



OREGON FOREST RESOURCES INSTITUTE BOARD MEETING
Video Conference Call

January 21, 2021

Meeting Minutes

Members present:

Jerry Anderson, Hancock Forest Management
Tom DeLuca, Oregon State University College of Forestry
Kris Elliott, Oregon State University
Tyler Freres, Freres Lumber Co.
David Hampton, Hampton Lumber
Matt Hegerberg, Heron Timber
Jon Irvine, Oregon AFL-CIO
Steve McNulty, Weyerhaeuser Company
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:

Kris Babbs, Keep Oregon Green
Kerry Carlin-Morgan, Oregon Coast Aquarium
Molly Dumas, Oregon Coast Aquarium
Tiffany Hopkins, Oregon State University
Anna Johnson, Oregon Employment Department
Gail Krumenauer, Oregon Employment Department

CALL TO ORDER

The meeting was called to order by Chair Tyler Freres at 9:02 a.m.

APPROVAL OF MINUTES

Motion: David Hampton moved to approve the October 23, 2021 board meeting minutes. The motion was seconded by Jon Irvine. Voting for the motion: Jerry Anderson, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Quincy Powers, Casey Roscoe and Eric Schooler. Voting against the motion: none. Motion passed.

FINANCIAL REPORT

Senior Manager, Business Operations Kathy Storm explained that she had not had time to create financial reports from July to December due to an overwhelming workload and her recent injury. Storm will email financial reports to board members in March.

OLD BUSINESS

Director of Forestry Mike Cloughesy reported that the RFP for the study of the economic impacts of the 2020 Labor Day fires is published, and closes February 15. The project advisory committee met and spent a lot of time scoping the project, which has expanded the work to be performed. Given that, Cloughesy requests an additional \$35,000 to be added to the \$45,000 the board approved in October, for a not-to-exceed amount of \$80,000.

Motion: Jerry Anderson motioned to approve an additional \$35,000 for the 2020 Labor Day Fires Economic Impact Study. The motion was seconded by Casey Roscoe. Voting for the motion: Jerry Anderson, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Quincy Powers, Casey Roscoe and Eric Schooler. Voting against the motion: none. Motion passed.

NEW BUSINESS

Gail Krumenauer and Anna Johnson with the Oregon Employment Department discussed methodology and results of their recent study of employment in Oregon's forest sector. OFRI has worked with OED since 2014 to develop the forest sector employment estimates that are reported in OFRI's *Oregon Forest Facts* publication.

Executive Director Erin Isselmann thanked budget working group members Jerry Anderson, Tyler Freres, Steve McNulty, Jennifer Phillippi and Eric Schooler for their assistance with the budget. Isselmann walked board members through the Fiscal Year 2021-22 draft budget, including proposed pie-chart program percentages. There was consensus among board members.

Director Cloughesy reviewed a list of potential special report topics and ideas for the October board tour. Board members chose the special report topic on Oregon's climate-friendly forest products, as well as fire impacts and recovery from the 2020 Labor Day fires, for the October tour.

Executive Director Isselmann reported that as a result of COVID-19, staff has not been able to fully execute the K-12 in-class programming through Talk About Trees, and there have been no field trip bus transportation expenses. Due to the unanticipated surplus, Director of K-12 Education Norie Dimeo-Ediger proposed the following projects to utilize a portion of the savings from Fiscal Year 2020-21.

1. Interpretative signage to highlight forest management and sustainability concepts in the coastal forest at the Oregon Coast Aquarium (\$100,000).

Motion: David Hampton moved to approve a \$100,000 grant to the Oregon Coast Aquarium for forest interpretation and design, production and installation of signage for the Aquarium's Nature Play Area, Headwaters Exhibit and Natural Trail. The motion was seconded by Casey Roscoe. Voting for the motion: Jerry Anderson, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Casey Roscoe and Eric Schooler (*Quincy Powers left the meeting before the vote*). Voting against the motion: none. Motion passed.

2. Create an interactive web-based wildfire prevention education program for middle-school students (\$35,000).

Motion: Jon Irvine moved to approve \$35,000 in funding to develop content for webpages and design an interactive Wildfire Education Program for middle-school students. The motion was seconded by Jerry Anderson. Voting for the motion: Jerry Anderson, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Casey Roscoe and Eric Schooler. Voting against the motion: none. Motion passed.

REPORTS

Tiffany Hopkins of Oregon State University provided an update on the Master Woodland Manager (MWM) and Women Owning Woodlands Network (WOWnet) programs. In 2020 MWM volunteers conducted 6,544 hours of activities with the public, family forestland owners, watershed councils and various other organizations. WOWnet traditionally includes a weekend retreat and workshop; however, due to COVID-19 both were virtual events. Hopkins thanked the board for their continued, lifetime support of both programs.

Staff Reports (due to time constraints, the following reports were emailed to the board following the meeting).

