



**Board of Directors Meeting  
Thursday, July 20, 2023  
9:00 a.m.**

NW Wine Studies Center (Eola)  
215 Doaks Ferry Rd NW, Salem

Agenda (Revised)

- I. Call to Order – Jerry Anderson, Manulife Investment Management
- II. Welcome and Introductions
- III. Approval of Minutes
- IV. Staff and Board Reports
  - Executive Director’s Report
  - Chair’s Report
  - Items from Board Members
  - Staff Reports
- V. Public Comment
- VI. Financial Reports – Kathy Storm, OFRI
- VII. Action Items
  - Advertising Research Results  
Jordan Benner, OFRI  
Michelle Neiss, DHM Research  
Alexis Wong and John Plymale, Gard Communications
  - Fiscal Year 2023-24 New Opportunities Proposal: Special Report Contractor  
Julie Woodward, OFRI
- VIII. Reports
  - Timelapse Project  
Jordan Benner, OFRI

- Budget Development for Fiscal Year 2024-25 preview  
Jim Paul
  - October Board Meeting  
Jim Paul
  - Private Forest Accord Outreach  
Julie Woodward, Inka Bajandas and Jordan Benner
- IX. Strategic Planning Clarity Session – Chris Harder, Coraggio Group
- X. Adjourn

This meeting will be held in a facility that is accessible for persons with disabilities. If you need assistance to participate in this meeting due to a disability, please notify Kathy Storm at [storm@ofri.org](mailto:storm@ofri.org) at least two working days prior to the meeting.



OREGON FOREST RESOURCES INSTITUTE  
BOARD OF DIRECTORS MEETING

Holiday Inn Salem  
3301 Market Street NE, Salem

April 20, 2023

Meeting Minutes

Members Present:

Jerry Anderson, Manulife Investment Management  
Jennifer Beathe, Starker Forests, Inc.  
Paul Betts, Miami Alternatives, LLC  
Gordon Culbertson, Whitewater Forests, LLC  
Tom DeLuca, Oregon State University  
Mike Hicks, IAM-AW District W24  
Garren Hitner, Century Forest Management  
Dan Newton, Newton Forestry LLC  
Kristin Rasmussen, Hampton Lumber & Family Forests  
Madeleine Thompson Rudolph, Thompson Tree Farm  
Brian Trenholm, Weyerhaeuser Company

Staff:

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

Guests:

Chris Edwards, Oregon Forest Industries Council  
Chris Harder, Coraggio Group  
John Plymale, Gard Communications  
Alexis Wong, Gard Communications

## **CALL TO ORDER**

The meeting was called to order by Chair Jerry Anderson at 9:00 a.m.

## **APPROVAL OF MINUTES**

**Motion: Paul Betts moved to approve the January 19 and March 16, 2023 board meetings minutes. The motion was seconded by Brian Trenholm. Voting for the motion: Jerry Anderson, Jennifer Beathe, Paul Betts, Gordon Culbertson, Mike Hicks, Garren Hitner, Dan Newton, Kristin Rasmussen, Madeleine Thompson Rudolph and Brian Trenholm. Voting against the motion: none. Motion passed.**

Senior Manager, Business Operations Kathy Storm reviewed the February 2022 financial management report. Board members had no questions.

## **STAFF AND BOARD REPORTS**

### **Executive Director (Jim Paul)**

- The focus of today's board meeting is the strategic planning process. It will take about six months to complete, and the board will vote on a final plan at the October meeting.
- Was invited by Chris Edwards, OFIC, to participate in their Forestry Smart Policy educational podcast to discuss OFRI's work.
- HB 3019 passed out of the House Committee on Agriculture, Land Use, Natural Resources and Water and moved to the House Committee on Revenue without recommendation.

### **Board Chair (Jerry Anderson)**

- HB 3019 is a devastating bill.

### **K-12 Education (Norie Dimeo-Ediger and Rikki Heath)**

- **Envirothon:** The first in-person event since COVID will occur on Friday, May 5 at the Oregon Garden. This competition tests high-school students' knowledge of four natural resources topics: forestry, wildlife, aquatics, soils and land use, and a current environmental issue, which this year is "Adapting to a Changing Climate." Envirothon is also a Career Development Event for FFA and Future Natural Resource Leaders (FNRL). The students have been preparing for this competition since December.
- **Oregon Garden Natural Resource Education Program:** After COVID, schools are scheduling education programs for students in grades 4-6 again in the Rediscovery Forest.
- **PAWS outdoor school:** This spring, OFRI is hosting the PAWS outdoor school at the Oregon Garden in partnership with the Salem-Keizer Outdoor School Coalition. PAWS is a non-



residential outdoor school where a collection of agencies teach about their natural resource areas.

- **Inside Oregon's Forests:** Staff has been updating the high-school curriculum and it's almost finished. A notice to high-school teachers will go out soon.
- **Workshops and summer tour:** Staff have been teaching workshops and planning the summer high-school teacher tour in conjunction with ONREP.
- **Future Natural Resources Leaders (FRNL):** OFRI is a sponsor of the state convention for FNRL. The conference is being held at OSU on April 21 and OFRI will have a publication table.
- **OCA signage:** The signage in the coastal forest area of the Oregon Coast Aquarium (funded by OFRI) has been installed. The board will see the new signage at the October board meeting.

#### **Landowner Education (Julie Woodward)**

- **Staffing update:** Excited to announce the hiring of Kathryn Charlton as the manager of forest land owner education. She will start on May 1.
- **OSU Forestry and Natural Resources Extension search committee:** Director of Forestry Julie Woodward has been part of the search committee to hire a new coordinator for the OSU Master Woodland Manager Program and Women Owning Woodlands Network. OFRI is a primary funder of these programs. There are two additional forestry extension agent positions currently being hired.
- **Starker Lecture Series:** In partnership with OSU, the lecture series began on January 25. There will be a lecture each month through May 31.
- **Oregon Family Forest Convention (OSWA/OTFS):** Woodward has been part of the convention planning and will attend the event June 22-24. It is hosted in Estacada with the Bugni Family, who are the Tree Farmers of the Year.
- **OSU Tree Schools:** OFRI provided classes and displays at Tree School Lane Co. on March 4, and Tree School Clackamas Co. on March 25. These two offerings served nearly 1,000 landowners. The next Tree School is in Eastern Oregon at the end of June.
- **Wildlife in Managed Forests:** A new publication is due out soon with updated information that focuses on the OFPA species, including a nesting chronology. In addition, staff have been working with the Forestry Bee Working Group on a new publication and resources for foresters and landowners in regards to pollinators. Staff completed an update with OSU on the Oregon Bee Project on pages focused on forestry; it's a collaborative resource website.

#### **Public Education (Jordan Benner and Inka Bajandas)**

- **eNews:** The April edition of OFRI eNews went out on Monday and includes information about various educational events we were involved in or are organizing this spring; a new pamphlet that outlines state and federal protections for bird species of interest; and a link to OFRI's strategic planning survey, among other updates.
- **OFRI podcast:** Manager of Public Outreach Inka Bajandas is working on outlining a series of topics related to Oregon's forests that we'd like to cover on the new OFRI podcast, such as reforestation, wildfire and wildlife. The first episode will likely be an introductory episode that explains what OFRI is and the work that we do, to tee up the podcast series. If board members have ideas for podcast topics or interesting people involved in forestry or forest science to interview, please let Bajandas know.

- **Award for *Adventure Awaits*:** Senior Manager of Public Outreach Jordan Benner and Bajandas are members of a national professional organization for agriculture and natural resources communicators called the Association for Communication Excellence (“ACE”). OFRI won a gold award in their annual awards program for OFRI’s *Adventure Awaits* pamphlet. In June, Bajandas will be traveling to their conference in Asheville, North Carolina to accept the award on OFRI’s behalf.
- **Advertising:** The current campaign is underway and runs through June 8. The new spots have over 230,000 views on YouTube.
- **Website:** Continues to be rebuilt to update and modernize our public site and our K-12 site. Again, a lot of work, and a few new features, but hopefully the net effect is people won’t notice the change.
- **Replanting shadow:** Benner is capturing footage of replanting crews on Miami Corporation and Manulife Investment Management lands. Footage will be used for the next advertising creative, and also in supporting materials for the marketing campaign.
- **County Economic Fact Sheets:** Staff are updating the county economic fact sheets with new data.

## PUBLIC COMMENT

None

## FINANCIAL REPORTS

Senior Manager of Business Operations Kathy Storm reviewed the December 2022 through February 2023 financial management reports. The forest products harvest tax third-quarter payment totaled \$1,035,689.

## ACTION ITEMS

Manager Benner introduced Alexis Wong and John Plymale of Gard Communications. They reviewed four scripts that will be out for public testing the first two weeks of June:

1. Forests for All
2. Planting for the Future
3. Always Replanting
4. It All Starts Here

Benner will provide testing results at the July 20 board meeting.

Executive Director Paul recommended the board wait to decide on changing the current forest products harvest tax rate until updated harvest level projections are available. Board members agreed.

Executive Director Paul reviewed the potential adjustment to the OFRI tax ceiling allowed by OFRI’s implementing legislation. The U.S. Bureau of Labor Statistics Consumer Price Index, West Region 12-month average CPI increased by 5.1 percent, allowing for an increase in the forest products harvest tax ceiling from \$1.67 per thousand board feet to \$1.76 per thousand board feet.

**Motion: Dan Newton moved to increase OFRI’s harvest tax ceiling of \$1.67 per thousand board feet by 5.1 percent (12-month U.S. Bureau of Labor Statistics Consumer Price Index**

Average, West Region), to an adjusted rate of \$1.76 per thousand board feet. The motion was seconded by Paul Betts. Voting for the motion: Jerry Anderson, Jennifer Beathe, Paul Betts, Gordon Culbertson, Mike Hicks, Garren Hitner, Dan Newton, Kristin Rasmussen, Madeleine Thompson Rudolph and Brian Trenholm. Voting against the motion: none. Motion passed.

Executive Director Paul reviewed Fiscal Year 2022-23 budget projections and the proposed Fiscal Year 2023-24 budget.

**Motion: Paul Betts moved to approve OFRI's Fiscal Year 2023-24 proposed budget, which totals \$6,258,283 in revenue and \$4,624,914 in expenditures based on a harvest tax projection of \$3,658,418 from timber harvest projections of 3.266 billion board feet, and a projected carryover from 2022-23 of \$2,579,864, and to authorize the executive director to implement budgeted programs, including any necessary contract and agreements, with the approval of the board chair. The motion was seconded by Garren Hitner. Voting for the motion: Jerry Anderson, Jennifer Beathe, Paul Betts, Gordon Culbertson, Mike Hicks, Garren Hitner, Dan Newton, Kristin Rasmussen, Madeleine Thompson Rudolph and Brian Trenholm. Voting against the motion: none. Motion passed.**

Director of Forestry Julie Woodward suggested three potential special report topics. Discussion followed.

1. Climate change;
2. Resilient buildings made from resilient forests; and
3. Wildlife in managed forests for the general public.

## REPORTS

Director Woodward and Managers Benner and Bajandas provided the following updates on the Private Forest Accord (PFA):

- The new special report should be published in July.
- The *Illustrated Manual* is being revised, which will take over a year. Subject matter experts are writing new chapters, and the board will approve a final draft. OFRI provided training manuals to OFIC for three professional forester training sessions.
- Manager Benner provided a video proposal to the board. The multi-part video series would offer a summary of various topics related to the PFA and subsequent laws and regulation changes stemming from the effort. Board members liked the proposal. No formal vote was taken since expenditures are from savings in the current approved budget.

Manager Storm described the October two-day meeting.

Manager Storm reviewed the 2024 board meeting scheduled. Board members concurred.

Chris Harder of Coraggio Group led the board through a strategic planning focus-group session.

## ADJOURNMENT

The meeting adjourned at 1:58 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kathy Storm". The signature is fluid and cursive, with the first name "Kathy" and last name "Storm" clearly legible.

