



# SUSTAINABLE FORESTRY INITIATIVE

## MINUTES OF THE

### Sustainable Forestry Initiative, Inc. SIC Regional Meeting – Minneapolis, MN

03/02/2009

Submitted to SIC Regional Chairs 05/08/09; Approved by SIC Regional Chairs \_\_\_\_\_

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This document will serve as the record of the proceedings of the March 2, 2009 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC Regional committees.

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**Draft Minutes – March 2, 2009 SFI Inc. SIC Regional Meeting -- Minneapolis**

<b>ACTION #</b>	<b>Action Item Description</b>	<b>Responsible</b>	<b>Deliver by:</b>
<b>#01- MAR - 09- SIC-MN</b>	<b>SIC Governance Review and Discussion:</b> Staff will work with Tim O'Hara on proposed new language for the Funding bullet # VI, which will be supplied to the Ad-hoc Committee for review and discussion.	Doty	March 31, 2009
<b>#02-MAR-09- SIC-MN</b>	<b>SIC Roundtable:</b> Amy Doty will provide the SFI logo and Logo Use Guidelines to Dave Chura, for use on the Minnesota Logger Education Program (MLEP) website to promote MLEP's support of the SFI Program.	Doty	March 20, 2009
<b>#03-MAR-09- SIC-MN</b>	SICs will submit annual report forms by March 13 due date, unless otherwise agreed upon date with Amy Doty.	SIC Chairs	March 31, 2009

**PARTICIPANTS**

	<b>Committee members</b>	<b>Company</b>			
			6.	Gordy Mouw	NewPage Corp. Wisconsin SIC
1.	Jessica Turino	Weyerhaeuser Co. Michigan SIC	7.	Tim Pulskamp	Futurewood Corp. Wisconsin SIC
2.	Dennis Nezych	MI Dept. of Natural Resources Michigan SIC	8.	Rik Aikman	Buchanan Forest Products Ontario SIC
3.	Patrick Galdonik	SAPPI Minnesota SIC		<b>SFI Inc. Staff</b>	<b>Title</b>
4.	Tim O'Hara	Minnesota Forest Industries Minnesota SIC	9.	Amy Doty	Manager, Community Outreach
5.	Dave Chura	MLEP, Minnesota SIC	10.	Rick Cantrell	Vice President and COO

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<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>ACTION ITEM</b>
<b>Welcome and Introductions</b>	Amy Doty welcomed all SIC meeting participants and provided an overview of the meeting objectives. Amy Doty provided the antitrust reminder.	
<b>SFI Standard Review</b>	Participants were asked if there were any additional questions regarding the SFI Standard Review and the draft 2010-2014 SFI Standard, with respect to requirements for the SFI Implementation Committees. All participants felt the SFI Standard Review Workshop adequately covered this information and no further discussion was warranted.	
<b>SIC Governance Review and Discussion</b>	<p>Amy Doty provided an overview presentation of the history of the SIC Governance document and the proposed changes to the document from the SIC Governance Review Ad-hoc Committee. The Ad-hoc committee's proposed changes include:</p> <ol style="list-style-type: none"> <li>1. Clarify the core mission of public outreach to only include educational opportunities furthering SFI program recognition, support and awareness.</li> <li>2. Clarify the secondary mission of public outreach to focus on marketing and paid advertising.</li> <li>3. Provide additional clarification and examples of public outreach by defining as two major categories: educational outreach (core mission) and marketing/advertising (secondary mission).</li> <li>4. Consider elevation to core mission the secondary mission of "encourage family forest owners to participate in the American Tree Farm System or similar programs as appropriate."</li> <li>5. Provide additional clarification around regulatory issues related to inconsistent practices and their relation to the SFI Standard, i.e. timber theft.</li> <li>6. Develop a provision to update the SIC Governance document on a regular basis, i.e. concurrent with SFI Standard review process.</li> </ol> <p>Participants were asked to provide feedback on the proposed changes. Regarding all changes to the education and public outreach updates, all participants felt these changes were appropriate and should be moved forward.</p> <p>Regarding the elevation of the American Tree Farm System (ATFS) or similar program promotion among family forest landowners, participants held differing views. Some participants felt the elevation was appropriate, as many of the program participants rely on this supply line for their operations. However, some participants felt this objective should remain a secondary mission and ATFS promotion to family forest landowners should be left up to the state/province to deem appropriate.</p> <p>Participants agreed to additional clarification surrounding the inconsistent practices process. Amy Doty noted other SIC regional meetings suggested tying all inconsistent practices clarification to the SFI Standard and to be consistent with the language.</p> <p>All participants agreed to the suggested provision for updating the SIC Governance document on a regular basis, and felt tying to the SFI Standard review process was appropriate and sufficient.</p>	

