



## OREGON TREE FARM SYSTEM

Our Values: Connectivity; Collaboration; Stewardship; Inclusivity; Gratitude  
Our Mission: Empowering private landowners to manage their forests sustainably  
Our Purpose: Impacting the world by making Oregon a better place one acre at a time

### **OTFS Board Meeting Minutes March 21, 2024**

**Called to Order: 8:30**

#### **Roll Call:**

**Present:** Mike Barsotti, Dick Beers, Dave Bugni, Steve Cafferata, Wylda Cafferata, Mary Chamness, Dick Courter, Ed Easterling, Darren Goodding, Lauren Grand, Kate McMichael, Norm Michaels, Parks Brigman, Margaret Miller, Rick Zenn, Dave Wells

**Absent:** Dave Ehlers, Joe Holmberg, Jim Merzenich, Sue Zeni, Nate Agalzoff, Tom AGENS, Seth Barns, Holly Ober, Carie Spradlin, Nicole Wood, Julie Woodward,

**Reading Values, Mission, Purpose Statement: Wylda Cafferata**

**There were no additions or deletions to the agenda.**

#### **January 25, 2024 OTFS Board Meeting Minutes:**

- The January 25, 2024 Board Meeting Minutes were approved by consensus.

#### **Treasurer's Report: Steve Cafferata**

- Sue had sent the report to Steve and Wylda who will send it out after the meeting.
- LandMapper bills have not come in yet. The final bill will be mid to late April. The project will be done by March 31<sup>st</sup>. Once we receive the final bill we will submit it to ODF to be reimbursed for it. LandMapper is currently working on the wildlife portion which will hopefully be done by the end of the week.
- Certification expenditures were over budget. We spent \$370 on inspector training, \$600 in certificates and over 400 letters to landowners with the addendum they need to fill out and keep with their management plans.
- Tree farm signs were over budget. We were expecting the bill to arrive in December of 2023 and be a 2023 expense, and instead it arrived in 2024.

#### **Committee on Family Forestlands Report: Kate McMichael**

- The meeting has been re-scheduled to start at 11:00 today. Meetings will be quarterly now.

- Meeting topics will include Forest Resources Division update, fire protection funding, fire map updates, SFO with small forest landowners, and much more.
- The CFF will continue in their partnership with OTFS and will be meeting later this morning on a variety of topics including the fire map, fire funding and the Board of Forestry update.
- Please e-mail Kate with any additional topics you would like the committee to consider.

### **Comments from the Co-Chairs: Steve and Wylde Cafferata**

- Welcome Dave Wells who is our guest this morning. He is one of our inspectors and a District Coordinator.
- We are still anticipating a 3<sup>rd</sup> party audit in 2025 and working to be prepared for it.
  - Anything inspected 2014 or earlier needs to be recertified by 2024, moved to pioneer status or decertified. Inspectors will give tree farmers 30 days from point of contact to meet up for inspection or they will be moved to pioneer status. After 6 months of pioneer status, they will be reviewed and decertified if needed. Norm has already decertified about 40 pioneers and will continue to do this annually.
  - In-person Inspector training in February resulted in 27 new inspectors, plus Margaret Miller who re-upped her training on-line.
  - Grandfather companies all have a designated forester who will make sure they are all up to date including any new properties.
- The work on tree farm continues every day. Steve, Wylde, and others receive phone calls multiple times a day.
- Jim Merzenich is busy planning the Tree Farmer of the Year tour in June and is also busy applying for the Regional Tree Farm of the Year.
- All the working groups are working hard. A special thank you to Ed for looking at the Operations Manual and making some good suggestions for editing.
- Planning has begun for the awards luncheon on November 16<sup>th</sup>. Please let Wylde know if you are interested in helping to plan the program.
- The next board meeting will be in person on June 13<sup>th</sup> at 5:00 PM in Lebanon in conjunction with the Family Forest Convention. There will be Zoom capacity to attend as well.

### **National Leadership Conference Reports:**

Darren Gooding: Opening General Session

- Opening remarks were from Angela Wells who described the history lessons around ATFS.
- The Forest History Society now manages the historical records for ATFS and has some interesting things on their website.
- Tom Agens gave a great presentation telling the story of the differences between the East and West sides of Oregon and Washington.

