



OREGON FOREST RESOURCES INSTITUTE  
BOARD OF DIRECTORS MEETING  
Keizer Community Center  
930 Chemawa Road, Keizer

October 21, 2021

Meeting Minutes

Members Present:

Jerry Anderson, Hancock Forest Management  
Audrey Barnes, Nickel Mountain, LLC  
Tom DeLuca, OSU College of Forestry  
Kris Elliott, Oregon State University  
Tyler Freres, Freres Lumber Co., Inc.  
David Hampton, Hampton Lumber  
Matt Hegerberg, Heron Timber  
Jon Irvine, IAM-AW District W24  
Steve McNulty, Weyerhaeuser Company  
Jennifer Phillippi, Perpetua Forests Company  
Quincy Powers, Powers Ranch Co.  
Eric Schooler, Collins

Staff:

Inka Bajandas  
Jordan Benner  
Norie Dimeo-Ediger  
Rikki Heath  
Kathy Storm  
Julie Woodward

Guests:

Seth Barnes, Oregon Forest & Industries Council  
Fran Cafferata Coe, Cafferata Consulting  
Liz Fuller, Gard Communications  
Michelle Neiss, DHM Research  
John Plymale, Gard Communications  
Brian Trenholm, Weyerhaeuser Company

### **CALL TO ORDER**

The meeting was called to order by Chair Anderson at 8:32 a.m. Chair Anderson presented past board chair Tyler Freres with a framed picture and thanked him for serving two years as board chair.

### **APPROVAL OF MINUTES**

**Motion: David Hampton moved to approve the July 15, 2021 meeting minutes. The motion was seconded by Steve McNulty. Voting for the motion: Jerry Anderson, Audrey Barnes, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Quincy Powers and Eric Schooler. Voting against the motion: none. Motion passed.**

**Motion: Quincy Powers moved to approve the September 14, 2021 meeting minutes. The motion was seconded by David Hampton. Voting for the motion: Jerry Anderson, Audrey Barnes, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Quincy Powers and Eric Schooler. Voting against the motion: none. Motion passed.**

**Motion: David Hampton moved to approve the September 20, 2021 meeting minutes. The motion was seconded by Steve McNulty. Voting for the motion: Jerry Anderson, Audrey Barnes, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Quincy Powers and Eric Schooler. Voting against the motion: none. Motion passed.**

Senior Manager, Business Operations Kathy Storm reviewed the August 2021 financial report, noting the first forest products harvest tax payment was 37 percent of the total approved budget. Storm said that after the February 2022 payment, ODF's economist may revise estimated harvest levels.

### **OLD BUSINESS**

Liz Fuller with Gard Communications updated the board on educational media concepts and played animatic versions of the four concepts that were focus group-tested and the production timeline. Senior Manager of Public Outreach Jordan Benner gave a summary of the process the board has been through regarding educational media.

Michelle Neiss, CEO at DHM Research, shared focus group testing results on the new educational media concepts. The focus group represented ages 18 to 54, and other demographics that ensured it was representative of Oregonians. Board members discussed the focus group results and how

they related to the ad concepts. The board consensus was to move forward to produce “Big Things, Little Things” and “Oregon is Trees.”

## **NEW BUSINESS**

Acting Director of Forestry Julie Woodward invited board members to join the November 16 webinar exploring the economic impacts presented in OFRI’s 2020 Labor Day fires economic impact study. She pointed out the flyer in the board packet. The summary report will be finished by the November 16 webinar.

Manager Storm referred board members to OFRI’s Performance Measurements for Fiscal Year 2020-21, which are summarized in the 2020-21 Annual Report. Public Outreach Manager Inka Bajandas reviewed highlights from the Annual Report.

Chair Anderson reported that four board members (Audrey Barnes, Tyler Freres, Steve McNulty and Quincy Powers) are in second terms that expire January 1, 2022. In addition, Jennifer Phillippi’s second term expired January of this year, and Casey Roscoe’s resignation created a vacant position. In total, two Class 1, two Class 2, one Class 3 and the Small Woodland Owner position must be filled. Only three applications were received, so the nominations working group continues recruiting for the additional positions. At this time, the nominations working group recommends that Jennifer Beathe be nominated for the vacant Class 2 position, Brian Trenholm be nominated for the Class 3 position and Gordon Culbertson be nominated for the Small Woodland Owner position on the OFRI board.

