



FOREST MANAGEMENT ADVISORY COMMITTEE MEETING

Meeting Agenda

Date: July 13, 2022

Time: 1 p.m.

Live Location: STEM Facility - MSU, Room 2104, 642 Red Cedar Road, East Lansing - Just east of Spartan Stadium - Park in Lot No. 79 (Stadium Lot) - metered - you will need to pay for parking.

Attend virtually: Use the [Microsoft Teams link](#) to log in, or call in at 1-248-509-0316 with conference ID: 935 495 766#

Agenda details

- I. **Welcome** – Gary Melow, Chair
- II. **Consent Agenda**
 - Adoption of July 13, 2022 Forest Management Advisory Committee (FMAC) Meeting Agenda
 - Adoption of April 13, 2022 FMAC Meeting Minutes
- III. **Public Comment**
- IV. **Marketing Update** – Kathleen Lavey/Rachel Coale (Michigan Department of Natural Resources (MDNR))
 - More climate change messaging
 - E-mail marketing and social media
 - Web launch (same content, new consistent platform, more user friendly)
 - Tree planting campaign
 - Brogan contract update
 - Change in online gambling has driven prices up
 - Not on broadcast TV anymore
 - Moved into pod casts
 - Across Southern Lower Peninsula right now

- V. **State Forester's Report** – Jason Stephens for Jeff Stampfly, MDNR
- Legislative Updates: [March 10, 2022](#), [April 14, 2022](#), [May 12, 2022](#), [June 9, 2022](#)
- VI. **Action Items/ Follow-up**
None
- VII. **Standing Discussion Items**
- Communications from the Field
 - Timber Harvest Numbers – Jason Stephens, MDNR
 - FMAC Member Program Updates
 - Michigan Timber and Forest Products Advisory Council Update – Gary Melow
- VIII. **Tour of MSU STEM Building** - hosted by Rich Kobe
- IX. **Next Meeting Date**
Meeting Date: October 12, 2022
Location: Michigan United Conservation Clubs, 2101 Wood Street, Lansing
- X. **Future Agenda Items**

Meeting notes

If you're unable to attend the meeting but wish to submit written comments on agenda items, please write to: Kim Korbecki, Forest Management Advisory Committee (FMAC) Assistant, P.O. Box 30452, Lansing, Michigan 48909-4952 or email: korbeckik@michigan.gov. If you would like further information or would like to address the Committee, please contact the FMAC Assistant at 517-284-5876 or 517-582-3220 or email korbeckik@michigan.gov. Persons registering on or before the Friday preceding the meeting will be allowed up to five (5) minutes for their presentation. Persons registering after the Friday preceding the meeting or at the meeting will be allowed up to three (3) minutes. Look for this agenda and other FMAC items at the FMAC webpage: Michigan.gov/fmac.

Persons with disabilities needing accommodations should contact the FMAC Assistant at 517-582-3220 or korbeckik@michigan.gov.

FOREST MANAGEMENT ADVISORY COMMITTEE MISSION

Create an Advisory Committee to advise the Director of the DNR.

Purpose of the Committee

- Assist the DNR in balancing environmental, social, and economic issues in implementing forest resource responsibilities.
- Provide a mechanism by which interested persons can play an advisory role in the formation of DNR priorities and practices related to forest resource, including:
 - Renewable and non-renewable resource use opportunities.
 - Timber related activities.
 - Forest health.
 - Recreation.
 - Biological diversity.
 - Habitat.
- Identify potential long-term threats to forest resources in the State.
- Describe economic and environmental opportunities that are linked with forest resources.
- Address management problems, opportunities and challenges related to public and private forest ownership.
- Provide active participation in the DNR's forest resource planning activities, including forest certification efforts.
- Identify appropriate partnerships with other agencies that impact Michigan's resources.

Membership would include:

- Department of Natural Resources and other appropriate state agencies
- Forest industry organization representation:
 - Timbermen.
 - Primary wood producers.
 - Secondary manufacturers.
- Universities and Cooperative Extensions
- Federal, state, and local government agencies
- Conservation and environmental organizations and/or associations
- Land trust organization
- Regional alliances (i.e., Great Lakes Forest Alliance)
- Forestry cooperatives (i.e., Western UP Forest Improvement District)

Maximum membership: twenty members.