- Wylda gave a nice write up called The Land That We Stand On, a brief geologic history of the Pacific Northwest.
- Steve presented how Oregon and Washington became part of ATFS.
- OTFS was able to show our video put together by the land journey working group.

Dave Ehlers: Family Forest Carbon Program Up-date

- PDF was sent out before the meeting with a great summary.

Kate McMichael: “Out of the Woods Events” -How to make forestry presentations.

- Focus on eye catching items that encourage people to walk towards the booth with a question.
- The public now seems to respond less to reading materials and more to QR codes that can take them to websites.
- Adaptation: Anticipate your audience before a presentation and have something that will catch their attention.
- Think outside the box to find other groups with the point of connections and communication. .

Steve Cafferata: 2024 Assessments Q & A

- With the formal 3<sup>rd</sup> party audit process, the entire certification population is frozen at the opening audit meeting, and no changes can be made can be to the management plans after that point.
- 25% will be a random sample based on property acreage size and the population of tree farms in each of the property size classes. We can select the remaining 75% to be audited, again with representation from each of the size classes.
- 25 states are still part of the 3<sup>rd</sup> party audit certification program.
- Discussed factors that could be considered minor or major nonconformities in the audit process.
- There will be no required inspections in the year of the selection because every selected property will have a fresh inspection that year.

Kate McMichael: Communicating Forestry-different communication platforms.

- Ethan Tapper was an amazingly engaging presenter. Here were some of his ideas:
  - Start with what does it mean to love the forest. It can mean some pretty counter intuitive things to different people and how do we talk about this.
  - It helps to reframe the conversation and start with celebration for what we do, not defense for what we do.

- Reach out to different coalitions to engage different groups (i.e.: hiking with a cooking group). Find points of connection of what we share and how we can celebrate it.

#### Dick Courter: “And the Tree Farmer of the Year Award Goes To...” Improving Recognition

- Dick attended the session on the carbon program instead of the Recognition session. A healthy forest is a well-managed forest. Harvested wood can be put into mass construction and the carbon remains stored.
- Discussion from those who attended this session:
  - If someone is awarded State Tree Farm of the Year and doesn't want to go on to the regionals another candidate can be chosen to compete for the regional award
  - It's a better idea to use the words nominated and awardees to avoid words like winners and losers.
  - There are many positive outcomes that can come from awards and the recognition process.

#### Norm Michaels: “The Same Thing Only Different”-Updated Standards

- The organization that certifies ATFS now requires that a professional be consulted (3.1.2) and that pesticide use be documented and maintained. This didn't used to be required, even though it is the law in Oregon.
- The management plan just needs to be accurate when it was written. Changes (i.e. Wildfire) wouldn't necessarily require a change in the management plan for the plan to be accurate.
- The inclusion of an inspection form with a management plan updates the management plan.
- There is a 10 forested acre minimum and a 10,000 acre maximum per tree farm. The contiguous owned acres all count as the same tree farm (even if some acres aren't forested and the forested acres don't touch).

#### Wylde Cafferata: Keynote Address

- Ken Bevis gave the keynote address. In the Washington Forest Landowner Survey, the top 4 values are healthy forest, beauty of the forest, privacy, and wildlife. Many landowners are interested in wildlife, and SLOPPS is a great way to do this (Snags, logs, leaving open patches, making habitat piles, and having a shrub layer.)
- It's important to be nosy- find out why people want to be tree farmers so you can find out where people are coming from. This allows you to meet them where they are and move forward together.
- It's important to be entertaining as well as informative.

#### Dave Wells: General Session with Rita Hite, American Forest Foundation CEO

- The first part focused on the American Forest Foundation's support of the American Tree Farm System.
- The second part focused on the carbon program which doesn't really apply to Oregon right now but was more addressed towards the national crowd.
- For tree farms overall it is important to organize people, get them involved and have advocates out there. When staffing events, it's nice to have incentives such as offering free tickets to the event to the volunteers and their spouse.

Tom Agens: General Comments

- This was a conference that engaged, and the more you put into it the more you're going to get out of it.
- Now it's time to incorporate what was learned in the program and communicate it out to others.

Margaret Miller: General Comments

- This was a great opportunity to not only hear about what other states are doing, but also a great opportunity to meet some of the folks on this board in person.
- Ethan Trapper and his use of social media was inspiring.
- Margaret's partner's report was sent out prior to the meeting, and Margaret welcomed any questions.

**Meeting Adjourned at 10:30**