Kathy Storm  
Board Administrator

**OREGON FOREST RESOURCES INSTITUTE**  
**2022-23**  
**FINANCIAL MANAGEMENT REPORT**

**March 2023**

	<u>APPROVED FY 2022-23</u>	<u>CURRENT MONTH</u>	<u>ACTUAL YTD</u>	<u>FY 2022-23 YEAR END PROJECTION</u>	<u>(UNDER) OVER</u>
<b><u>REVENUE</u></b>					
BEGINNING BALANCE 7/1/2022	\$ 2,916,787			\$ 2,681,244 *	\$ (235,543)
REVENUE - SALES/OTHER	-	452	1,267	1,267	1,267
INTEREST	20,000	-	63,512	75,000	55,000
HARVEST TAX	4,036,480	-	3,555,986	4,400,845	364,365
TOTAL REVENUE	\$ 6,973,267	\$ 452	\$ 3,620,765	\$ 7,158,356	\$ 185,089
<b><u>EXPENDITURES</u></b>					
<b><u>PERSONAL SERVICES</u></b>					
SALARY & WAGES	\$ 978,253	\$ 65,791	\$ 589,047	\$ 910,083	\$ (68,170)
OTHER PERSONNEL EXPENSES	568,137	32,336	315,276	540,322	(27,815)
TOTAL PERSONAL SERVICES	\$ 1,546,390	\$ 98,127	\$ 904,323	\$ 1,450,405	\$ (95,985)
<b><u>SERVICES AND SUPPLIES</u></b>					
AGENCY SERVICES AND SUPPLIES	\$ 328,250	\$ 9,364	\$ 98,953	\$ 254,552	\$ (73,698)
DUES AND SUBSCRIPTIONS	14,723	347	3,081	7,733	(6,990)
EMPLOYEE RECRUIT., WELLNESS & SAFETY	800	-	1,734	1,734	934
EMPLOYEE TRAINING	2,750	-	5,000	5,250	2,500
EXPENDABLE PROPERTY	20,520	91	8,134	10,000	(10,520)
FACILITIES MAINTENANCE	500	-	-	250	(250)
FACILITIES RENTAL	126,131	8,512	84,517	131,431	5,300
GOVERNMENT SERVICE CHARGES	8,249	-	3,717	8,249	-
LEGAL SERVICES	30,000	121	9,244	20,000	(10,000)
OFFICE EXPENSES	29,958	2,193	15,888	25,808	(4,150)
OTHER SERVICES AND SUPPLIES	4,500	618	925	3,750	(750)
PROFESSIONAL SERVICES	1,530,950	77,908	499,842	1,303,903	(227,047)
PUBLICATIONS / ADVERTISING	1,267,050	594,279	884,865	1,204,526	(62,524)
TELECOMMUNICATIONS	22,064	1,013	12,485	15,576	(6,488)
TRAVEL – INSTATE	74,175	1,070	25,906	66,438	(7,737)
TRAVEL – OUT OF STATE	15,800	-	1,280	14,220	(1,580)
TOTAL SERVICES AND SUPPLIES	\$ 3,476,420	\$ 695,516	\$ 1,655,572	\$ 3,073,420	\$ (403,000)
GRAND TOTAL EXPENDITURES	\$ 5,022,810	\$ 793,644	\$ 2,559,894	\$ 4,523,825	\$ (498,985)
REVENUE	\$ 6,973,267		\$ 3,620,765	\$ 7,158,356	\$ 185,089
EXPENDITURES	\$ 5,022,810		\$ 2,559,894	\$ 4,523,825	\$ (498,985)
ENDING BALANCE	\$ 1,950,457		\$ 1,060,871	\$ 2,634,531	\$ 684,074

\*Actual beginning balance, July 1, 2022

Vouchers - March 2023

Voucher Number	Vendor	Description of Service	Amount	Date
VPV23226	CAFFERATA CONSULTING LLC	PS 628-1045-17: FEBRUARY 2023	\$ 3,821.75	3/24/2023
VPV23227	CAWOOD	PS 628-1032-12: FEBRUARY 2023	16,215.85	3/24/2023
VPV23228	FUTURE NATURAL RESOURCE LEADERS	STATE CONVENTION SPONSOR	1,000.00	3/24/2023
VPV23229	GARD EDWARDS-ALDRIDGE INC	PS 628-1057-21: FEBRUARY 2023	593,931.43	3/24/2023
VPV23230	NORTHWEST STAFFING RESOURCES	TEMPORARY HELP	459.52	3/24/2023
VPV23231	PARALLEL PUBLIC WORKS INC	PS 628-1009-20: NOVEMBER/DECEMBER	4,047.50	3/24/2023
VPV23232	PORTLAND STATE UNIVERSITY	LAND COVER MAPS	1,200.00	3/24/2023
VPV23234	OREGON WOMEN IN TIMBER	PO62800-00013933: JANUARY/FEBRUARY	19,659.00	3/24/2023
VPV23235	SERVER LOGIC CORPORATION	PS 62800-1000-07: FEBRUARY 2023	630.00	3/24/2023
VPV23236	WORD JONES INC	PS 628-1042-15: JANUARY/FEBRUARY	1,106.25	3/24/2023
VPV23237	MARION COUNTY SCHOOL DISTRICT 24J	BUS TRANSPORTATION	598.71	3/24/2023
VPV23238	TREYTON POKORNEY	TRAVEL EXPENSES: MARCH 2023	283.62	3/31/2023
VPV23239	KATHRYN CHARLTON	INTERVIEW TRAVEL EXPENSES	33.71	3/31/2023
VPV23240	PETERKORT CENTRE II LLC	LEASE: MARCH 2023	8,006.86	3/31/2023
VPV23241	EAGLE MAILING SERVICE	PRINTING: WIMF AMPHIBIANS	3,799.31	3/31/2023
VPV23242	NORTHWEST STAFFING RESOURCES	TEMPORARY HELP	689.28	3/31/2023
VPV23243	LANE CO SCH DIST 4J	SUBSTITUTE REIMBURSEMENT	600.00	3/31/2023
VPV23244	VERNONIA SCHOOL DISTRICT	BUS TRANSPORTATION	390.85	3/31/2023
VPV23245	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: FEBRUARY 2023	6,142.62	3/31/2023
VPV23246	ACCURATE CORPORATE SERVICES INC	OFF-SITE STORAGE: APRIL 2023	505.44	3/31/2023
VPV23247	CAWOOD	PS 628-1032-12: MARCH 2023	20,288.90	3/31/2023
VPV23248	OREGON STATE UNIVERSITY	STARKER LECTURE SPONSORSHIP	5,000.00	3/31/2023
BTTE2319	STATE OF OREGON DEPARTMENT OF JUSTICE	LEGAL SERVICES: FEBRUARY 2023	121.00	3/24/2023
BTTE2320	DEPARTMENT OF ADMINISTRATIVE SERVICES	MOTOR POOL/PRINT: FOREST FACTS/MORE THAN TREES	1,397.80	3/24/2023
BTTE2321	DEPARTMENT OF ADMINISTRATIVE SERVICES	PRINT: ESTABLISHING 8% FEE/PFA BINDER	5,586.94	3/31/2023
<b>TOTAL VOUCHERS - MARCH 2023</b>			<b>\$ 695,516.34</b>	
<b>TOTAL PERSONNEL SERVICES - MARCH 2023</b>			<b>\$ 98,127.22</b>	
<b>GRAND TOTAL EXPENDITURES</b>			<b>\$ 793,643.56</b>	

**OREGON FOREST RESOURCES INSTITUTE**  
**2022-23**  
**FINANCIAL MANAGEMENT REPORT**

**April 2023**

	<b>APPROVED FY 2022-23</b>	<b>CURRENT MONTH</b>	<b>ACTUAL YTD</b>	<b>FY 2022-23 YEAR END PROJECTION</b>	<b>(UNDER) OVER</b>
<b><u>REVENUE</u></b>					
BEGINNING BALANCE 7/1/2022	\$ 2,916,787			\$ 2,681,244 *	\$ (235,543)
REVENUE - SALES/OTHER	-	-	1,267	1,267	1,267
INTEREST	20,000	26,345	89,857	100,000	80,000
HARVEST TAX	4,036,480	-	3,555,986	4,400,845	364,365
<b>TOTAL REVENUE</b>	<b>\$ 6,973,267</b>	<b>\$ 26,345</b>	<b>\$ 3,647,110</b>	<b>\$ 7,183,356</b>	<b>\$ 210,089</b>
<b><u>EXPENDITURES</u></b>					
<b><u>PERSONAL SERVICES</u></b>					
SALARY & WAGES	\$ 978,253	\$ 65,620	\$ 654,667	\$ 910,083	\$ (68,170)
OTHER PERSONNEL EXPENSES	568,137	41,747	357,022	540,322	(27,815)
<b>TOTAL PERSONAL SERVICES</b>	<b>\$ 1,546,390</b>	<b>\$ 107,367</b>	<b>\$ 1,011,690</b>	<b>\$ 1,450,405</b>	<b>\$ (95,985)</b>
<b><u>SERVICES AND SUPPLIES</u></b>					
AGENCY SERVICES AND SUPPLIES	\$ 328,250	\$ 5,896	\$ 104,849	\$ 254,552	\$ (73,698)
DUES AND SUBSCRIPTIONS	14,723	911	3,992	7,733	(6,990)
EMPLOYEE RECRUIT., WELLNESS & SAFETY	800	-	1,734	1,734	934
EMPLOYEE TRAINING	2,750	-	5,000	5,250	2,500
EXPENDABLE PROPERTY	20,520	5,091	13,224	14,000	(6,520)
FACILITIES MAINTENANCE	500	-	-	250	(250)
FACILITIES RENTAL	126,131	300	84,817	131,431	5,300
GOVERNMENT SERVICE CHARGES	8,249	283	3,999	8,249	-
LEGAL SERVICES	30,000	-	9,244	20,000	(10,000)
OFFICE EXPENSES	29,958	1,175	17,063	25,808	(4,150)
OTHER SERVICES AND SUPPLIES	4,500	-	925	3,750	(750)
PROFESSIONAL SERVICES	1,530,950	87,434	587,276	1,303,903	(227,047)
PUBLICATIONS / ADVERTISING	1,267,050	-	884,865	1,204,526	(62,524)
TELECOMMUNICATIONS	22,064	1,399	13,885	15,576	(6,488)
TRAVEL – INSTATE	74,175	1,517	27,424	66,438	(7,737)
TRAVEL – OUT OF STATE	15,800	450	1,730	14,220	(1,580)
<b>TOTAL SERVICES AND SUPPLIES</b>	<b>\$ 3,476,420</b>	<b>\$ 104,456</b>	<b>\$ 1,760,028</b>	<b>\$ 3,077,420</b>	<b>\$ (399,000)</b>
<b>GRAND TOTAL EXPENDITURES</b>	<b>\$ 5,022,810</b>	<b>\$ 211,823</b>	<b>\$ 2,771,717</b>	<b>\$ 4,527,825</b>	<b>\$ (494,985)</b>
REVENUE	\$ 6,973,267		\$ 3,647,110	\$ 7,183,356	\$ 210,089
EXPENDITURES	\$ 5,022,810		\$ 2,771,717	\$ 4,527,825	\$ (494,985)
<b>ENDING BALANCE</b>	<b>\$ 1,950,457</b>		<b>\$ 875,392</b>	<b>\$ 2,655,531</b>	<b>\$ 705,074</b>

\*Actual beginning balance, July 1, 2022

Vouchers - April 2023

Voucher Number	Vendor	Description of Service	Amount	Date
VPV23249	JORDAN BENNER	TRAVEL EXPENSES: MARCH 23	\$ 341.28	4/25/2023
VPV23250	LEONORA DIMEO-EDIGER	TRAVEL EXPENSES: MARCH 23	624.35	4/25/2023
VPV23251	CAFFERATA CONSULTING LLC	PS 628-1045-17: MARCH 2023	5,218.02	4/25/2023
VPV23252	GARD EDWARDS-ALDRIDGE INC	PS 628-1057-21: MARCH 2023	13,582.00	4/25/2023
VPV23253	NICHOLAS S GRIER	PO62800-00012712: MARCH 2-23	1,112.50	4/25/2023
VPV23254	NORTHWEST STAFFING RESOURCES	TEMPORARY HELP	459.52	4/25/2023
VPV23255	OREGON SCREEN IMPRESSIONS	ENVIROTHON TSHIRTS	2,544.16	4/25/2023
VPV23256	OREGON STATE UNIVERSITY	IGA 23-1002: JANUARY-MARCH 2023	49,205.38	4/25/2023
VPV23257	OREGON WOMEN IN TIMBER	PO62800-00013033: MARCH 23	16,927.00	4/25/2023
VPV23258	PACIFIC OFFICE AUTOMATION INC	COPIERS RENTAL: FEBRUARY 2023	401.44	4/25/2023
VPV23259	SERVER LOGIC CORPORATION	PS 628-1000-07: MARCH 2023	830.00	4/25/2023
VPV23260	SHI INTERNATIONAL CORP	SOFTWARE LICENSES	2,317.39	4/25/2023
VPV23261	JACKSON CO SCH DIST 6	BUS TRANSPORTATION	1,265.36	4/25/2023
VPV23262	LANE CO SCH DIST 69	BUS TRANSPORTATION	147.07	4/25/2023
VPV23263	LANE CO SCH DIST 1	BUS TRANSPORTATION	227.51	4/25/2023
VPV23264	PORTLAND PUBLIC SCHOOLS	BUS TRANSPORTATION	631.29	4/25/2023
VPV23265	MARION COUNTY SCHOOL DISTRICT 24J	BUS TRANSPORTATION	598.71	4/25/2023
VPV23266	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: MARCH 2023	1,548.87	4/30/2023
VPV23267	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: MARCH 2023	5,766.53	4/30/2023
BTTE2322	STATE OF OREGON SECRETARY OF STATE	RECORDS MGMT ASSESSEMENT	260.75	4/25/2023
BTTE2323	DEPARTMENT OF ADMINISTRATIVE SERVICES	MOTOR POOL: MARCH 2023	425.01	4/25/2023
CR002323	OREGON STATE TREASURY	BANK FEES: MARCH 23	11.00	4/18/2023
CR002325	OREGON STATE TREASURY	BANK FEES: APRIL 2023	11.00	4/30/2023
<b>TOTAL VOUCHERS - APRIL 2023</b>			<b>\$ 104,456.14</b>	
<b>TOTAL PERSONNEL SERVICES - APRIL 2023</b>			<b>\$ 107,366.89</b>	
<b>GRAND TOTAL EXPENDITURES</b>			<b>\$ 211,823.03</b>	



