

MINNESOTA FOREST RESOURCES COUNCIL

Communication Committee

NOTES

Wednesday, February 23, 2022, 1pm – 3pm

Present: Kathleen Preece, Janet Erdman, Bob Owens,

Absent: Deb Theisen, Kim Berns-Melhus

Staff present: Eric Schenck, Sadie Mathison

Eric stated that the recently passed resolutions have been distributed to the Governor, legislators, commissioners, Climate Change Cabinet, and other relevant parties. He also reviewed the action and communications strategy promised as part of the woody biomass resolution. Eric has created a draft for presentation to the Policy Committee and suggested the Communication Committee create a similar document for the nursery resolution.

Kathleen presented the need for Council members to develop a means to engage with their stakeholder groups. Kathleen and Sadie are collecting and compiling stakeholder contacts for a database but have received submissions by only a couple of Council members. Using Bob Owens as a ‘guinea pig,’ the committee quickly gained access to an online list of secondary wood manufacturers maintained by the DNR. The committee decided to invite Council members one at a time to the first 10 minutes of Communication Committee meetings to assist with the process of developing their stakeholder contact lists. Bob volunteered to help put together an introductory message to secondary wood product manufacturers.

Eric expanded this idea into a strategy for reaching out to stakeholders with a link to sign up for the newsletter. The group agreed to start with secondary wood producers and private landowners.

Eric shared the details of the event on the Capitol complex after the March 15 Council meeting to which the Governor and key legislators have been/will be invited. There was a request that staff inform the entire Council of the schedule ASAP. Eric stated that this will be an invite-only event.

Eric provided a staffing update by announcing that the Forest Planning and Coordination Administrator position has been posted. Eric has already been contacted by some interested parties. Sadie provided a list of the job boards on which it has been posted and showed the group where the posting link can be found on the MFRC website. Next in the queue for review and posting is the Forest Scientist position.

Although the MFRC website is new, some of content is outdated and needs edits. Sadie is requesting help. The committee agreed that Sadie will create a list of the pages that need content updates, suggest who on the Council might be a candidate to make the updates, and forward the list to Kathleen for distribution to appropriate Council members.

Kathleen reviewed committee membership noting that Deb has not attended meetings for quite some time and John Fryc is no longer on the Council. She asked for recommendations for membership and questioned whether non-Council members could be on the committee. She will ask Pete if committee members must be Council members and if not, the group will revisit the discussion of new members.