



Oregon Forest
Resources Institute

OREGON FOREST RESOURCES INSTITUTE
BOARD OF DIRECTORS MEETING
Video Conference Call

September 20, 2021

Meeting Minutes

Members Present:

Jerry Anderson, Hancock Forest Management
Audrey Barnes, Nickel Mountain, LLC
Kris Elliott, Oregon State University
David Hampton, Hampton Lumber
Jon Irvine, IAM-AW District W24
Quincy Powers, Powers Ranch Co.
Casey Roscoe, Seneca Sawmill Co.
Eric Schooler, Collins

Staff:

Inka Bajandas
Jordan Benner
Rikki Heath
Kathy Storm

Guests:

Liz Fuller, Gard Communications
John Plymale, Gard Communications
Alexis Wong, Gard Communications

CALL TO ORDER

The meeting was called to order by Chair Jerry Anderson at 1:30 p.m.

NEW BUSINESS

Senior Manager, Public Outreach Jordan Benner reviewed the purpose of the meeting and introduced OFRI's educational advertising team from Gard Communications. Liz Fuller, Gard Communications, described a different messaging strategy than OFRI has used in the past. The strategies are focused on reforestation and not Oregon forest laws. Four new concepts were presented:

1. Big Things, Little Things
2. Oregon is Forests
3. Our Forests' Future
4. Pretty Amazing

Board members discussed each concept and provided feedback. Benner reported that DHM Research will take the four revised concepts and conduct online focus group testing. They will report findings to the board October 21.

PUBLIC COMMENT

None.

ADJOURNMENT

The meeting adjourned at 2:51 p.m.

Respectfully submitted,



Kathy Storm
Recorder