



Communication Committee Meeting

NOTES

Wednesday, August 24, 2022 | 1:00pm – 3:00pm

<https://umn.zoom.us/j/96240214458> | (651) 372-8299 | Meeting ID: 962 4021 4458

Present: Kathleen Preece, Janet Erdman, Tim Wegner, Deb Theisen

Absent: Bob Owens, Kim Berns-Melhus,

Staff present: Eric Schenck, Sadie Mathison, Jaimé Thibodeaux

Guests: Eli Sagor

Welcome/May minutes review – Kathleen Preece, Chair

Kathleen welcomed Jaimé and stated that Jaimé was invited to share ideas that might help the committee strategize communications with the regional landscape committees.

Landscape Program and Committee: Input – Jaimé Thibodeaux, Forest Planning and Coordination Administrator

Jaimé expressed a vision for bridging gaps with private landowners and of spreading the word of the Council. Kathleen suggested that she and Jaimé meet to discuss the needs of the regional committees.

Eric mentioned that Jaimé is working on the landscape program portion of the biennial report and this might serve as a communication tool as well as the website as it relates to the regional committees.

Janet drew attention to the need for communication between (regional) committees as well as communication between the Council and the committees. Jaimé suggested a standing “update from the Council” to regional committee meetings.

Kathleen suggested that the regional committees contribute to the MFRC newsletter. She then mentioned the ongoing development of the stakeholder contact list.

The “Eli Proposal.” Discussion of content, timeline to review missing information, potential recommendation(s) to full Council – Eric Schenck, Executive Director

Eli introduced himself to the group and explained his role with the Extension. Eli attended the meeting to discuss a landowner outreach proposal that he is developing.

Per comments from one committee member, he discussed a landowner database including CRM capabilities to track management practices over time and to engage them to sign up for programs, education, and newsletters.

There was concern over the development and management of a database. One suggestion was that it be an LCCMR project. Eli pointed to the fact that there is already quite a bit of data out there such as county taxpayer records. This data would be used to test messaging via mail and observe response to inform bigger projects in the future.

For next steps, Eli will develop a simple proposal for a vote by the Council at the September meeting, then approval from P&F for funding.

September’s private lands forum – Communication needs prior/following the forum – Kathleen Preece, Chair | Eric Schenck, Executive Director

There was concern expressed over the name “forum” and a suggestion was made to write a summary of the event and possibly send it out in the newsletter with the goal of eliciting feedback. The group agreed on a fall newsletter after the Council meeting.

Deb requested the committee assist in revitalizing program for Family Resort PFM. Eric plans to follow up with Lindberg.

The group agreed to change the name of the event from “forum” to “working group”.

Eric provided a background for the upcoming private forest landowner working group event. The desired outcome is future action by the group that worked on the initial private landowner framework and/or as a future MFRC agenda item.

Forest Scientist position– Eric Schenck, Executive Director

Eric announced that we have four finalists for the open Applied Forest Science Coordinator position and Eric and Sadie are working to schedule interviews. He hopes that the panel will be ready with a finalist to be interviewed by the P&F committee at their upcoming meeting in October.

Website Update status, critical missing information - Sadie Mathison, Information Specialist

Sadie shared the new private council member page on the website, expressed the needs for science and research specific updates on multiple pages, and the opportunities for the regional committees to utilize their individual pages.

Meeting adjourned.