**Motion: Quincy Powers moved to recommend the candidates below to the State Forester for appointment. The motion was seconded by Steve McNulty. Voting for the motion: Jerry Anderson, Audrey Barnes, Tyler Freres, David Hampton, Matt Hegerberg, Jon Irvine, Steve McNulty, Jennifer Phillippi, Quincy Powers and Eric Schooler. Voting against the motion: none. Motion passed.**

- **Class 2: appoint Jennifer Beathe, Starker Forests, Inc.**
- **Class 3: appoint Brian Trenholm, Weyerhaeuser Company**
- **Small Woodland Owner: appoint Gordon Culbertson, Whitewater Forests LLC**

Chair Anderson also summarized the search for an acting OFRI Executive Director. Retiree Mike Cloughesy has agreed to serve as Acting Executive Director two days per week. Since this topic was not on the agenda posted, a separate board meeting will be scheduled and publicly noticed to vote for Cloughesy to serve as OFRI’s Acting Executive Director.

Chair Anderson referenced the working group matrix and asked board members to indicate the specific working groups they would like to serve on.

Fran Cafferata Coe, OFRI’s wildlife biologist, provided an update on 2020-21 accomplishments in the Wildlife in Managed Forests program and what is planned for the new fiscal year, including a proposed publication summarizing research about the importance of wildlife leave trees.

## REPORTS

### Staff Reports

#### K-12 Education

- **Home School Month at The Oregon Garden:** Normally Home School Day is held the Wednesday after Labor Day, but due to continuing safety concerns related to COVID, OFRI hosted a second Home School Month this year. Students and their families who attended received a packet that included worksheets and activities from each of the partner programs that had planned to participate in the in-person event. More than 400 people participated in Home School Month during September.
- **Salem-Keizer Outdoor School Coalition:** This collection of agencies and environmental educators created a non-residential Outdoor School where students rotated between three sites: The Oregon Garden, Minto-Brown Island Park and the 4-H Center in Salem. Last week as part of this program, OFRI hosted outdoor school at The Oregon Garden for two Salem-Keizer schools and served 85 students.
- **Outdoor School Forestry Lessons:** Staff is creating Outdoor School lessons around forestry topics that can be used by teachers or Outdoor School providers before, during or after Outdoor School. A survey was distributed to find out what students are already learning about forestry at Outdoor School, and the next step is to develop lessons that are focus group-tested.
- **Oregon Garden Natural Resources Education Program:** Fall education season is nearly complete. Environmental Educator Rikki Heath delivered the program to four schools, but had more than 10 cancel due to COVID concerns and the busing shortage. Many public schools in the area banned fall field trips this fall, but most of them are hopeful they can participate in the spring education season.
- **Social media:** Educator Heath is continuing to help create social posts every week for Twitter, Facebook and Instagram.
- **Fire website:** Staff are continuing to work with OFRI's web contractor, Parallel Public, on the interactive fire program for middle school students. Staff has received feedback on the final draft ideas from educators, and Parallel is starting work to create the program.
- **Oregon Coast Aquarium signage:** The Oregon Coast Aquarium is now developing signage messages for the coastal forest area. Staff have been working with them to provide content from OFRI materials whenever possible.
- **High school teacher conference:** The Natural Resources Educators Conference will take place virtually on January 12, 2022. This is the second year of the event being virtual. Last year 60 teachers attended, and staff hope to have more this year.
- **Teacher newsletter:** Planning to send out one more teacher eNews this year.

#### Landowner Education

- **2020 Labor Day Fires: Economic Impact on the Oregon Forest Sector:** Mason, Bruce & Girard and Forest Economic Advisors submitted a final report to OFRI. The full report was finalized for release to the public in September. The information was presented to American

Forest Resource Council in August, 2021. Staff have been distributing the full reports. A summary report is being completed and is expected to release in November 2021.