**OREGON FOREST RESOURCES INSTITUTE**  
**2022-23**  
**FINANCIAL MANAGEMENT REPORT**

May 2023

	<u>APPROVED FY 2022-23</u>	<u>CURRENT MONTH</u>	<u>ACTUAL YTD</u>	<u>FY 2022-23 YEAR END PROJECTION</u>	<u>(UNDER) OVER</u>
<b><u>REVENUE</u></b>					
BEGINNING BALANCE 7/1/2022	\$ 2,916,787			\$ 2,681,244 *	\$ (235,543)
REVENUE - SALES/OTHER	-	256	1,523	1,523	1,523
INTEREST	20,000	13,297	103,154	100,000	80,000
HARVEST TAX	4,036,480	973,530	4,529,516	4,529,516	493,036
TOTAL REVENUE	\$ 6,973,267	\$ 987,083	\$ 4,634,193	\$ 7,312,283	\$ 339,016
<b><u>EXPENDITURES</u></b>					
<b><u>PERSONAL SERVICES</u></b>					
SALARY & WAGES	\$ 978,253	\$ 71,965	\$ 726,632	\$ 910,083	\$ (68,170)
OTHER PERSONNEL EXPENSES	568,137	43,243	400,266	540,322	(27,815)
TOTAL PERSONAL SERVICES	\$ 1,546,390	\$ 115,208	\$ 1,126,898	\$ 1,450,405	\$ (95,985)
<b><u>SERVICES AND SUPPLIES</u></b>					
AGENCY SERVICES AND SUPPLIES	\$ 328,250	\$ 36,336	\$ 141,186	\$ 254,552	\$ (73,698)
DUES AND SUBSCRIPTIONS	14,723	421	4,412	7,733	(6,990)
EMPLOYEE RECRUIT., WELLNESS & SAFETY	800	-	1,734	1,734	934
EMPLOYEE TRAINING	2,750	-	5,000	5,250	2,500
EXPENDABLE PROPERTY	20,520	545	13,769	15,000	(5,520)
FACILITIES MAINTENANCE	500	-	-	250	(250)
FACILITIES RENTAL	126,131	24,300	109,117	131,431	5,300
GOVERNMENT SERVICE CHARGES	8,249	1,504	5,503	8,249	-
LEGAL SERVICES	30,000	-	9,244	10,000	(20,000)
OFFICE EXPENSES	29,958	4,885	21,948	25,808	(4,150)
OTHER SERVICES AND SUPPLIES	4,500	-	925	3,750	(750)
PROFESSIONAL SERVICES	1,530,950	166,593	753,869	1,303,903	(227,047)
PUBLICATIONS / ADVERTISING	1,267,050	259,887	1,144,752	1,204,526	(62,524)
TELECOMMUNICATIONS	22,064	2,048	15,932	17,000	(5,064)
TRAVEL – INSTATE	74,175	6,645	34,069	66,438	(7,737)
TRAVEL – OUT OF STATE	15,800	1,138	2,867	14,220	(1,580)
TOTAL SERVICES AND SUPPLIES	\$ 3,476,420	\$ 504,302	\$ 2,264,329	\$ 3,069,844	\$ (406,576)
GRAND TOTAL EXPENDITURES	\$ 5,022,810	\$ 619,510	\$ 3,391,227	\$ 4,520,249	\$ (502,561)
REVENUE	\$ 6,973,267		\$ 4,634,193	\$ 7,312,283	\$ 339,016
EXPENDITURES	\$ 5,022,810		\$ 3,391,227	\$ 4,520,249	\$ (502,561)
ENDING BALANCE	\$ 1,950,457		\$ 1,242,966	\$ 2,792,034	\$ 841,577

\*Actual beginning balance, July 1, 2022

Vouchers - May 2023

Voucher Number	Vendor	Description of Service	Amount	Date
VPV23268	INKA BAJANDAS	TRAVEL EXPENSES: APRIL 2023	\$ 56.99	5/15/2023
VPV23269	LEONORA DIMEO-EDIGER	TRAVEL EXPENSES: APRIL 2023	905.74	5/15/2023
VPV23270	ACCURATE CORPORATE SERVICES INC	OFF-SITE STORE AND DELIVER: MAY 2023	558.06	5/15/2023
VPV23271	CAWOOD	PS 628-1032-12: APRIL 2023	15,957.96	5/15/2023
VPV23272	LESLIE COMNES	PO62800-00007459: MARCH/APRIL 2023	7,837.50	5/15/2023
VPV23273	CORAGGIO GROUP LLC	PO62800-00016596: MARCH/APRIL 2023	11,655.58	5/15/2023
VPV23274	GARD EDWARDS-ALDRIDGE INC	PS 628-1057-11: APRIL 2023	265,355.80	5/15/2023
VPV23275	SARA JO LINDEN	TRAUMA FACILITATION TRAINING	175.00	5/15/2023
VPV23276	NORTHWEST STAFFING RESOURCES	TEMPORARY HELP	883.15	5/15/2023
VPV23277	OREGON GARDEN FOUNDATION	OFFICE LEASE: JANUARY-MARCH 2023	3,000.00	5/15/2023
VPV23278	OREGON STATE UNIVERSITY	IGA 23-1004: JULY 2022-MARCH 2023	6,428.52	5/15/2023
VPV23279	PACIFIC OFFICE AUTOMATION INC	COPIERS RENTAL: FEBRUARY 2023	440.25	5/15/2023
VPV23280	PARALLEL PUBLIC WORKS INC	PS 628-1009-20: JANUARY-MARCH 2023	9,879.85	5/15/2023
VPV23281	PETERKORT CENTRE II LLC	LEASE: MAY 2023	10,676.68	5/15/2023
VPV23282	SERVER LOGIC CORPORATION	PS 628-1000-07: APRIL 2023	555.00	5/15/2023
VPV23283	SKILLCRAFT BUSINESS GRAPHICS INC	PRINT: WIMF FPA REFERENCE	2,224.00	5/15/2023
VPV23284	SUNRIVER RESORT L P	ROOM RENTAL DEPOSIT	1,000.00	5/15/2023
VPV23285	WORD JONES INC	PS 628-1042-15: MARCH-APRIL 2023	2,475.00	5/15/2023
VPV23286	JACKSON CO SCH DIST 6	BUS TRANSPORTATION	562.86	5/15/2023
VPV23287	WASHINGTON CO SCH DIST 15	BUS TRANSPORTATION	630.00	5/15/2023
VPV23288	FORESTS TODAY & FOREVER	BUS TRANSPORTATION	427.29	5/15/2023
VPV23289	LOGOS PUBLIC CHARTER SCHOOL	BUS TRANSPORTATION/LODGING REIMBURSEMENT	942.56	5/15/2023
VPV23290	PORTLAND PUBLIC SCHOOLS	BUS TRANSPORTATION	638.90	5/15/2023
VPV23291	SILVER FALLS SCHOOL DISTRICT 4	BUS TRANSPORTATION	229.17	5/15/2023
VPV23292	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: APRIL 2023	924.87	5/15/2023
VPV23293	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: APRIL 2023	4,570.81	5/15/2023
VPV23294	ACCURATE CORPORATE SERVICES INC	OFF-SITE STORAGE: FEBRUARY 2023	505.44	5/18/2023
VPV23295	CAFFERATA CONSULTING LLC	PS 628-1045-17: APRIL 2023	4,426.25	5/18/2023
VPV23296	NORTHWEST STAFFING RESOURCES	TEMPORARY HELP	253.76	5/18/2023
VPV23297	PARALLEL PUBLIC WORKS INC	PS 628-1009-20: APRIL 2023	5,573.50	5/18/2023
VPV23298	INKA BAJANDAS	TRAVEL EXPENSES: MAY 2023	65.50	5/31/2023
VPV23299	JORDAN BENNER	TRAVEL EXPENSES: APRIL 2023	188.64	5/31/2023
VPV23300	KATHRYN CHARLTON	TRAVEL EXPENSES: MAY 2023	184.00	5/31/2023
VPV23301	LEONORA DIMEO-EDIGER	TRAVEL EXPENSES: MAY 2023	644.42	5/31/2023
VPV23302	KATHY STORM	TRAVEL EXPENSES: SEPT-MAY	2,159.59	5/31/2023
VPV23303	JULIE WOODWARD	TRAVEL EXPENSES: APRIL/MAY 23	481.89	5/31/2023
VPV23304	ACCURATE CORPORATE SERVICES INC	OFF-SITE STORAGE: JUNE 2023	430.56	5/31/2023
VPV23305	CAWOOD	PS 628-1032-12: MAY 2023	21,599.28	5/31/2023
VPV23306	CORAGGIO GROUP LLC	PO62800-00016596: MAY 2023	8,378.50	5/31/2023
VPV23307	LANDMARK AWARDS & ENGRAVING	ENVIROTHON AWARDS	513.40	5/31/2023
VPV23308	NORTHWEST STAFFING RESOURCES	TEMPORARY HELP	515.46	5/31/2023
VPV23309	OREGON SMALL WOODLANDS ASSOCIATION	GRANT 103-23	20,000.00	5/31/2023
VPV23310	PACIFIC OFFICE AUTOMATION INC	COPIERS RENTAL: APRIL 2023	508.78	5/31/2023
VPV23311	PETERKORT CENTRE II LLC	LEASE: JUNE 2023	8,006.86	5/31/2023
VPV23312	OREGON WOMEN IN TIMBER	PO62800-00013933: APRIL	31,116.00	5/31/2023
VPV23313	US BANK CORPORATE PAYMENT SYSTEMS	AIRFARE: BAJANDAS	1,137.58	5/31/2023
VPV23314	WESTERN FORESTRY & CONSERVATION ASSOC	GRANT 105-22	1,500.00	5/31/2023
VPV23315	WORD JONES INC	PS 628-1042-15: MAY 2023	750.00	5/31/2023
VPV23316	FORESTS TODAY & FOREVER	BUS TRANSPORTATION	2,241.81	5/31/2023
VPV23317	LOGOS PUBLIC CHARTER SCHOOL	BUS TRANSPORTATION	200.00	5/31/2023
VPV23318	CLACKAMAS CO SCH DIST 62	BUS TRANSPORTATION	209.86	5/31/2023
VPV23319	JORDAN BENNER	TRAVEL EXPENSES: MAY 2023	708.60	5/31/2023
VPV23320	DHM LLC	PS 628-1040-14: JUNE 2023	26,450.00	5/31/2023
VPV23321	PITNEY BOWES	POSTAGE REFILL	1,236.99	5/31/2023
VPV23322	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: MAY 2023	1,671.01	5/31/2023

Vouchers - May 2023

VPV23323	US BANK NATIONAL ASSOCIATION ND	SPOTS VISA: MAY 2023	7,915.15	5/31/2023
VPV23324	SUNNY WOLF CHARTER SCHOOL	BUS TRANSPORTATION	110.48	5/31/2023
VPV23325	TILLAMOOK CO SCH DIST 9	SUBSTITUTE REIMBURSEMENT	249.50	5/31/2023
VPV23326	TIE FOUNDATION	BUS TRANSPORTATION	1,602.20	5/31/2023
BTTE2324	DEPARTMENT OF ADMINISTRATIVE SERVICES	FINANCIAL BUSINESS SERVICES: QUARTERS 6 AND 7	1,136.86	5/15/2023
BTTE2325	DEPARTMENT OF ADMINISTRATIVE SERVICES	MOTOR POOL/PRINTING 8% ADMIN FEE	981.85	5/15/2023
BTTE2326	STATE OF OREGON SECRETARY OF STATE	AUDIT ASSESSMENT	355.00	5/15/2023
BTTE2327	DEPARTMENT OF ADMINISTRATIVE SERVICES	PRINT: NATURE NOTES	1,352.96	5/31/2023
CR002327	US BANK NATIONAL ASSOCIATION ND	REIMBURSE OFRI FOR ACCIDENTAL PERSONAL CHARGE	(63.88)	5/23/2023
CR002330	OREGON STATE TREASURY	BANK FEES: MAY 2023	12.20	5/31/2023
			<hr/>	
<b>TOTAL VOUCHERS - MAY 2023</b>			<b>\$ 504,301.54</b>	
<b>TOTAL PERSONNEL SERVICES - MAY 2023</b>			<b>\$ 115,208.21</b>	
			<hr/>	
<b>GRAND TOTAL EXPENDITURES</b>			<b>\$ 619,509.75</b>	



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June 27, 2023

**To:** Jordan Benner & Jim Paul, OFRI  
**From:** Michelle Neiss & Brandon Cruz, DHM Research  
**Re:** OFRI Post Ad Evaluation Survey, #01195

## Introduction & Methodology

---

From June 15–21, 2023, DHM Research conducted a hybrid survey of Oregonians 18 and older. The purpose of the survey was to test recall of OFRI’s educational media ads after airing their 2023 campaign, evaluate key messages and perceptions of the ads, assess Oregonians’ knowledge of forest practices, and identify key websites that Oregonians use to find information about forest practices.

