

Council on Forestry Strategic Roadmap Discussion

November 14, 2023

Based on feedback heard at 9/13/23 Council brainstorming session

Color Coding: **Questions posed 9/13.** Suggested responses based on Council feedback

Discussion Outline

1. Tom Intro
2. Discussion Questions from 9/13/23. *In addition to discussing the merits of what was shared, are there general comments or thoughts expressed in the sessions that differ from the consensus?*
 - a. Question 1:
 - i. **Do we want to continue our primary focus to be on an industry related initiative?** Yes
 - ii. **Should we pivot to a different focus?** No
 - iii. **Related or unrelated to the forest industry?** Related
 - b. Question 2:
 - i. **If the focus is to be on an industry related initiative, is a strategic plan and roadmap the best option?** Yes
 - ii. **If not, what is?**
 - c. Question 3: **What is the Council's role and abilities where state budget issues are involved?** Advocacy, bring stakeholders together, educate the public and legislators.
 - d. Question 4: **What has prevented us from being more successful?**
 - i. Market factors: competition (southern market, big manufacturers, labor shortage), regional market constraints (mill closures, etc.)
 - ii. Messaging: hard to visualize and get excited about strategic planning.
 - iii. Planning Process: stakeholders not supporting/abstaining/not unified, lack of time & capacity & staff, need for grassroots momentum.
 - iv. Political: convincing the Joint Finance Committee, overcoming controversial issues (conservation easement, etc.).
 - e. Question 5: **Can we overcome these challenges? How?**
 - i. Find a collective voice & vision with partners & stakeholders (outside lobbyists, interest groups, non-traditional partners, loggers & mills, counties, legislators—especially those on Council).
 - ii. Seek the following from the strategic roadmap:
 1. Overall assessment, identify shortfalls & next steps.
 2. Recommendations that are specific, convincing, achievable and actionable.
 3. Should a plan be informational or directional or both?
 4. Should it focus on one ask or multi-prong?
 5. What value would a consultant bring to the process (time, expertise, quantifying issues/future modeling, understanding of marketing & social science)?

- iii. Use market-friendly terminology, and an understanding by the public and legislators/JFC of impacts to *them*. Don't want to lose opportunities because Wisconsin wasn't poised when an opportunity arose.
 - iv. Provide open & honest communication.
 - v. Form committees to work smaller issues.
 - vi. Advocate for staff to assist with planning and implementation.
 - vii. Look for success stories from other states.
- f. Question 6: ***What should we do next?***
- i. Promote a forestry workforce (especially considering today's generation).
 - ii. Focus on *future* markets (and positioning the resources for them): biochar, mass timber/building codes, packaging, bio-energy/biofuels.
 - iii. Draft a statement on the Council's vision for future engagement related to the forestry industry and the state budget.