Inka Bajandas

- **OFRI eNews**—The January issue of eNews, OFRI's monthly email newsletter, came out earlier this week. The OFRI public outreach team, in collaboration with all staff, puts together the newsletter each month; it contains the latest information about new publications, conferences and workshops offered across OFRI's educational programs. Sign up to receive eNews in your inbox each month here. We encourage anyone who has an interest in forest education to sign up as well.
- **Oregon Forest Facts 2021-22 publishing**—The Oregon Forest Facts 2021-22 Edition has been sent to the printer, and printed copies of the booklet should be available in early February. The digital version, a web-friendly PDF, is already ready and the board was sent a link to download a copy with the board packet materials.
- **Oregon Forest Facts 2021-22 marketing**—Now that we're completing production of Oregon Forest Facts 2021-22, OFRI will soon be implementing an integrated marketing plan aimed at promoting the newly updated publication and its associated website, OregonForestFacts.org, which will also be updated with the latest facts and stats about Oregon's forests. The marketing plan includes distributing a news release to Oregon news media, a social media campaign that will include graphics and memes, a blog about the new Forest Facts and website, and an email to state legislators inviting them to download a digital copy of the newly updated Oregon Forest Facts.
- **Fire special report**—OFRI's new fire special report, a joint project with Keep Oregon Green, OSU Extension and ODF, is currently being drafted and will subsequently go through an internal review process. The plan is to publish the report in late spring or early summer.

Jordan Benner

- **Websites**—OFRI has contracted with Parallel Public Works to handle OFRI's coming web development and maintenance. Parallel is located south of Seattle, and has quite a bit of municipal agency experience. All OFRI websites have been transferred to a new hosting environment. Parallel is examining the seven OFRI sites, and plans to update them to the newest versions of Drupal and get them up to date with new security patches. A new version of OregonForestFacts.org will be available by the end of January, with all new graphics and content pulled from *Oregon Forest Facts 2021-22 Edition*. All charts and graphs will be available to share.
- **Carbon Bits**—OFRI finished building the Carbon Bits campaign. This series includes six animations covering carbon, forestry and wood products. OFRI promoted these animations on their social media channels, and ran a small paid campaign on Facebook to extend the reach. We encourage you to share these videos in your own social channels.
<https://www.youtube.com/playlist?list=PL-KepgRbFKJy7XKjzaBQHtILJoX81HQ79>.
- **OFRI Story video**—OFRI continues to find new ways to tell its story. A new, 5-minute video presents a great summary of OFRI by covering its mission, structure, funding and each of its three core educational programs: K-12, landowner and public education. This video would be great to share with anyone who's interested in learning more about OFRI.
<https://www.youtube.com/watch?v=uE7v50hWPG8&t=5s>.

- **OFRI program summary sheets**—As a companion to the OFRI video listed above, three program summary sheets were developed to help the public better understand OFRI’s mission and programs. Each program sheet (general summary, landowner, K-12) goes into a bit more statistical detail than the video.

<https://oregonforests.org/sites/default/files/2020-10/OFRI-Summary-sheet-2020.pdf>.

<https://oregonforests.org/sites/default/files/2020-10/OFRI-Landowner-Summary-sheet-2020.pdf>.

https://oregonforests.org/sites/default/files/2020-10/OFRI-K12-Summary-sheet-2020_0.pdf.

Norie Dimeo-Ediger and Rikki Heath

- **Tree Carbon Storage Tape and accompanying instruction guide**—This 72-inch-long tape, which students assemble themselves, measures tree diameter and then provides an estimate of how much carbon dioxide equivalent is stored in a tree of that size, as well as how many miles of driving in a car would emit the same amount of carbon dioxide. Teachers can order the accompanying Tree Carbon Tape Instruction Guide for suggestions for discussion questions and learning activities that bring the idea of carbon sequestration in trees and forests alive for the students. It also identifies educational-standards connections and provides background information to help instructors teach their students about forests and carbon. <https://oregonforests.org/pub/tree-carbon-tape>.
- **New publication in two formats**—The *Oregon Garden Natural Resources Education Program Lessons* are a set of set of forestry and natural-resources lessons that come in both digital and print formats, designed to be useful no matter where students are learning. If students are in school, teachers can order free printed copies of the lessons that can be completed in class or assigned as homework. If students are distance learning, teachers can send them a link to the digital version to complete online. <https://learnforests.org/Oregon-Garden-Lessons>.
- **High school teacher conference**—We had a successful virtual high school teacher conference in December, in partnership with the Oregon Natural Resources Education Program (ONREP). More than 60 educators from 16 counties in Oregon attended, and their evaluations were overwhelmingly positive. Mike Cloughesy was our keynote speaker, giving a talk on the *Trees to Tap* science review research that was well received.
- **Envirothon training**—The conference also included sessions on teacher training for Envirothon. The current issue for this year’s competition is water resources, including groundwater and surface water. This is a repeat of the topic from last year, because the national event was cancelled due to COVID. Since we did a virtual event last year and focused on groundwater, this year we have shifted to surface water, which fits well with the *Trees to Tap* study.
- **Oregon Envirothon**—The event is going virtual again this year, and will be held the first week of May. We are working with content experts to write the tests in order to make this event both interesting and academically relevant to students.

