

**Small Forest Landowner Advisory Committee**  
**Meeting Notes**  
**October 29, 2014**

In attendance: Vic Musselman, Ken Miller, Phil Hess (by phone), Tammie Perreault (by phone), Doug Hooks, Jeffrey Thomas, Dick Miller, Tami Miketa, Marc Engel (portion of time), Chris Hanlon-Meyer (portion of time),

Committee reviewed and approved the SFLAC notes from the August 20, 2014 meeting.

**Potential ideas for expanding small forest landowner goals long term**

An idea was discussed to conduct targeted SFL forums to educate landowners about various land management and marketing opportunities. Educational topics could include specialty markets, effects of climate change, Forest Practices rules and alternate plans, taxes, and road maintenance requirements.

The committee discussed one method to fund and conduct an SFL forum:

- a. Apply for and receive grants to pay for educational forums.
- b. Form a cadre of instructors that includes forest landowners.
- c. Utilize the *Tools for Engaging Landowners Effectively* (TELE) marketing approach to conduct targeted marketing.

TELE applies targeted marketing. Targeted marketing means designing communications to bring about specific behavior change(s) in a selected group of people. Otherwise put, targeted marketing differs from a broad-brush approach in that it seeks to reach small groups of people with messages that are most likely to appeal to the people in each group based on an understanding of that group's values, preferences, and other characteristics.

Landowner types identified by TELE:

The Woodland Retreat Owners

Woodland Retreat (WR) landowners' defining characteristic is ownership of their land for its beauty and recreational value. They assign high importance to benefits such as beauty, biodiversity, privacy, hunting and recreation. In contrast, they assign lower importance to financial reasons for owning woodland, such as land investment and timber income.

The Working the Land Owners

Working the Land Owners (WTL) are best described as pragmatic individuals who have a strong and multi-faceted interest in their land. This group gives the highest importance ratings to all reasons for owning woodland (except timber income). The financial and aesthetic benefits of owning woodland are equally valuable to WTL owners and they try to use land in ways that balance different objectives.

The Supplemental Income Owners

Supplemental Income (SI) landowners are defined by the fact that they primarily own their land for investment and income purposes. They are much more likely to cite timber and investment as important reasons for owning land than aesthetic, lifestyle, conservation, or

recreational reasons. They also assign low ratings to personal uses of woodland, such as collecting firewood or non-timber products.

### The Uninvolved Owners

The Uninvolved (UN) landowners are just that--uninvolved. As a group they are neither financially motivated nor particularly interested in the recreational or aesthetic benefits of owning their land. UN owners are less likely than other segments to rate any reasons for owning woods as important. When they do cite reasons for owning their woods, they typically mention keeping the land intact for heirs, aesthetics, or privacy.

It is difficult for DNR to receive grants as a government entity. There are opportunities to partner with WFFA or other private entities on grant opportunities. The SFLO outreach coordinator has been researching grant opportunities and has a list of potential grants in which a private entity may be able to apply. Tami will distribute this list of potential grants to the SFLAC members. Tami will make a list of grants that are currently underway in the Stewardship Program and the SFLO. She will list what the grants are for, the matching component, any partners, and DNR's role. She will distribute this list of grants to the SFLAC members.

Next SFLAC meeting – strategize potential forum topics and grant opportunities using the TELE marketing approach.

### **Brainstorm ways to fund help for SFLs needing geotechnical analysis**

How can the SFLO ramp up staffing to give advice to small forest landowners on such things as how to lay out their timber sales and complete FPA's. It would be helpful for WFFA and other organizations to write to the legislature requesting full funding of the SFLO. Need to get the attention of the legislature. This year, state funding will most likely be about funding education so it will be difficult to get funding for other programs such the SFLO. Dick Miller recently approached the TFW Policy Committee and asked them to bring forward a recommendation to the Forest Practices Board (FPB) to send a letter to the legislature asking for additional staff support for the Small Forest Landowner Office.

The SFLAC discussed unstable slopes as they relate to FREP compensation and had two questions that need follow up:

1. If a DNR Forest Practices Forester disapproves a Forest Practices Application because of a potentially unstable area adjacent to an RMZ and within the harvest unit, does the landowner qualify for FREP without needing a geotechnical report?

Answer: no, DNR must have a geotechnical report to qualify for FREP.  
Remember the geotechnical report is reimbursable.

2. Can a landowner apply for FREP immediately after purchasing a piece of land, (even from an industrial landowner) and then harvest it?

Answer: Yes, if harvested under a valid FPA in the landowners name.

Is there a time limit required before this can occur?

Answer: No – there is no time limit required.

### **Discussion of need to update SFL demographics**

The Rural Technologies Initiative's forest landowner database needs to be updated as it has not changed since 2007. DNR has submitted federal grant proposals to get this database updated and are waiting to see if these grants have been approved.

### **Report from the White House Council on Environmental Quality**

On October 8, 2014, the White House Council on Environmental Quality released its [\*Priority Agenda for Enhancing the Climate Resilience of America's Natural Resources\*](#). The document outlines executive actions and public/private programs to mitigate climate change and represents a comprehensive commitment by the federal government to support resilience of our natural resources. In addition to identifying both large and small forest lands as important in absorbing carbon dioxide, the report discusses special markets, investing in wood construction, natural resource conservation actions, new tax policies, and forest inventory.

For more information on specific executive actions and private/public/nonprofit sector commitments that support resilient natural resources and the communities that depend on them, click the link to the Council for Environmental Quality [fact sheet](#).

### **Overview of 2015 funding options for FREP**

In the FY 2015-2017 Capital Budget request DNR asked for \$11.2 million for FREP. It is difficult for FREP to compete with other Capital budget priorities so it may be prudent to strategize other avenues where FREP may be funded. WFFA will work with Heather Hansen on ways to address the legislature regarding FREP funding.

### **Other Business**

During a past Forest Practices Board meeting, Chair Aaron Everett requested that the Small Forest Landowner Advisory Committee and the TFW Cultural Resources Roundtable have a joint annual meeting at least once a year. The SFLAC will draft a letter to the Chairs of the TFW Cultural Resources Roundtable asking to meet in early 2015 and to draft the first agenda together.

Next SFLAC meeting will be December 16, 2014 from 12:00 to 4:00 at the NRB in room 461.

Meeting adjourned