### Research Methodology

The online survey consisted of Oregonians 18 and older (n=500) and took approximately 8 minutes to complete. This is a sufficient sample size to assess residents’ opinions generally and to review findings by multiple subgroups, including age, gender, income, education, and area of the state.

Respondents were members of a professionally maintained online panel or contacted from a list of registered voters. Respondents were invited to the survey via email (online panel) and text message (voters). A variety of quality control measures were employed, including questionnaire pre-testing and validation. A combination of quotas and weighting by age, gender, area of state, and education were used to match the demographic makeup of the general population in all Oregon counties.

### Statement of Limitations

Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 4.4%.

### DHM Research Background

DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**OFRI Ad Post Test Survey**  
**June 15–21, 2023**  
**Oregon statewide general population; Online or text-to-online**  
**N=500; Margin of error ±4.4%**  
**8 minutes**  
**DHM Research**  
**#01195**

\*\*\*Indicates new question.

[Landing page]

Thank you for answering these questions about issues in your state.

[New page]

**SCREENERS**

1. What state do you currently live in?

Response category	n=500
Oregon	100%
Washington	<b>TERM</b>
All others	<b>TERM</b>

2. In what county do you live? **[Pull-down menu of all Oregon counties]** *\*\*coded two ways, both shown below*

Response category	n=500
Region 1: North/East (all not listed below)	70%
Region 2: Benton, Lane, Douglas, Coos	15%
Region 3: Curry, Josephine, Jackson, Klamath, Lake	11%
Region 4: Deschutes County	3%
Unknown	1%

Response category	n=500
Tri-county	43%
Willamette Valley	27%
Rest of state	30%
Unknown	1%

3. In what year were you born? **[Collect open end]**

**[Autofill age as:]**

Response category	n=500
18–24	11%
25–34	18%
35–54	33%
55+	39%

4. I describe my gender as:

Response category	n=500
Man	47%
Woman	49%
Non-binary or gender non-conforming	2%
I prefer not to say	1%

5. Which of the following best describes your race or ethnicity? **[Allow for multiple responses]**

Response category	n=500
African	1%
Asian/Pacific Islander	7%
Black/African American	3%
Hispanic/Latino/a/x	9%
Middle Eastern/North African	n=2
Native American/American Indian	3%
White/Caucasian	82%
Other	1%
Don't know	n=1
I prefer not to say	2%

6. What is the highest level of education that you have completed?

Response category	n=500
Less than high school	3%
High school diploma/GED	30%
Some college/2-year degree	35%
College degree/4-year degree	17%
Graduate/professional school	15%
I prefer not to say	1%

7. How many years have you lived in the state of Oregon?

Response category	n=500
Less than 5 years	9%
5–10 years	11%
11–20 years	17%
21–30 years	21%
30 or more years	42%

## WARM-UP

8. Which of the following industries would you say is most important to your area of the state?

Response category	n=500
Agriculture	17%
Forest products	14%
Health care	14%
High-tech	11%
Tourism	9%
Higher education	5%
Manufacturing	5%
Government	4%
Food processing	2%
Something else	4%
I'm not sure	15%

## FOREST MANAGEMENT

Thank you. Now, let's focus in on the forests in Oregon.

9. Overall, how would you rate current forest management practices here in Oregon?

Response category	n=500
<b>NET Poor</b>	<b>25%</b>
Very poor	7%
Poor	18%
<b>NET Good</b>	<b>64%</b>
Good	49%
Very good	15%
I'm not sure	11%

10. Which of the following is most important to you in evaluating how well Oregon's forests are managed?

Response category	n=500
Trees are replanted quickly after logging	26%
Diversity of tree and wildlife species in a given area	17%
Protections for animal habitat	12%
Just as many trees today as there were a generation ago	9%
Protections for jobs and economic benefits	8%
Protections for drinking water	7%
Improvements in forest roads, bridges, and stream crossings	6%
Other	8%
I'm not sure	7%

11. About which of the following topics related to forest management in Oregon are you the least knowledgeable (choose 2)?

Response category	n=500
Ensuring practices are based on scientific information rather than political influence	41%
Forest economic contributions	25%
Protections for drinking water	23%
Replanting practices	18%
Protection for fish and aquatic wildlife habitat	18%
Managing forests to prevent wildfires	17%
How trees capture and store atmospheric carbon	16%
Protections for animal habitat	13%
I'm not sure	15%

## EDUCATIONAL MEDIA RECALL

12. In the past few months, do you recall seeing or hearing one or more 30-second videos, the length of a typical ad, about Oregon's forests?

Response category	n=500
Yes	26%
No	64%
I'm not sure	10%



**[Ask if saw ad, Q12=Yes]** We'd like to know where you saw the video or videos. Do you recall seeing a video:

Response category	n=129	Yes	No
13. On television		73%	27%
14. On an online video streaming service like Hulu		30%	70%
15. On social media, like Facebook or Twitter		38%	62%
16. ***On YouTube		40%	60%
17. Some other place on the internet		35%	65%

18. **[Ask if saw ad, Q12=Yes]** What do you remember about the video? **[Open, code up to 3 responses]**

Response category	n=129
<b>Forest management (NET)</b>	<b>36%</b>
Replanting after harvest	16%
Importance of forest management/protection	13%
Protecting wildlife habitat	6%
Protecting salmon/fish/aquatic habitat	4%
Preserving water quality	2%
Eliminate pollution (general)	1%
Other mentions	1%
<b>Key words or imagery (NET)</b>	<b>25%</b>
Scenes of nature/natural beauty/forests	14%
Positive emotions	4%
Wildlife imagery (pictures)	3%
River banks	1%
Community/come together/join us	1%
Negative emotions: skepticism, etc.	1%
People working	1%
<b>Value of forests (NET)</b>	<b>6%</b>
Forests benefit the environment/keep Oregon green	3%
Forests are sustainable	2%
Forests are important	1%
<b>Regulations (NET)</b>	<b>5%</b>
People/multiple sides worked together	3%
Oregon has strong laws to protect forests	1%
Oregon has laws to protect environment & wildlife ecosystem	1%
<b>Miscellaneous (NET)</b>	<b>40%</b>
Wildfires	9%

Lottery money goes to Oregon forestry department	3%
Timber industry	3%
Tourism	2%
State of Oregon	2%
OFRI/Oregon Forest Resource Institute	1%
Smokey the Bear	1%
Other mentions	3%
Don't know/can't recall	6%
Nothing/NA	11%

**[Ask if saw ad, Q12=Yes]** Do you remember hearing the following information in recent videos pertaining to Oregon's forests?

Response category	n=129	Yes	No
19. ***Forest practice laws and regulations have undergone significant changes recently		55%	45%
20. ***The timber industry and environmentalists recently came together to change forest practice laws in Oregon		52%	48%
21. ***Forest practice laws and regulations have increased the habitat protection for native fish and amphibians		53%	47%
22. ***Native species, like the Coho Salmon, now have greater habitat protections in our forests		53%	47%
23. ***New regulations are improving fish passage and forest roads		37%	63%

24. **[Video 1: "LOVE THIS PLACE"]** Have you seen this video?

Response category	n=500
Yes	28%
No	67%
Not sure	5%

How well did the video convey to you each of the following ideas?

Response category n=500	NET Well	Very well	Somewhat well	NET Not well	Not too well	Not at all	Not sure
25. ***Habitat protection for fish and streamside wildlife have been recently expanded	<b>82%</b>	43%	39%	<b>13%</b>	10%	3%	6%
26. ***New regulations require leaving more trees along streams and rivers and improving fish passage	<b>80%</b>	42%	38%	<b>15%</b>	11%	3%	5%
27. ***Diverse points of view found common ground in order to improve aquatic habitat	<b>68%</b>	32%	36%	<b>26%</b>	19%	7%	6%
28. ***New laws and regulations represent the most significant change in Oregon forest practices in the last 50 years	<b>64%</b>	27%	37%	<b>30%</b>	22%	8%	7%

29. \*\*\* How much does this video motivate you to learn more about Oregon forest practices and regulations?

Response category	n=500
<b>NET very/somewhat</b>	<b>67%</b>
Very much	22%
Somewhat	45%
<b>NET not too/not at all</b>	<b>29%</b>
Not too much	21%
Not at all	8%
Not sure	3%

30. [Video 2: “MEET THE COHO”] Have you seen this video?

Response category	n=500
Yes	26%
No	68%
I’m not sure	6%

How well did the video convey to you each of the following ideas?

Response category n=500	NET Well	Very well	Somewhat well	NET Not well	Not too well	Not at all	Not sure
31. ***Habitat protection for fish and streamside wildlife have been recently expanded	<b>82%</b>	42%	40%	<b>13%</b>	11%	3%	5%
32. ***New regulations require leaving more trees along streams and rivers and improving fish passage	<b>58%</b>	25%	33%	<b>37%</b>	24%	13%	5%
33. ***Diverse points of view found common ground in order to improve aquatic habitat	<b>69%</b>	29%	39%	<b>26%</b>	18%	7%	6%
34. ***New laws and regulations represent the most significant change in Oregon forest practices in the last 50 years	<b>61%</b>	21%	39%	<b>33%</b>	24%	9%	7%

35. \*\*\*How much does this video motivate you to learn more about Oregon forest practices and regulations?

Response category	n=500
<b>NET very/somewhat</b>	<b>68%</b>
Very much	22%
Somewhat	46%
<b>NET not too/not at all</b>	<b>29%</b>
Not too much	20%
Not at all	9%
Not sure	3%

36. \*\*\*How much did these videos increase your understanding of newly expanded protections for fish and wildlife habitat in Oregon's forests?

Response category	n=500
<b>NET a lot/some</b>	<b>76%</b>
A lot	27%
Some	49%
<b>NET not too/not at all</b>	<b>22%</b>
Not too much	17%
Not at all	4%
Not sure	2%

## COMMUNICATIONS

37. \*\*\*From the following list of organizations, whose websites are you most likely to look at to find out more about forest practices in Oregon? Please choose two.

Response category	n=500
Oregon Department of Forestry	73%
U.S. Forest Service	42%
Oregon Forest Resources Institute	32%
Oregon State University Extension service	15%
Environmental groups	12%
Professional foresters and forestry businesses	7%
None of these	9%

38. \*\*\*If you were to buy wood building products, which two factors from the list below would be most important to you in deciding which wood product to buy?

Response category	n=500
What's least expensive	37%
Species specific (Douglas-fir, pine, cedar, etc.)	35%
What's readily available	34%
Locally manufactured	32%
Locally grown	26%
It has been stamped with a third-party certification	7%
Other	3%
Not sure	13%

**[New page]**

Thank you for your time!

