



OREGON FOREST RESOURCES INSTITUTE
BOARD OF DIRECTORS MEETING
Video Conference Call

July 23, 2020

Meeting Minutes

Members Present:

Jerry Anderson, Hancock Forest Management
Tom DeLuca, OSU College of Forestry
Tyler Freres, Freres Lumber Co., Inc.
David Hampton, Hampton Lumber
Matt Hegerberg, Heron Timber
Jennifer Phillippi, Perpetua Forests Company
Quincy Powers, Powers Ranch Co.
Casey Roscoe, Seneca Sawmill Co.
Eric Schooler, Collins

Staff:

Inka Bajandas
Jordan Benner
Mike Cloughesy
Norie Dimeo-Ediger
Rikki Heath
Erin Isselmann
Kathy Storm
Julie Woodward

Guests:

Fran Cafferata Coe, Cafferata Consulting
Adam Davis, DHM Research
Tony Schick, Oregon Public Broadcasting
Lena Tucker, Oregon Department of Forestry

CALL TO ORDER

The meeting was called to order by Chair Tyler Freres at 9:00 a.m.

Chair Freres welcomed Dr. Thomas DeLuca, Cheryl Ramberg-Ford & Allyn C. Ford Dean, Oregon State University College of Forestry, to the board. DeLuca provided a background.

APPROVAL OF MINUTES

Motion: David Hampton moved to approve the April 24, 2020, board meeting minutes. The motion was seconded by Quincy Powers. Voting for the motion: Jerry Anderson, Tyler Freres, David Hampton, Matt Hegerberg, Jennifer Phillippi, Quincy Powers, Casey Roscoe and Eric Schooler. Voting against the motion: none. Motion passed.

Senior Manager, Business Operations Kathy Storm reviewed the May 2020 financial report.

OLD BUSINESS

Senior Manager of Public Outreach Jordan Benner provided a report on the spring educational advertising run. Television impressions were 3 percent higher than 2019, digital impressions were 100 percent higher, and web visitors rose 32 percent over the 2019 campaign.

Adam Davis, DHM Research, summarized the post-educational-advertising survey of 601 Oregonians. Findings are:

- The public feels the health of the natural environment is good and that Oregon's private forests are being managed sustainably.
- Oregonians want to see a balanced approach to forest management with an emphasis on replanting. They are concerned about the risk of wildfires and want protections for wildlife habitat and water quality.
- Most important to Oregonians in evaluating how forests are managed is being ensured practices are based on scientific information rather than political influence. Many Oregonians do not feel knowledgeable about this or what protections are being provided for jobs and economic benefits.
- Awareness of laws and recognition of ads is similar to last year. Those who are aware of the state's forest protection laws are more likely to agree that private forests are managed sustainably.
- The most trustworthy organizations for communications about forest management include the Oregon Department of Forestry and the U.S. Forest Service; scientists and professional foresters are individuals who are most trusted.

Director of Forestry Mike Cloughesy outlined chapters in OFRI's new water-study special report titled *Keeping Drinking Water Safe*. OFRI's board tour that was planned around this subject has been canceled due to COVID-19. Staff is holding a tentative date in April for the tour, and Cloughesy is hoping to hold a virtual conference for forest managers and landowners in February at OSU. Public Outreach Manager Inka Bajandas reported that she's implementing the integrated marketing plan to promote the special report and study to the general public and policymakers. Staff has developed a social media campaign and a website dedicated to the study, and is working on videos on roads, chemicals, logging and a potential interview with Dr. Jon Souder.

Director Cloughesy announced *Carbon in Oregon's Managed Forests – Summary Report* was completed in May and will be printed in the near future. Cloughesy described the chapters and reported that staff is developing presentations and an integrated marketing plan. The report will be promoted after Labor Day.

NEW BUSINESS

Senior Manager, Business Operations Kathy Storm shared draft administrative rules on public records requests that will become effective September 1. Board members instructed her to move forward with the process.

Executive Director Erin Isselmann shared board working group assignments for Fiscal Year 2020-21.

Manager Storm shared a draft 2021 board meeting schedule. Board members approved.

Senior Manager, Forestry Education Julie Woodward described a proposal to develop a program to help foresters, forest landowners and forest operators learn best practices to pile and burn slash to minimize escaped slash burns and associated resource damage. Products include two publications, a video series and a webinar.

Motion: David Hampton moved to approve \$5,000 from the Fiscal Year 2020-21 New Opportunities budget for the slash piling and burning education program. The motion was seconded by Quincy Powers. Voting for the motion: Jerry Anderson, Tyler Freres, David Hampton, Matt Hegerberg, Jennifer Phillippi, Quincy Powers, Casey Roscoe and Eric Schooler. Voting against the motion: none. Motion passed.

REPORTS

Fran Cafferata Coe, Cafferata Consulting, provided an update on the *Wildlife in Managed Forests* program Fiscal Year 2019-20 accomplishments and what is planned for Fiscal Year 2020-21.

Staff Reports

Norie Dimeo-Ediger

- Described a carbon kit for schoolchildren to measure estimated amounts of carbon stored in trees.

Jordan Benner

- Reviewed website analytics. Learnforests.org has seen large increases in downloads and visits—triple the mobile users than normal.

Rikki Heath

- Managing OFRI’s social media posts.
- Due to COVID-19, created four at-home-learning lessons kids can do on their own, with the help of their parents for outside activities.
- The Outdoor School pilot program at the Oregon Garden has been postponed until spring.
- Home School day is also taking a different format this year with COVID-19. Developed a home school packet in the month of September that families could come to the Garden and complete, or download the packet and try to complete it at a nearby forest or park. This packet is for homeschool students, but could be downloaded by teachers and parents for any students doing at-home learning.
- Conducting a virtual early learners teacher workshop in early August. This workshop was supposed to take place in March but was postponed because of COVID-19.
- Was appointed to the Oregon Envirothon board of directors.

Julie Woodward

- More than 100 students participated in a virtual version of Envirothon this year. Amity High School won, and Logos Public Charter School was second place.
- Tree School Online webinars
 - Tree School Online began April 21, and first round will conclude July 28.
 - Twenty-six webinars to date; live attendance = 1,833 and video viewers = 2,450.
 - Tree School East is also going virtual. OFRI will be involved in helping promote but will not host.
 - Staff plans to start webinars back up in September, every first and third Tuesday of the month.
- Family Forest Resources Guide is updated and available.
- *Establishing and Managing Forest Trees in Western Oregon* publication is going into design phase soon.
- OSAF 2020 Annual Meeting is going virtual. It will be held October 7-8.

Erin Isselmann

- Shared a letter of gratitude from Oregon Envirothon for Julie Woodward serving on the board of directors.
- OFRI’s contract with Cappelli Miles has been terminated.
- Continues to respond to questions from *The Oregonian* and *Oregon Public Broadcasting*.

PUBLIC COMMENT

None.

ITEMS FROM BOARD MEMBERS

None.

ADJOURNMENT

The meeting adjourned at 12:14 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kathy Storm". The signature is written in a cursive style with a large, sweeping "S" for the last name.

Kathy Storm
Recording Secretary