discussion of Comm Comm meeting schedule

Kathleen revisited the suggestion of meeting in the mornings of the 3rd Tuesday of every other month with the December meeting on the 12th, for one hour to one and a half hours. The group agreed to this schedule.

Meeting adjourned.