June 16, 2023

**To:** Jim Paul & Jordan Benner, OFRI  
**From:** Michelle Neiss, DHM Research  
**Re:** Creative Testing 2023, #01194

## Introduction & Methodology

---

From June 8–12, 2023, DHM Research conducted an online survey of Oregonians ages 18-54. The purpose of the survey was to assess Oregonians' reactions to four ad concepts for Oregon Forest Resource Institute's (OFRI) 2024 spring ad campaign, gauge perceptions of the long-term health and concerns for Oregon's forests, assess Oregonian's knowledge of forest protection laws and regulations, determine priorities for Oregon's forest management activities and benefits, and gauge resident's priorities when purchasing wood products.

### Research Methodology

The online survey consisted of Oregonians ages 18–54 (n=300) and took approximately 11 minutes to complete. This is a sufficient sample size to assess Oregonians opinions generally and to review findings by multiple subgroups, including age, gender, education, and area of the state.

Respondents were members of a professionally maintained online panel. Respondents were invited to the survey via email and text-to-online survey links. A variety of quality control measures were employed, including questionnaire pre-testing and validation. A combination of quotas and weighting by age, gender, area of state, and education were used to match the demographic makeup of the Oregonians ages 18-54.

### Statement of Limitations

Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 5.7%.

### DHM Research Background

DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**OFRI Creative Testing Questionnaire**  
**June 8–12, 2023, Up to 12 minutes**  
**N=300 Oregon residents, Ages 18-54; Gender Balance, Up to 4 videos**

**LANDING PAGE**

Thank you for taking the time to answer these survey questions. Your feedback is very important and will help to inform decisions about an issue important to the community. We value your candid responses.

**SCREENER/DEMOGRAPHICS**

1. What state do you currently live in?

Response category	n=300
Oregon	100%
All others	<b>TERM</b>

2. In what county do you live? **[Dropdown box of all Oregon counties]**

**[Autofill area as:]**

Response category	n=300
Tri-county	43%
Willamette Valley	27%
Rest of state	30%
I prefer not to say	1%

3. In what year were you born? **[Collect open end]**

**[Autofill age as:]**

Response category	n=300
18–34	46%
35–44	29%
45–54	25%
55+	<b>TERM</b>



4. I describe my gender as:

Response category	n=300
Man	48%
Woman	47%
Non-binary or gender non-conforming	3%
I prefer not to say	2%

5. Which of the following best describes your race or ethnicity? You may choose more than one option. **[Allow for multiple responses]**

Response category	n=300
African	1%
Asian/Pacific Islander	4%
Black/African American	7%
Hispanic/Latino/a/x	13%
Middle Eastern/North African	1%
Native American/American Indian	5%
White/Caucasian	79%
Other	1%
Don't know	1%
I prefer not to say	2%

6. What is the highest level of education that you have completed?

Response category	n=300
Less than high school	2%
High school diploma/GED	30%
Some college/2-year degree	34%
College degree/4-year degree	24%
Graduate/professional school	10%
I prefer not to say	n=1

7. How many years have you lived in the state of Oregon?

Response category	n=300
Less than 5 years	12%
5–10 years	13%
11–20 years	30%
21–30 years	27%
30 or more years	19%

## WARM UP SECTION

8. How would you rate the overall health of Oregon's forests?

Response category	n=300
<b>Excellent/good (NET)</b>	<b>72%</b>
Excellent	23%
Good	48%
<b>Only fair/poor (NET)</b>	<b>27%</b>
Only fair	19%
Poor	7%
Don't know	2%

9. What is your biggest concern about the long-term health of Oregon's forests? If you don't have any concerns, just let us know. **[Open]**

Response category	n=300
<b>Forest management (NET)</b>	<b>71%</b>
Fires/fire management/fire safety	50%
Harvest or logging, general	10%
Clearcutting/cutting too much	7%
Lack of forest management/poor management	5%
Not enough thinning of trees	4%
Forest health (general)	4%
Replanting	3%
Undergrowth/undergrowth management	3%
Loss of old growth	2%
Deforestation	2%
Lots of overgrowth/it needs to be cut/remove	2%
Use of pesticides/chemicals	2%
Too much development/expanding city	1%
Concerned about the trees/diversity of trees	1%
<b>Environmental protections (NET)</b>	<b>32%</b>
Maintain forest to preserve natural resources	10%
Climate change/environmental management	7%
People being careless/need to take better care	4%
Protecting water quality	3%
Sustainability	3%
Protect wildlife habitat	3%
Infestation/threats from invasive species	2%
Effects to the environment/causes pollution	1%
Protect the air quality/air pollution	1%
<b>Miscellaneous (NET)</b>	<b>22%</b>
Economic issues	<1%
Other mentions	2%
Don't know/can't recall	3%
Nothing/NA	17%

## AD TESTING

[Randomize order of videos A–D]

[Video A: Planting for the Future] [Require video play]

10. What is the main message you take away from this information? [Open]

Response category	n=300
<b>Forest management (NET)</b>	<b>76%</b>
Replanting after harvest	50%
Maintain forest for future	21%
Importance of forest management/protection	18%
Protecting wildlife habitat	<1%
Preserving water quality	<1%
Other mentions	3%
<b>Value of forests (NET)</b>	<b>17%</b>
Forests are sustainable	8%
Provides renewable resources/energy for everyone	4%
Forests benefit the environment/keep Oregon green	3%
Forests are important	2%
Economic benefits	<1%
Keep forest healthy/in good condition	0%
<b>Key words or imagery (NET)</b>	<b>6%</b>
Negative emotions: skepticism, etc.	3%
Community/come together/join us	2%
Positive emotions (ad are positive, etc.)	<1%
<b>Regulations (NET)</b>	<b>--</b>
<b>Miscellaneous (NET)</b>	<b>7%</b>
Timber industry	<1%
Environment (general)	<1%
Other mentions	5%
Don't know/can't recall	1%
Nothing/NA	1%

11. How convincing is the information?

Response category	n=300
<b>Very/somewhat (NET)</b>	<b>79%</b>
Very convincing	38%
Somewhat convincing	42%
<b>Not too/not at all (NET)</b>	<b>18%</b>
Not too convincing	12%
Not at all convincing	6%
Not sure	3%

**[Video B: It all Starts Here] [Require video play]**

12. What is the main message you take away from this information? **[Open]**

Response category	n=300
<b>Forest management (NET)</b>	<b>73%</b>
Replanting after harvest	52%
Importance of forest management/protection	17%
Maintaining forest for future	11%
Other mentions	3%
<b>Value of forests (NET)</b>	<b>25%</b>
Provides renewable resources/energy for everyone	16%
Forests are sustainable	6%
Forests are important	4%
Economic benefits	1%
It keeps forest thriving/it would help us thrive	<1%
Forests benefit the environment/keep Oregon green	<1%
<b>Key words or imagery (NET)</b>	<b>3%</b>
Negative emotions: skepticism, etc.	3%
Community/come together/join us	<1%
<b>Regulations (NET)</b>	<b>0%</b>
Oregon has strong laws to protect forests	n=1
<b>Miscellaneous (NET)</b>	<b>7%</b>
OregonForestLaws.org	<1%
Timber industry	0%
Other mentions	5%
Don't know/can't recall	0%
Nothing/NA	1%

13. How convincing is the information?

Response category	n=300
<b>Very/somewhat (NET)</b>	<b>79%</b>
Very convincing	34%
Somewhat convincing	45%
<b>Not too/not at all (NET)</b>	<b>18%</b>
Not too convincing	13%
Not at all convincing	5%
Not sure	3%

**[Video C: Forests for All] [Require video play]**

14. What is the main message you take away from this information? **[Open]**

Response category	n=300
<b>Forest management (NET)</b>	<b>54%</b>
Replanting after harvest	47%
Maintaining forest for future	8%
Importance of forest management/protection	5%
<b>Value of forests (NET)</b>	<b>39%</b>
It keeps forest thriving/it would help us thrive	14%
Forests are important	10%
Forests are sustainable	6%
Keep forest healthy/in good condition	5%
Forest is for everyone/for all	3%
Forests benefit the environment/keep Oregon green	1%
Provides renewable resources/energy for everyone	1%
Economic benefits	<1%
<b>Key words or imagery (NET)</b>	<b>4%</b>
Community/come together/join us	1%
Positive emotions (ad are positive, etc.)	1%
Negative emotions: skepticism, etc.	1%
<b>Miscellaneous (NET)</b>	<b>14%</b>
Environment (general)	1%
Timber industry	1%
Other mentions	10%
Don't know/can't recall	<1%
Nothing/NA	1%
No detail mentions	0%

15. How convincing is the information?

Response category	n=300
<b>Very/somewhat (NET)</b>	<b>76%</b>
Very convincing	37%
Somewhat convincing	39%
<b>Not too/not at all (NET)</b>	<b>21%</b>
Not too convincing	15%
Not at all convincing	6%
Not sure	3%

**[Video D: Always Replanting] [Require video play]**

16. What is the main message you take away from this information? **[Open]**

Response category	n=300
<b>Forest management (NET)</b>	<b>71%</b>
Replanting after harvest	59%
Maintaining forest for future	15%
Importance of forest management/protection	7%
Eliminate pollution (general)	1%
Other mentions	<1%
<b>Value of forests (NET)</b>	<b>38%</b>
Provides renewable resources/energy for everyone	15%
Forests are sustainable	11%
Keep forest healthy/in good condition	9%
Forests are important	8%
It keeps forest thriving/it would help us thrive	1%
Forest is for everyone/for all	<1%
Forests benefit the environment/keep Oregon green	<1%
Economic benefits	n=1
<b>Key words or imagery (NET)</b>	<b>2%</b>
Negative emotions: skepticism, etc.	1%
Positive emotions (ad are positive, etc.)	<1%
<b>Miscellaneous (NET)</b>	<b>11%</b>
Timber industry	3%
Ads provide information (general)	<1%
OregonForestLaws.org	<1%
Environment (general)	n=1
Other mentions	6%
Don't know/can't recall	n=1
Nothing/NA	1%

17. How convincing is the information?





Response category	n=300
<b>Very/somewhat (NET)</b>	<b>80%</b>
Very convincing	34%
Somewhat convincing	45%
<b>Not too/not at all (NET)</b>	<b>16%</b>
Not too convincing	11%
Not at all convincing	5%
Not sure	4%

**[In all ranking questions, Q18–Q22, show thumbnail stills of the four videos below the title, with box next to each to rank choices.]**

18. Choose the two videos that most clearly demonstrate that replanting trees is the best way to ensure the long-term health and sustainability of Oregon's forests.

Click first on the button next to the video you think most clearly communicates this information, to rank it number one, and then click next to the video that was the second most clear.

**[Randomize response categories]**

Response category	Most clearly demonstrated n=300	2 <sup>nd</sup> mos clearly demonstrated n=300	Combined n=300
Planting for the Future 	28%	26%	55%
It All Starts Here 	21%	25%	46%
Forests for All 	12%	21%	33%
Always Replanting 	38%	29%	67%

19. Choose the two videos that most clearly demonstrate that it takes a large and coordinated workforce to plant, grow, and manage a forest that will provide the trees needed to create our daily wood products.

Click first on the button next to the video you think most clearly communicates this information, to rank it number one, and then click next to the video that was the second most clear.

**[Randomize response categories]**

Response category	Most clearly demonstrated n=300	2 <sup>nd</sup> most clearly demonstrated n=300	Combined n=300
Planting for the Future	41%	23%	64%
It All Starts Here	24%	33%	57%
Forests for All	19%	22%	41%
Always Replanting	17%	22%	39%

20. Choose the two videos that most clearly demonstrate that wood products are a renewable resource when forests are managed properly.

Click first on the button next to the video you think most clearly communicates this information, to rank it number one, and then click next to the video that was the second most clear. **[Randomize response categories]**

Response category	Most clearly demonstrated n=300	2 <sup>nd</sup> most clearly demonstrated n=300	Combined n=300
Planting for the Future	28%	23%	52%
It All Starts Here	23%	20%	43%
Forests for All	24%	28%	53%
Always Replanting	25%	28%	53%

21. Choose the two videos that you found most memorable.

Click first on the button next to the video you think is most memorable, to rank it number one, and then click next to the video that is second most memorable.

**[Randomize response categories]**

Response category	Most memorable n=300	2 <sup>nd</sup> Most memorable n=300	Combined n=300
Planting for the Future	25%	29%	54%
It All Starts Here	19%	22%	41%
Forests for All	17%	31%	48%
Always Replanting	38%	19%	57%



The purpose of these videos is to inform Oregonians like you that Oregon’s wood-producing forests are actively being cared for through sustainable forest management practices—including, first and foremost, reforestation. Planting trees after harvest is the most important step to ensure healthy forests for future generations.