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AGENDA ITEM	DISCUSSION	ACTION ITEM
	<p>Amy Doty led discussion through the entire SIC Governance document and sought feedback from participants regarding any required or suggested updates. Participants agreed the proposed Ad-hoc committee changes were sufficient for the core and secondary mission priorities, with the exception of a few participants who did not agree with the elevation of the family forest landowner ATFS promotion item. Participants suggested an update to the Vision Statement to include “qualified logging professionals” as a group seeking information from the SICs. Under the SIC Organization heading, and sub-headings Projects and Structure, no additional changes or updates were suggested. Under the sub-heading Funding, Tim O’Hara suggested updates were needed to “VI. Budgets and funding should be project specific, with all projects incorporating SFI-specific elements and SFI program recognition.” Proposed new language would provide the SIC flexibility in the program funding and projects. <b>ACTION:</b> Staff will work with Tim O’Hara on proposed new language for the Funding bullet # VI, which will be supplied to the Ad-hoc Committee for review and discussion.</p> <p>Doty reviewed the next steps and process for updating the SIC Governance document. After conducting all SIC regional meetings, the SIC Governance Review Ad-hoc committee will review all suggested updates and edits to the SIC Governance document. A final Governance document will be provided to the SFI Inc. Resources Committee and SFI Inc. Board of Directors for review and approval in July 2008. The final SIC Governance document will be provided to all SIC chairs and coordinators by August 31, 2009, and further discussion will be held at the SFI Annual Conference in Nashville, TN on Sept. 22, 2009.</p> <p>All participants were urged to provide any additional feedback or suggestions to the SIC Governance Review Ad-hoc committee member in their region, or to contact Amy Doty directly.</p>	<p align="center"><b>#01-MAR-09-SIC-MN</b></p>
<p><b>SIC Roundtable</b></p>	<p>SIC representatives from each state/province provided brief overviews of their plans for 2009. All represented SICs are continuing promotion of the SFI program in their specific state/province and working to continue the growth of the SFI program in this economic climate. The Minnesota SIC provided additional information on their Logger of the Year award. Dave Chura requested additional information on how a supporting organization could note this on websites and/or promotional materials. Staff noted SFI Inc. grants use of the SFI logo for use on websites, on a case by case basis. <b>ACTION:</b> Amy Doty will provide the SFI logo and Logo Use Guidelines to Dave Chura, for use on the Minnesota Logger Education Program (MLEP) website to promote MLEP’s support of the SFI Program.</p> <p>Amy Doty provided an update on recent happenings at SFI Inc. and the SFI program. Participants were also made aware of the upcoming SFI webinar series, including proposed topics. Information will be sent to all interested stakeholders, and SICs should encourage their members and associated staff to participate. Participants were also asked to provide Amy Doty with any additional topics of interest. SICs were also reminded of the SIC Annual Report form due date of March 13. <b>ACTION:</b> SICs will submit annual report forms by March 13 due date, unless otherwise agreed upon date with Amy Doty. Amy Doty thanked participants and the meeting was adjourned.</p>	<p align="center"><b>#02-MAR-09-SIC-MN</b></p> <p align="center"><b>#03-MAR-09-SIC-MN</b></p>