

Forest Management Advisory Committee Meeting
Meeting Minutes
February 27, 2019

FMAC MEMBERS PRESENT

Mr. Gary Melow, Chair, Michigan Biomass
Dr. Andrew Storer, Michigan Technological University (MTU) – (via conference call)
Mr. Warren Suchovsky, Suchovsky Logging
Dr. Rich Kobe, Michigan State University (MSU)
Dr. Ellen Holste, Pierce Cedar Creek Institute
Ms. Shannon Hanna, Michigan Department of Natural Resources (MDNR)
Ms. Kim Korbecki, FMAC Assistant, MDNR

FMAC ADVISORS PRESENT

Ms. Leslie Auriemmo, United States Forest Services, Huron-Manistee (via conference call)

PUBLIC PRESENT

Mr. Ian FitzGerald, Michigan United Conservation Clubs (MUCC)
Ms. Kathleen Lavey, MDNR
Mr. David Price, MDNR

- I. **Welcome** – Gary Melow, Chair
Chair Melow called the February 27, 2019 Forest Management Advisory Committee (FMAC) meeting to order at 1:03 p.m.
- II. **Consent Agenda**
 - **Adoption of February 27, 2019 FMAC Meeting Agenda**
Agenda was approved and adopted unanimously, as presented.
 - **Adoption of October 10, 2018 FMAC Meeting Minutes**
It was noted that Ellen Holste was recorded as “Ms.” on the minutes, whereas she should be recorded as “Dr.”. Meeting minutes were approved and adopted unanimously, as amended.
- III. **Public Comment**
None
- IV. **GUD Survey Results** – Kathleen Lavey, MDNR
Ms. Lavey, Communications Representative, MDNR, gave a PowerPoint presentation to the FMAC regarding survey and public information campaign efforts the Forest Resources Division have been undertaking for the past few years. Highlights include:
 - GUD was hired to start the campaign; FRD is now working with Brogan and Partners
 - Have had good success with public marketing and an information campaign in the Detroit area over the last year or so.
 - “You Need a Tree” is the most recent slogan.
 - Results showed people have a strong desire for clean air and water, and habitat protection, and to ensure forests for future generations.
 - Found that knowledge of the forest industry is strongest in the Upper Peninsula, and generally older people have a better understanding of it.

- In winter of 2017, started television commercials, digital ads, paid ads, social media posts etc., and rather than using an outdoorsy theme, created a forest world made from paper cuts with a very basic message. It had good success on the older end of the target range.
- Next focused on reaching the other half of the target range with things such as jingles, radio promotions and live events with local DJs, etc.
- After two seasons, committed to doing another round of research in June and July of 2018 with the same questions on a representative sample of people. The campaign made a significant impact. People remembered the campaign, others remembered the billboards etc. All started with “You need a tree...” with various other things such as “a wood guitar”.
- The most gain is the idea of wood as a renewable resource (cut down a tree and make something with it and it will be okay.) Another is contributing to Michigan’s economy. People consider public land very important.
- People are beginning to understand that it’s okay to cut a tree down although there is still a need to keep targeting the younger audience where knowledge is lowest.
- People also had a stronger understanding of forest management. People understand better that the MDNR is managing for disease and insects, and it now has higher credibility than in the past.
- Next will be a statewide messaging opportunity to bring people out of the “don’t know” category, and to fine-tune the message and make it more sophisticated. The FRD will continue to focus on the 18-44 age group and the spring campaign will expand to Lansing and Kalamazoo etc.

V. **Forest Action Plan Update** – David Price, MDNR

Mr. Price apprised the FMAC on the MDNR’s Forest Action Plan update. Highlights include:

- Original plan is from 2010 and is required by the Farm Bill.
- General framework is to identify forest management issues.
- To provide strategies the MDNR and partners can use in the competitive grant process, for both the Stewardship and Urban Forestry programs.
- The next update to the plan is due June 1, 2020.
- Working on being more user-friendly by using U-story, maps, Power BI, etc.
- Providing outreach to stakeholders by holding facilitated meetings, two in July in Gaylord and Cadillac and an additional meeting possibly in August in the Marquette area.
- Hope to have the assessment finished by April.
- Without a forest action plan, no federal funds will be received.