22. With that in mind, rank the two videos that were most effective at conveying this message.

Click first on the button next to the video you thought was most effective, to rank it number one, and then click next to the video that was the second most effective.

**[Randomize response categories]**

Response category	Ranked #1 n=300	Ranked #2 n=300	Combined n=300
Planting for the Future	35%	22%	57%
It All Starts Here	21%	26%	47%
Forests for All	13%	24%	38%
Always Replanting	30%	28%	58%

## PUBLIC UNDERSTANDING SECTION

23. How knowledgeable would you say you are about Oregon’s forest protection laws and regulations on private forestlands?

Response category	n=300
<b>Very/somewhat (NET)</b>	<b>51%</b>
Very knowledgeable	14%
Somewhat knowledgeable	37%
<b>Not too/not at all (NET)</b>	<b>47%</b>
Not too knowledgeable	35%
Not at all knowledgeable	12%
Not sure	2%

24. Replanting trees after logging is common practice throughout Oregon’s working forests. In Oregon, are landowners legally required to plant trees after logging?

Response category	n=300
Yes	54%
No	10%
Not sure	37%

25. In Oregon, are landowners legally required to leave trees along streams, rivers and lakes when they perform a logging operation?

Response category	n=300
Yes	44%
No	8%
Not sure	48%

26. From the list below, which forest management activity is most important to you?  
**[Randomize]**

Response category	n=300
Minimize wildfire severity by removing underbrush and thinning dense tree stands	37%
Protect wildlife habitat when working in the forest	30%
Plant trees after logging	15%
Maintain a beautiful view for our towns and major highways	5%
Ensure recreational access to forests	4%
Protect drinking water when working in the forest	3%
Create a dependable supply of wood products	2%
Not sure	4%

27. Below is a list of possible benefits that planting trees quickly after logging can provide. Please select the two benefits that are most important to you. **[Randomize, require two responses unless select not sure]**

Response category	n=300
Restore wildlife habitat	61%
Increase quantity of future trees	36%
Absorb carbon dioxide	31%
Provide renewable building products	30%
Provide future economic opportunity	19%
Return forested view to our cities and highways	16%
Not sure	3%

28. Below are some attributes of wood products that people may find important. From this list, rank the three you find most compelling when you are buying wood products.

**[Randomize]**

Response category	Ranked #1 n=300	Combined n=300
Sustainable	30%	68%
Renewable	21%	64%
Natural	19%	44%
Oregon-grown	15%	40%
Replaceable	8%	32%
Carbon-friendly	3%	30%
Oregon-manufactured	4%	23%

Thank you for your time.

## OREGON FOREST RESOURCES INSTITUTE

### **Working Title: *Resilient Buildings Made from Resilient Forests***

#### **Goal:**

Over the past decade, the use of innovative mass timber products that can replace concrete and steel to build larger buildings and structures has gained popularity and publicity in Oregon with prominent projects such as an expansion of the Portland International Airport terminal.

Because of this phenomenon, Oregonians are now increasingly interested in and conscious of the use of wood in construction projects, and specifically locally grown and manufactured wood products. One of the biggest draws is the material's environmental story. It is the only major building product that stores carbon, and literally grows on trees using the power of the sun.

But as we see more wood being used in the places where we live, work and play, and architects and builders, at the behest of their clients, continue to spec it for building projects, it can bring up questions and concerns. Did this wood come from a sustainably managed forest? Was a forest destroyed and wildlife harmed to bring me this beautiful wood building? How can I be an environmentally conscious wood consumer?

A new special report produced by the Oregon Forest Resources Institute (OFRI) will answer these and other questions, pulling back the curtain to explain how the forests where Oregon wood comes from are managed. It will cover topics such as the basics of forest management from reforestation to timber harvest, Oregon's forest protection laws and third-party forest sustainability certifications.

#### **Partners:**

OFRI will produce the report in partnership with the TallWood Design Institute, a collaboration between Oregon State University and the University of Oregon, and other academic institutions, state agencies and private entities with expertise in sustainable, science-based forest management practices such as the Oregon Department of Forestry and the Oregon State University College of Forestry.

#### **Background:**

OFRI regularly publishes thoroughly researched, comprehensive special reports that delve into a forest-related issue of public interest such as wildfire mitigation, forest threats or logging practices. The Institute has a long history of educating Oregonians about forests, forest management and forest products and this report will help them better understand all three.

#### **Description:**

The *Resilient Buildings Made from Resilient Forests* special report will be a 16–28-page, magazine-style report with full-color photos, charts, graphics and illustrations. It will be written in a journalistic style and feature interviews with direct quotes and profiles.

**Audiences:**

The primary audience for this publication will be the general public. The secondary audience for the report will be architects, engineers and contractors who are considering using wood for their projects but want to learn more about Oregon's forests and how they are managed first. They could use the report to help inform their clients about the importance of using wood that comes from sustainably managed forests. It will also be useful to civic leaders, journalists and forest/environmental educators who can use the information in the report to explain the topic to their constituents, fellow community members or students.

**Timeline:**

OFRI will produce the *Resilient Buildings Made from Resilient Forests* special report during the agency's 2023-24 Fiscal Year.

**For information contact:**

Inka Bajandas  
Oregon Forest Resources Institute  
bajandas@ofri.org  
971-673-2948

# OREGON FOREST RESOURCES INSTITUTE

## Special Report Contractor

### Goal:

Secure a personal services contract with Michael Cloughesy to assist with the development of the OFRI special report, *Resilient Buildings Made from Resilient Forests*.

**Project Partners:** TallWood Design Institute, OSU College of Forestry, University of Oregon, Oregon Department of Forestry, Oregon Mass Timber Coalition

### Description:

- The OFRI Special Report is aimed to focus on a variety of topics around forest sustainability, management, certification, forest products and forest laws.
- Mike Cloughesy was the former Director of Forestry at OFRI. He has expertise and depth of knowledge on forestry topics. He understands the expectations for high quality OFRI reports.
- OFRI and TallWood Design Institute staff have some current limitations on available time due to various large projects. The staff agrees that bringing the proposed contractor into the project, would be a great benefit to continue moving the project forward in a timely manner.

### Proposed Budget:

- New Opportunity \$10,000

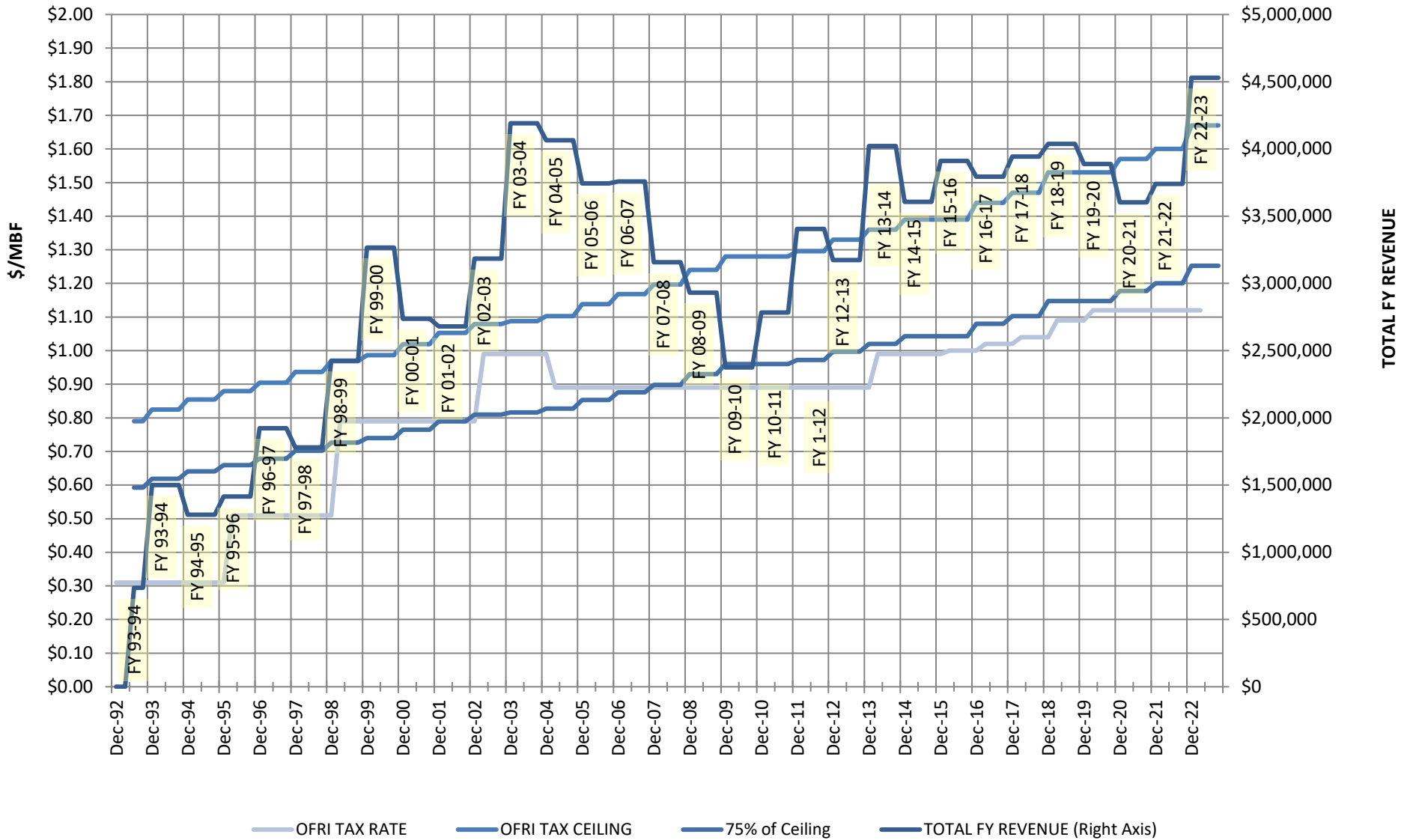
### Project Timeline:

- Contract August, 2023
- Writing and reviews August-May
- Final copy May, 2024

### For information contact:

Julie Woodward  
woodward@ofri.org

## OFRI TAX RATE AND CEILING HISTORY - 1992-2023



**Fiscal Year 2022-23 and 2023-24  
Forest Products Harvest Tax Projections**

<b>Fiscal Year 2022-23 Actuals</b>						
<b>Qtr</b>	<b>Timber Harvested</b>	<b>Tax Received by Dept. of Revenue</b>	<b>Payment Received by OFRI</b>	<b>Actual Harvest Level</b>	<b>Rate</b>	<b>FPHT Revenue</b>
2022q2	January - March	April - June	August	<i>1,310,893</i>	\$ 1.12	<i>\$ 1,468,200.37</i>
2022q3	April - June	July - September	November	<i>939,370</i>	\$ 1.12	<i>\$ 1,052,096.49</i>
2022q4	July - September	October - December	February	<i>924,722</i>	\$ 1.12	<i>\$ 1,035,688.84</i>
2023q1	October - December	January - March	May	<i>869,223</i>	\$ 1.12	<i>\$ 973,529.88</i>
				<i>4.04</i>		<i>\$ 4,529,515.58</i>
<i>Note: actual FPHT received</i>						
<b>Fiscal Year 2023-24 Projections</b>						
<b>Qtr</b>	<b>Timber Harvested</b>	<b>Tax Received by Dept. of Revenue</b>	<b>Payment Received by OFRI</b>	<b>Estimated Harvest Level</b>	<b>Rate</b>	<b>FPHT Revenue</b>
2023q2	January - March	April - June	August	891,872	\$ 1.12	\$ 998,896.64
2023q3	April - June	July - September	November	741,291	\$ 1.12	\$ 830,245.92
2023q4	July - September	October - December	February	929,877	\$ 1.12	\$ 1,041,462.24
2024q1	October - December	January - March	May	703,405	\$ 1.12	\$ 787,813.60
				3.266		\$ 3,658,418.40

**Scenario 1**

3%

**Working Assumptions**

1. Annual 3% budget increase
2. \$1,000,000 ending balance target
3. FPHT levels:
  - FY 22-23: 3.93bbf @ \$1.12/mbf
  - FY 23-24: 3.27bbf @ \$1.12/mbf
  - FY 24-25 and 25-26: 3.34bbf @ \$1.12/mbf

2020-21 ACTUAL

		ACTUAL	BUDGET
Actual beginning balance - July 1, 2020	\$1,580,344		
Interest	\$19,023		
Grant revenue	\$52,151		
Other revenue	\$3,643		
FPHT based on 3.19bbf @ \$1.12/mbf	\$3,603,311		
Subtotal	<u>\$5,258,472</u>		
Less beginning cash for next fiscal	-\$400,000		
Less reserve fund	<u>-\$2,104,038</u>		
<b>TOTAL ACTUAL EXPENSES</b>	<b>\$2,754,434</b>	61%	\$4,484,388

