

MINNESOTA FOREST RESOURCES COUNCIL

Communication Committee Meeting Notes

1:00 pm, Monday, December 6, 2021

NOTES

Members present: Kathleen Preece, Janet Erdman, Kim Berns-Melhus,

Absent: Bob Owens, Deb Theisen

Staff present: Sadie Mathison

There was a brief discussion of the purpose of the Communication Committee. There was a suggestion to send out a holiday greeting to stakeholders to serve a dual purpose of asking for input and to remind Council members to submit their stakeholder contacts. There was a discussion of how the committee is evolving and how in the future it will respond to concerns. Storytelling, media messaging, and marketing were discussed as possible areas where the committee could assist.

Sadie gave a demonstration of how to use the Website Content Review spreadsheet. There was a suggestion to send an email with the link again as a reminder after the holidays.

Sadie provided an update on the hiring process for vacant staff positions and asked that the committee think about ideas for recruitment. There was a suggestion to send out a notice, either a blast email or a newsletter item, stating that MFRC will be hiring in the near future.