- **2020 Labor Day Fires: Economic Impact on the Oregon Forest Sector webinar:** A half-day webinar is scheduled for Tuesday, November 16, 2021. It will be from 1-4:30 p.m. OFRI will host the Zoom webinar, and is in the process of finalizing the speakers and agenda. Marketing has begun for the free webinar.
- **Wildlife in Managed Forests program:** New publication on *Forest Amphibians* is designed and expected to be printed soon. The *Wildlife in Managed Forests* section on the [knowyourforest.org](http://knowyourforest.org) site underwent a major revamp to make it more user friendly. The WIMF Steering Committee met in September to provide input on projects and outreach. A full report was included in OFRI board packets.
- **Tree School Online:** The program started again in October 2021, and the plan is to offer it on the second Tuesday of each month. There is a large variety of topics archived, and Woodward encourages board members to visit the [knowyourforest.org](http://knowyourforest.org) website to see the full listing. There have been more than 16,000 viewers of live or recorded sessions to date.
- **Partnership for Forestry Education:** OFRI hosted the group earlier this month to bring together partners from private, public and nonprofit organizations that provide forestry education for landowners, managers and operators. The primary topic was forest recovery and reforestation, with a lot of focus on seedling availability for family forest landowners. The group discussed several collaborative projects occurring around the state. OFRI will be taking the lead on updating the *Resource Guide for Family Forest Landowners* in 2022.
- **OSWA Neighbor to Neighbor Tours:** The next tour is planned in Northeast Oregon at the Defrees Ranch on Saturday, October 30, 2021. OFRI is working with new OSWA Executive Director Rick Zenn.
- **“Managing Logging Slash Piles in Northwest Oregon”:** A collaborative effort with ODF, OSU and the Northwest Forest Protection Association. The pamphlet is a guide on best management practices to reduce fire hazards on the landscape, and assists landowners with safely creating and burning slash piles. A Tree School Online webinar on the topic was held, and an accompanying video is available. The pamphlet is available for free to order or download. <https://oregonforests.org/publications>
- **Trees to Tap:** OSU Communications has released the full *Trees to Tap* publication. OSU Extension is making PDFs of the book chapter available on their publications website: <https://catalog.extension.oregonstate.edu/em9295-0>. OSU will be sending press release announcements and sending copies to decision makers.
- **Outreach:** In October Woodward presented to the Oregon Society of American Foresters – Portland Chapter, which met in person at the World Forestry Center. Numerous publications were distributed.

#### Public Education

- **Educational media:** OFRI continues to move forward with educational media. Board participation has been crucial as staff determined the core messaging strategy guiding the current round of creative development. The board working group and the full board had a chance to review and offer input on the current batch of creative scripts, all focusing on landowners’ determination to replant their forests in order to provide forest resources for

future generations. Approved scripts were given to DHM Research to conduct online focus groups, which will offer insights into the decision to move forward with creative production in the fall and spring, depending on the concept.

- **Forest management video series:** The video series profiling different forest landowners and management choices is underway. Working with contractor Cawood Communications, dozens of calls have gone out to begin lining up landowners and related partners for these stories. Two locations have already been filmed: forest grazing in Wallowa County and managing for aesthetics in central Oregon. Production is dependent on the availability of landowners and partners in the coming months. We hope to finish the series by the end of Fiscal Year 2021-22.
- **Tree School videos:** The series picks up again. Benner continued to convert, edit and post all the videos for the Partnership for Forestry Education.
- **Middle school fire website:** Working with Dimeo-Ediger, helping advance the middle school fire prevention website. Content has been developed and Parallel is moving into the art phase of the project.

Chair Anderson

- Reported how happy he was to have all board members present. He is encouraged by what he is hearing about the importance of OFRI from stakeholders. He thanked Acting Director Woodward for her informational presentation at the Oregon Forest & Industries Council's annual meeting.

#### **PUBLIC COMMENT**

Seth Barnes, OFIC, thanked the board for all they do and how much work there is in the future.

#### **ITEMS FROM BOARD MEMBERS**

Jennifer Phillippi thanked Chair Anderson, Former Chair Tyler Freres and staff for leading during uncertain times.

#### **ADJOURNMENT**

The meeting adjourned at 11:31 a.m.

Respectfully submitted,



Kathy Storm  
Recorder