2021-22 ACTUAL

Actual beginning balance - July 1, 2021	\$2,504,037		
Interest	\$21,357		
Grant revenue	\$121,440		
Other revenue	\$701		
FPHT based on 3.174bbf @ \$1.12/mbf	\$3,739,625		
Subtotal	<u>\$6,387,160</u>		
Less beginning cash for next fiscal	-\$400,000		
Less reserve fund	<u>-\$2,281,244</u>		
<b>TOTAL ACTUAL EXPENSES</b>	<b>\$3,705,916</b>	78%	\$4,756,307

2022-23

Actual beginning balance - July 1, 2022	\$2,681,244		
Interest	\$20,000		
FPHT based on 3.93bbf @ \$1.12/mbf	\$4,400,845		
Subtotal	<u>\$7,102,089</u>		
Less reserve fund	<u>-\$2,579,864</u>		
<b>PROJECTED EXPENSES</b>	<b>\$4,522,225</b>	\$4,522,225 projected	\$4,522,225

2023-24

Beginning balance - July 1, 2023	\$2,579,864		
Interest	\$20,000		
FPHT based on 3.266bbf @ \$1.12/mbf	\$3,657,920		
Subtotal	<u>\$6,257,784</u>		
Projected budget	\$4,624,914	\$4,624,914	\$ 4,624,914
<b>PROJECTED ENDING BALANCE</b>	<b>\$1,632,870</b>		

2024-25

Beginning balance - July 1, 2024	\$1,632,870		
Interest	\$20,000		
FPHT based on 3.34bbf @ \$1.12/mbf	\$3,740,800		
Subtotal	<u>\$5,393,670</u>		
Projected budget	\$4,763,661	\$4,763,661	\$4,763,661
<b>PROJECTED ENDING BALANCE</b>	<b>\$630,009</b>		

2025-26

Beginning balance - July 1, 2025	\$630,009		
Interest	\$20,000		
FPHT based on 3.34bbf @ \$1.12/mbf	\$3,740,800		
Subtotal	<u>\$4,390,809</u>		
Projected budget	\$4,906,571	\$4,906,571	\$4,906,571
<b>PROJECTED ENDING BALANCE</b>	<b>-\$515,763</b>		



**Scenario 2**

3%

**Working Assumptions**

1. Annual 3% budget increase
2. \$1,000,000 ending balance target
3. FPHT levels:
  - FY 22-23: 3.93bbf @ \$1.12/mbf
  - FY 23-24: 3.27bbf @ \$1.12/mbf
  - FY 24-25 and 25-26: 3.34bbf @ \$1.17/mbf

2020-21 ACTUAL

		ACTUAL	BUDGET
Actual beginning balance - July 1, 2020	\$1,580,344		
Interest	\$19,023		
Grant revenue	\$52,151		
Other revenue	\$3,643		
FPHT based on 3.19bbf @ \$1.12/mbf	\$3,603,311		
Subtotal	<u>\$5,258,472</u>		
Less beginning cash for next fiscal	-\$400,000		
Less reserve fund	<u>-\$2,104,038</u>		
<b>TOTAL ACTUAL EXPENSES</b>	<b>\$2,754,434</b>	61%	\$4,484,388

2021-22 ACTUAL

Actual beginning balance - July 1, 2021	\$2,504,037		
Interest	\$21,357		
Grant revenue	\$121,440		
Other revenue	\$701		
FPHT based on 3.34bbf @ \$1.12/mbf	\$3,739,625		
Subtotal	<u>\$6,387,160</u>		
Less beginning cash for next fiscal	-\$400,000		
Less reserve fund	<u>-\$2,281,244</u>		
<b>TOTAL ACTUAL EXPENSES</b>	<b>\$3,705,916</b>	78%	\$4,756,307

2022-23

Actual beginning balance - July 1, 2022	\$2,681,244		
Interest	\$20,000		
FPHT based on 3.93bbf @ \$1.12/mbf	\$4,400,845		
Subtotal	<u>\$7,102,089</u>		
Less reserve fund	<u>-\$2,579,864</u>		
<b>PROJECTED EXPENSES</b>	<b>\$4,522,225</b>	\$4,522,225 projected	\$4,522,225

2023-24

Beginning balance - July 1, 2023	\$2,579,864		
Interest	\$20,000		
FPHT based on 2.56bbf @ \$1.12/mbf	\$2,867,200		
FPHT based on .703bbf @ \$1.17/mbf	\$822,510		
Subtotal	<u>\$6,289,574</u>		
Projected budget	<u>\$4,624,914</u>	\$4,624,914	\$ 4,624,914
<b>PROJECTED ENDING BALANCE</b>	<b>\$1,664,660</b>		

2024-25

Beginning balance - July 1, 2024	\$1,664,660		
Interest	\$20,000		
FPHT based on 3.34bbf @ \$1.17/mbf	\$3,907,800		
Subtotal	<u>\$5,592,460</u>		
Projected budget	<u>\$4,763,661</u>	\$4,763,661	\$4,763,661
<b>PROJECTED ENDING BALANCE</b>	<b>\$828,799</b>		

2025-26

Beginning balance - July 1, 2025	\$828,799		
Interest	\$20,000		
FPHT based on 3.34bbf @ \$1.17/mbf	\$3,907,800		
Subtotal	<u>\$4,756,599</u>		
Projected budget	<u>\$4,906,571</u>	\$4,906,571	\$4,906,571
<b>PROJECTED ENDING BALANCE</b>	<b>-\$149,973</b>		

**Board of Directors Meeting  
Thursday, October 19, 2023  
Friday, October 20, 2023**

**Noon**

Oregon Coast Aquarium  
2820 SE Ferry Slip Rd, Newport

Agenda

Thursday, October 19:

- |           |   |
|-----------|---|
| noon      | Lunch (provided)  |
| 12:45     | Board meeting begins <ul style="list-style-type: none"><li>• Jerry recognition award</li><li>• Staff and board reports</li><li>• Public comment</li><li>• Financial reports</li><li>• Harvest tax</li><li>• Board nominations</li><li>• OFRI policies and procedures</li><li>• New opportunities proposal, if applicable</li><li>• Fiscal Year 2022-23 performance measurements</li><li>• Annual report</li></ul> |
| 2:50      | Break   |
| 3:00      | Aquarium staff at playground  |
| 3:15      | Break (tour on own)/check into hotel  |
| 4:30-5:30 | Board meeting continues <ul style="list-style-type: none"><li>• WIMF update</li><li>• Advertising</li></ul>   |
| 5:30      | Reception in gallery  |
| 6:15      | Dinner in shark tunnel  |
| 7:30      | Adjourn   |

Friday, October 20:

- 9:00 Board meeting resumes
- 9:00 Strategic plan adoption
- 11:30 Lunch (provided)
- 1:00 Adjourn

DRAFT



# 2023 Oregon Family Forest Convention

June 22, 23, 24  
Estacada, Oregon

- Educational Sessions
- Silent Auction
- Dinner & Awards
- Tours & More



## Wood, Wildlife, Water and Recreation: *Fostering Family Forests!*



**A Gathering of Members, Partners,  
Friends and Interested Landowners**





# Welcome!

You are invited to the joint Oregon Small Woodlands Association's (OSWA) and Oregon Tree Farm System's (OTFS) Oregon Family Forest Convention. This event is hosted by OSWA's Clackamas County Farm Forestry Association (CCFFA) chapter. The theme is **Wood, Wildlife, Water and Recreation: Fostering Family Forests!** Join us for two days of seminars, tours, awards, membership meetings and a one-day tour of the Oregon Outstanding Tree Farmer of the Year (David & Mary Ann Bugni) family forest in Clackamas County. Registration is required and gives you access to the events you select. OSWA, OTFS, and CCFFA welcome you! **Register by mail or online: <https://bit.ly/OR-FFC-23>.**

## Oregon Small Woodlands Association

Stewardship, education, advocacy, and fellowship are the cornerstones of the Oregon Small Woodlands Association mission. OSWA is the largest membership organization in the state serving small forestland owners. Organized into 15 local chapters, members and partners host tours, classes, monthly meetings, and community events. OSWA's lobbyist and volunteers are active and engaged at the capitol working with the Oregon legislature, state agencies, and public officials. Join us today. [www.oswa.org](http://www.oswa.org)

## Oregon Tree Farm System

The American Tree Farm System (ATFS) is a program built with a nationwide network of landowners, foresters and volunteers. The Oregon chapter of ATFS is OTFS. Our mission is: Empowering private landowners to manage their forests sustainably. Our values are connectivity, collaboration, stewardship, inclusivity, and gratitude. Our purpose is to impact the world by making Oregon a better place, one acre at a time. We have dedicated volunteer foresters who help people develop certified forest management plans that meet their goals. [www.otfs.org](http://www.otfs.org)

## Clackamas County Farm Forestry Association

The Clackamas County Farm Forestry Association (the oldest chapter in the OSWA system) is proud to host the Oregon Family Forest Convention. Each OSWA chapter has the opportunity to select a Tree Farmer of the Year for their county and the Oregon Tree Farm Selection Committee chooses one of those county tree farmers to be Oregon's Outstanding Tree Farmer of the Year. Clackamas County members are excited to be part of the planning process this year. [www.oswa.org/blog/clackamas/](http://www.oswa.org/blog/clackamas/)



187 High St. NE, Suite 208  
Salem, Oregon 97301  
503-588-1813

## Family Forest Convention Planning Committee:

Glenn Ahrens  
David Bugni  
Steve & Wylde Cafferata  
Sarah Cameron  
Dick Courter  
Ed Easterling  
David Ehlers  
Bonny Glendenning  
Jen Gorski  
Rob Guttridge  
Les Rickett  
Michael Waer  
Melanie Wagner  
Nicole Wood  
Rick Zenn

Bugni Farm drone photo page 4: Pat McAbery  
All other photos: Bugni family on the  
Bugni Forest & Tree Farm

# Photo Contest

## Take a Photo to Share with Everyone!



The June 2023 Oregon Family Forest Convention will feature a photo contest! There are four categories: **Wood, Water, Wildlife, and Recreation**, and you may submit one photo for each category. All photos will be displayed at the convention on a revolving screen, and participants will vote for their favorites. Prizes will be awarded to the winner in each category!

Send your photos digitally to [wyldac@gmail.com](mailto:wyldac@gmail.com) by May 15, 2023

# Event Schedule

## Thursday, June 22

Estacada High School\*

**12:00-1:00 pm** Convene Convention at 12:00 noon for lunch

**1:00-4:30 pm** Board meetings following lunch (Oregon Small Woodlands Association & Oregon Tree Farm System)

- OSWA meeting (1:00-2:00 pm)
- Break (2:00-2:15 pm)
- OSWA/OTFS Partner meeting (2:15-2:45 pm)
- Break (2:45-3:00 pm)
- OTFS meeting (3:00-4:00 pm)
- Break (4:00-4:15 pm)
- Chapter presidents, secretaries, treasurers and TFOY coordinator meetings (4:15-4:45 pm)

**4:45 pm** Silent auction opens. Auction closes Friday evening at 6:45pm

**4:45-5:30 pm** Social time following board meetings

**5:30-7:00 pm** Dinner

## Friday, June 23

Estacada High School\*

**6:30-7:45 am** Breakfast

**7:45-8:00 am** Load buses for tours

**8:00 am-12:00 pm** Tours

*Please select from Tours 1, 2, and 3 at time of registration. Tour 4 does not need to be selected ahead of time. Tours run simultaneously.*

**TOUR 1: George Community Fuels Reduction Projects & Eagle Creek National Fish Hatchery.** Capacity 60 people.

Funded through a grant from ODF and community support, seven properties across the community were treated for fuels reduction, utilizing masticating, pruning, precommercial thinning, invasive species control, and chipping. (About a 1/2 mile walk over gravel roadways and trails.) The hatchery produces about 1.5 million coho salmon annually. See the latest in fish hatchery practices. Short walks on paved surfaces.

**TOUR 2: Post 2020 Riverside wildfire recovery (Port Blakely) and Interfor (Molalla Division).** Capacity 60 people.

Travel through Port Blakely's Estacada forestlands impacted by the Riverside fire, seeing first-hand the short and long-term effects of the devastating Labor Day wildfires. Hear from foresters, the silviculture manager, and a wildlife biologist on a variety of topics. At Interfor, which

is one of the largest lumber producers in the world, we will tour their sawmill and planer areas. See some of the latest in log optimization technology.