- **Salem-Keizer Outdoor School Coalition**—With students in distance learning, we're not able to offer non-residential Outdoor School this year, so we've turned our focus to formalizing our lesson plans. We're working on putting all the lessons in the same format, calling out objectives, connections to standards and step-by-step procedures.
- **Early reader publication**—We're working with our curriculum writer and Cawood Communications to write and design a publication for beginning readers in grades K-2.
- **Teacher eNews**—An e-newsletter will go out to teachers this week.

Mike Cloughesy and Julie Woodward

- **Oregon Forest Facts 2021-22**—This is the seventh edition of this biennial report that OFRI has done. It follows previous reports in 2009, 2011, 2013, 2015, 2017 and 2019. The PDF is done and will be posted on the web soon. The hard copies are being printed now. We will send the PDF to the board.
- **Trees to Tap virtual conference**—Scheduled for March 11-12, 2021, this event is sponsored by OFRI, OSU's College of Forestry and Institute for Natural Resources, and the OAWU. Our target audiences include forest managers, water managers, water utility board members, regulators, conservationists and educators. We'll feature panels on sediment and turbidity, forest chemicals, water quantity and two or three case studies. Panels will begin with science reviews and include forest management, regulation and conservation voices. There will be breakout discussions. The event is free. [Registration is open.](#)
- **Economic impact of 2020 Labor Day fires on the Oregon forest sector**—An RFP has been posted to hire a contractor to pursue this analysis. Proposals are due February 15. We plan to have a contract awarded by March 1; the project is to be completed by June 30. We're planning a summary report next fiscal year as part of our yet-to-be-developed integrated communications plan.
- **Virtual sustainable forest management tour**—As part of OFRI's sponsorship of the Virtual International Mass Timber Conference (March 30), we've been asked to put together a virtual sustainable forestry tour. We're developing a 15-minute video using a mix of old and new shots, with a voice-over of Mike telling the story of sustainable forestry. During the conference, the video will be shown and then followed by a moderated discussion.
- **Establishing and Managing Forest Trees in Western Oregon**—Developed in collaboration with experts from OSU Extension, the publication offers practical information for family forest landowners to help them care for their forestland. It includes descriptions of common trees found in western Oregon, as well as tips for establishing tree plantings, protecting new plantings from competing vegetation and animals, and tending to young trees. [Establishing and Managing Forest Trees in Western Oregon.](#)
- **Managing Logging Slash Piles in Northwest Oregon**—A collaborative effort with the Oregon Department of Forestry, Oregon State University and the NW Fire Protection Association, this publication is a "how-to" guide with best management practices to reduce fire hazards

on the landscape and assist landowners with safely clearing and burning slash piles. It's a short eight-page overview, with helpful pictures and checklist. When this publication is complete we will send a PDF to the board.

- **SB 1602/new forest practice rules**—We're working with ODF on a supplement that will be included with the illustrated manual, both online and in print. We're also working on communication outreach for landowners, including a blog and social media posts. The rule's language and training videos are available at <https://www.oregon.gov/odf/aboutodf/pages/proposedlawsrules.aspx>.
- **Tree School Online**—This series continues twice a month into June 2021. We have a variety of topics planned, and encourage you to visit the knowyourforest.org website to see the full listing. We started in January with a Wildlife in Managed Forests presentation by Fran Cafferata Coe and Julie Woodward. In 2020 we had more than 3,100 viewers on the live sessions, and almost 6,000 viewers of the recordings.
- **Starker Lectures**—This year's Starker Lecture Series focuses on how communities, industries and organizations across the forest landscape have responded to recent and previous disasters, shown resilience in the face of adversity, and are ready to play critical roles in creating a better future. The four-part panel series will focus on forest economics, recreation, education and research. The series will provide insights into the difficulties of the past year, the issues we might face in the future, and what we can do to ensure a better future for ourselves, the organizations we work for and the communities where we live. <https://www.forestry.oregonstate.edu/starker-lectures>.

Erin Isselmann

- Included in board packets are new summary sheets of OFRI programs. In addition, a new video explaining what OFRI is and the programs and services it provides is available on OregonForests.org.

ITEMS FROM BOARD MEMBERS

Jon Irvine complimented Executive Director Isselmann on her presentation to the Senate Natural Resources Committee.

ADJOURNMENT

The meeting adjourned at 12:11 p.m.

Respectfully submitted,



Kathy Storm
Recorder