

Timber Advisory Council Meeting Minutes
April 7, 2017
Jays Sporting Goods large conference room

Meeting called to order at 10:05 am by chairman J.R. Richardson

Attending: Charlie Becker, Deb Begalle, David Price, Jon Lamy, Dave Neumann, Bernie Hubbard, Nick Monkevich, Keith Creagh, Donna LaCourt, Margaret Minerick, Brenda Haskill, Michelle & Chelsea Maupin from GUD marketing, Beth Fults, Patrick Mohney, Cody Stevens, Gary Melow, Tim Biewer, Bill O'Neill, Larry Leefers, Jerry Grossman, Rich Bowman, J.R. Richardson, Ben Schram (on phone)

1. Keith Creagh, Director, Michigan Department of Natural Resources - Director Creagh gave an intro to the Timber Advisory Council (TAC) about the importance of the work it does and how it is an example to the Governor about what is possible and what has been accomplished so far. He appreciates the success of the TAC.

Rich Bowman asked about the recent orders the governor signed regarding two infrastructure pilots.

- a. 21st century infrastructure study...4 components: roads, energy, broad band/connectivity, water/sewer.
- b. How do we make sure we address the problems of underinvestment in each of these areas?
- c. Forest roads will be part of the opportunities for funding improvements.

2. **TAC Goals and Objectives**

Gary Melow gave the rundown of the goals and objectives that have been worked on in the past four months, and asked how the TAC continued to refine them and continue to have success. and how do we continue refining them and continuing the success of the TAC. (Handout 1)

Question: How do we measure progress toward each part of each goal?

Larry Leefers added that the objective is to create quantifiable goals so the group can really push forward and determine where progress is being made, and why.

Goal 4:

4a. Increase employment measures:

- Total number of jobs in forest products and the value of those jobs (dollars). This would be broken down by the following forest-related sectors:
 - Forest products
 - In forest
 - Recreation
 - Ancillary services (spin off or induced jobs)

4b. Expand QFA - Access issues - easements

- a. Where is added value happening in Michigan? Can we do a GAP analysis or is there data and analysis to be done that can show where things can be done.
- b. Who are the stakeholder customers/communities?

- c. Measures could be: base population stabilization in communities that are on the brink (Ontonagon)
- d. If we add jobs, do we need to be clearer about the jobs and the dollars associated with them? In what industries are those jobs? Nontraditional industries: maple syrup, ginseng, etc.

Goal 5

5a. Defining what a forest dependent county and community is going to be the key; doing it by region will be necessary as well.

a. What are the “community” customers’ expectations of jobs and the dollars associated with those jobs? (Customers are the communities that are forest based for this item.)

Measures might include total tax base attributed to:

- Products (sawmills)
- In Forest (loggers)
- Recreation (hunters)
- Ancillary Services (equipment dealers example)

b. Might need to look at small scale strategies.

c. Ultimately, it comes down to community “quality of life: – how to measure

d. If we need data we don’t have how do we get it?

e. Retention of jobs is a major component. Maintaining is just as important as increasing for many forest dependent communities.

5b. Increase tax Base of Forest Dependent Communities

a. What information is already available? Housing starts, SEVs, taxable values,

b. Break down by: Commercial, industrial, residential

c. Census data would pick up necessary information as well: population and income

d. How do we focus data sets so it’s relatable to forest-dependent communities?

e. Can we measure this? Can we do anything about it?

f. If we improve/add jobs, will the communities see a change?

g. Director Creagh doesn’t think this is a good goal for the TAC to tackle.

h. Recommended to have longer term goals so that the TAC can continue through a change in the Governor.

Best Management Practices (BMP) Changes – David Price

1. Set of voluntary guidelines.
2. Summary of changes HANDOUT 2
3. David reviews the handout and gives clarity on some of the why’s for the changes.
4. Comments and concerns from the group are welcome but those interested need to review the suggested changes. Charlie Becker and Jon Lamy have volunteered from the TAC to review the changes. Ben Schram involved as well.

This item will remain on the TAC agenda until the review process is complete

Handout 3

- Outline of the “wish list” of things to cover with legislators.
- Looking for comments from the group about what stays and what goes on the outline provided.

- Wondering who should be at the table during the presentations to legislature?
- Rich Bowman notes that except for one person, the House Natural Resources committee is brand new to the committee and has little natural resources knowledge
- Director Creagh suggests highlighting the value of the forest industry, the value of state forests, the value of the partnerships of owners in supporting the industry, benefit to landscape management, the basics.
- Need to clarify that old issues, like PILT default, are no longer a problem.
- Need a little education on all the basics: CFA, QFA, GNA, help them understand the forest resource main topics and issues.
- Should do the presentation by June 1. Director Creagh suggests doing it in May.
- Director Creagh suggested giving them one easy thing and one hard thing as an “ask” Infrastructure (roads, bridges, culverts, etc.); ideas can be delivered to Bill. Reminder that this will be to policy not appropriations committee....
- Rich suggests that the presentation touch on local concerns in the legislators’ home district – make it relevant to them.
- Plan to present to the Senate Natural Resources committee as well but the tone of the presentation will be slightly different.
- Charlie Becker says he’ll be a presenter if he’s available. Nick Monkevich will see if he can do it or if Mark Pontii can.
- FRD will assist in preparing the power point using the proposed outline and have it ready to go with fact sheets and handouts.

Presentation from Gud Marketing.

1. Beth Fults – background info on marketing and outreach. Rundown: success of Michigan Wildlife council and wanted to see if FRD could have similar success with Gud. Beefed up research with focus groups and online surveys to develop better messaging and information.
2. Chelsea gave a PowerPoint of information collected so far and what the next steps are.
3. Review of the survey results and statistics. Great insight and information already gathered. More to come.

State Forest Road Inventory Update – Deb Begalle.

1. The first road deadline is coming up for the northern Lower Peninsula. Patrick Mohny and Cody Stevens have been an active part in the road inventory system and helping determine which roads should be closed. A public meeting in the Gladwin area has been scheduled to inform the public of what is being proposed regarding roads that will remain closed to ORVs.
2. Cody and Patrick feel that the culverts and bridges inventory and accuracy is going to be a much bigger task due to volume.

DNR/MAT District Meetings Scheduled – Deb Begalle recapped why they were scheduled and what will be discussed and who will attend. April 11, 13, 17, 18 are the dates across the state.

Dave Neumann provided the update on Utilization and Marketing projects and activities.

Donna LaCourt reported that exports dropped again in solid wood products. Key to export success is to build relationships through trade shows not emails and phone calls. Visits and trade shows are crucial. Donna also talked about the Greenstone meetings held in the state in late March.

Unanimous vote to have Bill develop a letter on importance of GNA for J.R. to deliver to Senator Stabenow.

Meeting adjourned at 2:35 pm.