**TOUR 3: Portland General Electric's Clackamas River North Fork Dam Fish Sorting Facility and Floating Surface Collector.** Capacity 60 people. The number of early run coho returning to the upper Clackamas from the ocean is the largest seen at PGE's North Fork Dam since its 1958 construction. The floating surface collector in North Fork Reservoir captures more than 90% of ocean-going juvenile fish and is the only system in the region to bypass fish through a multi-dam complex utilizing a pipeline. At the nearby North Fork Sorting Facility, wild and hatchery fish are separated as they ascend one of the longest fish ladders in the US. About a 1/4 mile walk over gravel and concrete roadways.

**TOUR 4: A Self-Guided Walking Tour of Estacada.** Consider stopping by the award-winning Estacada Public Library to view their special display of forest-related literature and historic photos (opens 10:00 am) developed specially for the Convention. The adjacent Wade Creek Park, with playground and skate park, opens at sunrise. There are many businesses to frequent as well as the beautiful Clackamas River waterfront. A tour map will be provided at registration. (Capacity: unlimited, no registration required)

**12:00-1:00 pm** Lunch, [Estacada HS cafeteria](#)

**12:00-5:00 pm** Vendor, nonprofit & government agency displays ([Estacada HS](#))

**Educational sessions**

**2:00-2:50 pm** General Session—[Estacada Middle School Auditorium](#)

**Co-existing with fire—PNW Fire Ecology, Climate Change and Landscape Vulnerabilities**, Matt Reilly, Research Forester, USFS PNW Research Station  
**3:05-3:55 pm** [Breakout Session 1](#) (CHOOSE 1 at [Estacada HS](#))

**Home and Property Assessment & Action to Enhance Resilience to Fire**, John Rizza, OSU Extension Fire Specialist  
**New Rules for Private Forest Accord**, David Bugni, Oregon Outstanding Tree Farmer of the Year with ODF representative TBA



**Forest Products Innovation**, Scott Leavengood, Director, OSU Wood Innovation Center

**4:10-5:00 pm** [Breakout Session 2](#) (CHOOSE 1 at [Estacada HS](#))

**Enhancing Landscape Resilience to Fire**, John Panches, OSU Extension Forester, Union, Umatilla, and Wallowa Counties

**Outlook for Reforestation Seedlings: Nursery trends, Stock Type, Species, Suitability for Future Site Conditions**, George Kral, PhD, Forester, Scholls Valley Nursery

**2023 Update of Oregon Woodland-related Bills & Communication Strategies with Your Legislator**, Roger Beyer, former state legislator

**5:15-6:45 pm** Dinner ([Estacada HS](#))  
Silent Auction closes (following dinner)

**7:00-9:30 pm** Evening Awards ([Estacada Middle School auditorium](#))

- County TFOY videos
- OSWA Chapter Volunteers of the Year
- OSWA Rigg'in' Slinger Award
- Presentation of 25, 50 & 75 year Tree Farm signs
- Inspector of the Year Award
- Hagenstein Award
- County Tree Farmers of the Year
- Oregon Outstanding Tree Farmer of the Year

\*No alcoholic beverages are permitted on school grounds. A city of Estacada map will be provided at registration with locations of establishments around the area serving alcohol.

Register by mail or online:  
<https://bit.ly/OR-FFC-23>



# Tour Information

## Oregon Outstanding Tree Farmer of the Year Tour Saturday, June 24, 2023, 8:30 am-2:00 pm

Registration Required (see page 5 for details) • Capacity 150 people

**Bugni Forest & Tree Farm, Estacada, Oregon**  
**David & Mary Ann Bugni**

The Oregon Tree Farm System in cooperation with the Oregon Small Woodlands Association and the Clackamas County Farm Forestry Association will host the annual tour on Saturday, June 24th from 8:30 AM to 2:00 PM. A 7:00 AM continental breakfast at Estacada High School will begin your day, followed by the tour and a catered lunch of Northwest salad with chicken or a box lunch at the tour site.

### Please join us for the tour! Highlights and discussion topics will include:

- Why we own forestlands and the overall objectives for our property
- Stand management: Precommercial & commercial thinning, reforestation, fuels reduction measures, carbon storage & sequestration, invasive plant species control, and goals for timber production
- Extensive riparian and fish habitat restoration: Within the Bugni property over 20 engineered log jams, 200 boulders, 150 tons of spawning gravels, and invasive plant species control along 1,900 feet of stream followed by replanting with 19 species of native riparian shrubs and trees.
- Wildlife habitat enhancements: snag creation, coarse wood, habitat dens, and raptor nests/platforms
- Wetland restoration with 14 species of native grasses, sedges and rushes
- Encouraging and integrating beaver activity for increased fish habitat
- Family recreation, trail building, wood & steel bridges
- Grant writing suggestions for fish habitat restoration and fuels reduction: David Bugni has written over \$1,100,000 in implemented grants for the family's property and others within the community

### Property & Landowner Facts

101 total acres with one mile of a medium, type SSBT creek through the property. Stands range in age from seven to about 100 years. A 4.4 kilowatt microhydroelectric facility designed and built by the family generates most energy needs. The family has also been honored with the 2019 Fish and Wildlife Steward Award (Forest Lands, Northwest Oregon Region, Nonindustrial Forest Lands) by the Oregon Department of Fish & Wildlife and the Oregon Department of Forestry.



### Transportation:

An early breakfast, beginning at 7:00 AM, will start the day. A FREE shuttle will leave Estacada High School (355 NE Sixth Ave, Estacada, OR 97023) at **8:00 AM. Parking space is very limited at the tree farm, so please use the shuttle for the 15-minute ride.** The tour will include walking about 3/4 mile in the woods on gravel roads and trails. Please come prepared by wearing sturdy walking boots and appropriate clothing. Portable restroom facilities on site.

*Driving directions from the Clackamas area to the tree farm if you miss the shuttle: Take Highway 212/224 towards Estacada. Turn east onto Wildcat Mountain Drive. Proceed about 1.8 miles until you reach Eagle Fern Road and fork right. Proceed past Eagle Fern Park (where this road changes name to George Road), proceed up George Road about three miles until a sharp right curve at the George Fire Station. About 100 feet past this curve, turn left onto Clausen Road. Proceed 0.7 miles along Clausen Road and the tour site and signage will be on the right (south) side of the road. (Closest address for the property across the road is: 42095 SE Clausen Road, Estacada.)*

**Register by mail or online:**  
**<https://bit.ly/OR-FFC-23>**

# Registration

## 2023 Oregon Family Forest Convention Registration June 22, 23 & 24, 2023

Registrations must be received by May 15, 2023

- Register for:
- 1) The entire convention (Thursday through Saturday), or
  - 2) Thursday & Friday events only
  - 3) Saturday tour only

**Early Bird Registration \$85—Until April 15**

**General Registration \$95—After April 15 through May 15**

Name: \_\_\_\_\_

Number attending in your party: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please select from one of the four following options:**

Early Bird Registration @ \$85/person x \_\_\_\_\_ (persons)..... Total \$ \_\_\_\_\_  
(entire convention)

General Registration @ \$95/person x \_\_\_\_\_ (persons)..... Total \$ \_\_\_\_\_  
(entire convention)

Thurs. & Fri. events ONLY @ \$80/person x \_\_\_\_\_ (persons) ..... Total \$ \_\_\_\_\_

Saturday Tour ONLY @ \$15/person x \_\_\_\_\_ (persons) ..... Total \$ \_\_\_\_\_  
Bugni Forest & Tree Farm

Refunds 14 days prior to the event. Refunds requested after June 8, 2023 may be subject to a processing fee

Not yet a member of OSWA? Join today at [www.oswa.org](http://www.oswa.org) or call 503-588-1813.

Please indicate how many within your party will attend each Friday morning tour (see page 3) and the Saturday tour (page 4). Tour capacities are limited and will be filled on a first come basis.

	NUMBER OF PEOPLE ATTENDING:	FOR TOURS 1, 2, & 3 INDICATE 1st, 2nd & 3rd CHOICES:
<input type="checkbox"/> <b>Tour 1</b> Fuels reduction/Hatchery	_____	_____
<input type="checkbox"/> <b>Tour 2</b> Wildfire/Interfor	_____	_____
<input type="checkbox"/> <b>Tour 3</b> PGE fish works	_____	_____
<b>Bugni Forest &amp; Tree Farm Tour</b>	_____	_____

All catered meals (Thursday lunch & dinner, Friday breakfast, lunch & dinner, and Saturday breakfast and lunch) will feature gluten-free, vegan and dairy-free options. Please indicate here the number in your party that are: **Gluten free** \_\_\_\_\_ **Dairy-free** \_\_\_\_\_ **Vegan** \_\_\_\_\_

For accessibility accommodations, please contact OSWA for arrangements at 503-588-1813.

## Payment Information

### Online

Easy, secure, immediate confirmation and receipt.  
<https://bit.ly/OR-FFC-23>



### Mail

Mail registration form & payment to:  
**Oregon Small Woodlands Association**  
187 High Street NE, Suite 208, Salem,  
OR 97301

Make checks payable to  
**Oregon Small Woodlands Association**

Or, pay by credit card:

NAME ON CARD \_\_\_\_\_

CARD # \_\_\_\_\_

SECURITY CODE \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

## Lodging Suggestions

(and approximate mileage to events at Estacada High School, 355 NE Sixth Ave., Estacada, OR 97023)

### HOTELS/INNS

- (Explore their websites for amenities)
- Sandy Best Western:** Kings (\$199.93/night) and Double queens (\$211/night) (37465 Highway 26, Sandy 97055) 12 miles
  - Stagecoach Inn in Molalla:** Queens (\$75/night) (415 Grange Ave, Molalla, 97038) 22 miles

### RV PARKS

- (Explore their websites for amenities)
- Milo McIver State Park RV & Campground** (24102 S Entrance Rd, Estacada, 97023) 5 miles
  - Clackamas River RV Park** (40505 SE Hwy 224, Estacada, 97023) 7 miles
  - Mt. Hood Village** (65000 US Hwy 26, Welches 97067) 25 miles

### CAMPING

- (Explore their websites for amenities)
- Barton County Park** (19009 SE Barton Park Rd, Boring, 97009) 9 miles
  - Metzler County Park** (24526 S. Metzler Park Rd, Estacada 97023) 6 miles
  - Milo McIver State Park Campground** (24102 S Entrance Rd, Estacada 97023) 5 miles
  - Promontory Park** (a PGE facility) (40600 SE Hwy 224, Estacada 97023) 7 miles

FOR MAIL-IN REGISTRATION, CLIP & RETURN. PLEASE RETAIN A COPY FOR YOUR RECORDS



**OREGON SMALL WOODLANDS ASSOCIATION  
OREGON TREE FARM SYSTEM**

187 High St. NE  
Suite 208  
Salem, OR 97301

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*to*

## Oregon Forest Resources Institute

Inka Bajandas and Jordan Benner

---

President



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President-elect

# WEBSITE ANALYTICS

Oregon Forest Resources Institute



Total average  
monthly visitors

17,372



## Q4, FY 2022-2023

### OregonForests.org

Average monthly visitors: 7,108  
Percentage of new visitors: 88%

Pages per visit: 1.54    Visit duration: 01:20

Top inroads:  
Google, Direct URL, bing search

Top pages:  
Tree variety, Home page, clearcutting

Of note:  
This quarter contains the tail end of the spring educational advertising campaign  
1,008 downloads this quarter  
42% mobile users

### LearnForests.org

Average monthly visitors: 460  
Percentage of new visitors: 84.6%

Pages per visit: 7.1    Visit duration: 02:00

Top inroads:  
Direct URL, Google search, OFRI public site

Top referrals  
OFRI public site, arborday.org, OregonGarden.org

Top pages:  
Homepage, bus reimbursement, all resources

Of note:  
Slight increase toward the end of school  
24% mobile users  
1,010 downloads

### KnowYourForest.org

Average monthly visitors: 961  
Percentage of new visitors: 91.3%

Pages per visit: 1.62    Visit duration: 01:08

Top inroads:  
Google, Direct URL, Bing

Top pages:  
Logging and selling timber, home page, thinning

Of note:  
Slight reduction in traffic and downloads over last quarter  
45% mobile device users  
384 downloads

### OregonForestLaws.org

Average monthly visitors: 8,843  
Percentage of new visitors: 90.5%

Pages per visit: 1.2    Visit duration: 0:13

Top inroads:  
Direct, Facebook, Uvivox (OTT)

Top pages:  
Home page, introduction, water and fish

Of note:  
Major increase in visitation, due to educational media campaign  
Non ad run monthly average: appx. 300  
106 downloads