VI. **State Forester’s Report** – Shannon Hanna (representing Debbie Begalle), MDNR

- The Forest Resources Division is currently updating its Strategic Plan. The plan currently is to have it completed by May. If any FMAC member has ideas or suggestions, please send to Ms. Hanna.
- Governor Whitmer has informed the MDNR that one of her main issues will be climate change. Director Eichinger has asked each division to come up with what it plans to do to combat climate change to share with the Governor.
- **Legislative Updates**
See attachments – [October 11, 2018](#), [December 13, 2018](#), [January 10, 2019](#). No discussion was held at this meeting.
- **Timber Advisory Council Update** – Gary Melow
 - The Timber Advisory Council (TAC) is continuing to work on the dashboard.

- It would like to present to the new Governor what forestry is, and how her predecessor saw forestry, and determine how she'd like the TAC to move forward.
- The TAC has a vacancy in the Chair position, and it would like to see that position filled by someone who is an NRC Commissioner as has been done in the past.

VII. **Action Items Follow-up**

None

VIII. **New Standing Items**

Timber Harvest Numbers

- Mr. Price reported that the FRD updates harvest numbers at the end of every fiscal year. Last year FRD prepared just over 60 thousand acres. Since keeping records in 1988, there has been an increase of about 4 cords per acre in prepared volume. Revenues have been very strong over the last few years.
- **Good Neighbor Authority (GNA)**
The FRD has been significantly ramping up. The GNA started in 2016; in this current year there has been almost 7,500 acres harvested. Since 2016, the MDNR and the U.S. Forest Service have been communicating more. They will be meeting soon to discuss what else can be done. Northern hardwoods and red pine have been added to the new Regional Plans. They have also been discussing this with the TAC for the better part of the past year.

IX. **Standing Discussion Items**

- **Trails**
 - The MDNR has created an online web viewer where you can click on areas that they want open or closed, and you can also click on new maps online.
 - Road inventory mapping is pretty much done.
 - A lot of work has been done clearing trails.
- **FMAC Member Program Updates**
 - **Warren Suchovsky**
Wood is moving to the mills well. This is specific to a certain area. They have been identifying major issues between user groups and are finding ways to communicate.
 - **Rich Kobe**
 1. The MSU mass timber building is finally official. The media release will be written by Dr. Kobe and forestry staff. Location is right next to Spartan Stadium and the old power plant. There are two substantial wings. The Stem Education and Learning Building are all closed. There are different parts to the building, and it is designed to be flexible.
 - a. The supplier is NORDIC out of Quebec, a manufacturing showcase tying in with the construction industry.
 - b. Starting in the fall of 2019, he can arrange to take small groups on tours.
 - c. Fall of 2020 they will ramp up with articles and tours.
 - d. In November 2020 the building will be available for a reception.
 - e. One area is an auditorium.
 - f. It was a \$100 million investment.

- g. If you have ideas on how it can be leveraged and ways it can be used, let Rich know.
- 2. April 16 at 4:00 Thomas Easley from Yale Forestry will be at MSU to present “History, Relationships, Forestry and Hip Hop”. There will be more media released regarding that in the future.
 - **Ellen Holste**
Will be holding a conference with eight speakers. The goal is to give more environmentally-minded people ideas on how to get politically involved.
 - **Gary Melow**
Biomass energy - 40% rate today and near signing contracts that will be five-to-ten years. It can keep providing to the fuel market.
 - **Leslie Auriemmo**
Starting to look at getting in line with MDNR and its process of roads open and closed.
 - **Andrew Storer**
 1. Michigan Tech is at the beginning of the planning process for a new H-STEM building. It is not clear where mass timber will be considered.
 2. New strategic plan went into place in December.
 3. MTU is listed as the 4th ranked forestry program in the country.
 4. Advertising a lecturer in natural resources position - this would not be focused on research.
- [Registered Forester Board](#)
Forestry is up twenty-five percent.

X. **Next Meeting Date**

Meeting Date: April 3, 2019

Location: Michigan United Conservation Clubs, 2101 Wood Street, Lansing

XI. **Future Agenda Items**

Reforestation Program – July Agenda w/Brighton Field Trip

Woody Biomass Guidelines Update

Right to Forest Act – April 3 Agenda, Ben Schram

Chair Melow adjourned the February 27, 2019 FMAC meeting at 3:17 p.m.