



OREGON FOREST RESOURCES INSTITUTE  
MEDIA MESSAGING STRATEGY MEETING  
Video Conference Call

April 12, 2022

Meeting Minutes

Members Present:

Jerry Anderson, Manulife Investment Management  
Jennifer Beathe, Starker Forests, Inc.  
Paul Betts, Miami Alternatives, LLC  
David Hampton, Hampton Lumber  
Dan Newton, Newton Timber  
Brian Trenholm, Weyerhaeuser Company

Staff:

Inka Bajandas  
Jordan Benner  
Mike Cloughesy  
Rikki Heath  
Kathy Storm  
Julie Woodward

Guests:

Sara Duncan, Oregon Forest & Industries Council  
John Plymale, GARD Communications  
Kylan Stevens, Oregon Department of Administrative Services  
Alexis Wong, GARD Communications

**CALL TO ORDER**

The meeting was called to order by Chair Anderson at 8:31 a.m.

**OLD BUSINESS**

Senior Manager, Public Outreach Jordan Benner introduced John Plymale and Alexis Wong with GARD Communications, who walked board members through four messaging strategy concepts:

1. Love of Natural Habitats
2. Fish First
3. Common Ground, Better Oregon
4. The Future Starts Here

Board members provided opinions on strengths and weaknesses of the four messaging concepts. Benner described the upcoming schedule and next steps.

**PUBLIC COMMENT**

None

**ADJOURNMENT**

The meeting adjourned at 9:35 a.m.

Respectfully submitted,



Kathy Storm  
Recorder