Western Juniper Utilization Group
11:00 a.m. – 4:30 pm
February 12, 2013

Tabor Space
Mt Tabor Presbyterian Church
Muir Room
5441 SE Belmont St
Portland, OR 97215

Participating in the meeting:

Participants: Emily Ackland (AOC), Gled Ardt (OR DFW), Lindsey Babcock (BLM), Johanna Brickman (Oregon BEST), Rick Craiger (OWEB), Tim Deboodt (OSU, Crook County Extension Service), Kendall Derby (In The Sticks), Analisa Fenix (Ecotrust), Kathy Ferge (USDA NRCS), Tom Fuller (Shiels Obletz Johnsen, Inc.), Martin Goebel (Sustainable Northwest), Marcus Kauffman (ODF), Tom Kelly (Neil Kelly), Jay Kerby (Nature Conservancy), Scott Leavengood (OSU Wood Products), Gerard LeBreque (Joseph’s Juniper), Duncan MacKenzie (Consultant), Runinda McCormack (Oregon Cattlemen’s Association), Ted Mick (Latticeworks), Dan Nichols (Harney County), Chris Perry (Wheeler County), Lanny Quackenbush (OR State Lands), Ron Saranich (USDA Forest Service), Patrick Shannon (Sustainable Northwest), Andy Shotts LWO Copropration/Oregon Juniper, Kim Story (Central Oregon Juniper), Larry Swan (USFS), Ryan Temple (Sustainable Northwest Wood, LLC), John Tokarczyk (ODF)

Staff: Elizabeth McNannay, Heather Laird, Pete Dalke

Meeting Notes

11:00 – 11:15 Welcome and Introductions
  Tom Kelly and Martin Goebel, project co-conveners

11:15 – 11:30 Oregon Solutions Projects
  Pete Dalke, Oregon Solutions
  Emily Ackland, Association of Oregon Counties

Emily and Pete discussed ongoing Oregon Solutions projects that were similar to WJUG and how those project developed.

Emily’s overview of the Southern Oregon Clean Energy Alliance.
• Group of 8 southern Oregon counties and partners
• After DOC sign – hired consultant to move project forward
• Put together a strategic plan and went on a 2 day retreat
• Developed short, mid and long term goals
• Applied for grants
• Project is still continuing and has included a Solarize Southern Oregon project and Biomass boiler study for southern Oregon
• The strategic plan happened after DOC
• Had all 8 counties sign MOU with a 5 year agreement/expiration
• Goal was creating jobs and the solarize project has seen job growth
• Long-term outcome is policy, try to encourage state policy to encourage renewable energy development. Joined up with another entity that lobbies. They are handling the policy piece.

Pete Dalke
• Many people have been involved in WJUG since July 2011 and some are new faces. We started out with a general dialogue and long history of juniper from when greater funding was available. Little organization in the past decade.
• Counties asked governor to designate letter. Will get on website. Rangeland restoration focus. This project is not project implementation oriented. Each Oregon Solutions project is unique and has its own culture.
• Use a collaborative governance approach – Hatfield School of Government. Is it worth while? How do we work together? Form vs function? What order does it come in? That is captured in DOC – becomes blueprint for action. Where do take leadership and commitment. It becomes a letter of commitment. Good faith indication in writing in how you want to participate in moving this forward. And then we see where we can move together.
• Many folks are making a valuable contribution in time and energy and car travel, etc. to be here.

Examples of similar OS projects.
1. **WISE. Water for irrigation streams and economy.** Bear creek valley, stream flows, population demands, etc. Lots of private and public interests. DOC says that they need an IGA for a board of directors, feasibility study, etc.
2. **Gateway Green Park.** Near I 84 and I 205 by the airport. Putting it together as a skateboard park and open space. Part of Maywood neighborhood. “Achieving the vision.” They created committees: finance, maintenance, etc. Good faith and commitment of the parties. . .
3. **Umatilla Forest Collaborative.** More active management on national forest that will result in more jobs. They have operating principles and a steering committee. There are about 20 collaborative. They have monthly meetings and interim meetings with different committees.

This project has so many different opportunities. What can you do and what do you want to do. Oregon Solutions has around 40 – 50 DOCs. They are unique and different.
### 11:30 – 12:30  4th Line of Business – Funding and Organization

*Elizabeth McNannay, Oregon Solutions Project Manager*

**FUNDING**

<table>
<thead>
<tr>
<th>BARRIER</th>
<th>SOLUTION</th>
<th>RESOURCE</th>
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<tbody>
<tr>
<td>Funding unstable</td>
<td>• Mitigation fund managed by local water district. Funding from land development fees from resorts and local governments. • Business Oregon funding • Meyer Memorial Trust grant • Governor’s Strategic Fund • Oregon Community Foundation • ODOT/Engineering value testing</td>
<td>Tom Fuller Scott Leavengood Johanna Brickman</td>
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<td>Land owner has multiple challenges in land management/costs</td>
<td>Watershed councils provide some solutions</td>
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<td>Landowners have history of fly by night businesses/negative experiences</td>
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<td>Alturas/Susanville Mechanical extraction can be damaging to land</td>
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<td>Liability from fire Fire permitting/regulation</td>
<td>Policy change</td>
<td>Rick Craiger Emily Ackland Kendall Derby</td>
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<tr>
<td>Lack of income for saw log sort</td>
<td>Secure line of credit Reduce risk for businesses</td>
<td>Martin Goebel Ryan Temple Tom Fuller Ron Saranich Kendall Derby</td>
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<tr>
<td>Need for data/mapping</td>
<td>Ecotrust – mapping juniper/utilization center</td>
<td></td>
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<tr>
<td>Lack of info to projects</td>
<td>Info to districts and councils with info on commercial utilization business</td>
<td></td>
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<tr>
<td>NEPA challenge for extraction – not always are of who commercial utilization</td>
<td>• Harvest criteria for NEPA must be included in scoping process</td>
<td>Lindsay Babcock Emily Ackland</td>
</tr>
</tbody>
</table>
| companies are | • Communicate/markets to county land managers  
• Information should come from local communities | Johanna Brickman |
| Private landowners have fear of liability | Bonding to reduce liability for landowner |
| Different programs have different land management guidelines | Local communities and MRCS make choices |
| Diminishing state/fed government funding | Payments for eco system service – example Medford stream restoration |
| Lack of momentum/staffing for fact sheet | NRCS/Oregon Solutions has fact sheet aimed at landowners. Needs an owner to maintain and update. Kathy Ferge |
| Reinventing wheel | Learn from other similar successful organizations through case studies and visits. Red Cedar Association Kim Story  
Kendall Derby  
Scott Leavengood |
| Information could be better distributed locally | Set up system locally. Focus on city and county economic development staff. |
| Mapping could help show where commercial utilization exists | • BLM map of juniper businesses  
• Cross references with NRCS mapping Lindsey Babcock  
Kathy Ferge |
| Uncertain budgets (NRCS) | |
| Resources available in private sector/leverage additional funding | |
| High unemployment in Eastern Oregon | Create jobs  
Policy/funding from legislature and Governor Emily Ackland  
Johanna Brickman |
| Lack of marketing Information on value of job creation | Story of what a family wage job brings to Eastern Oregon Martin Goebel |
| Not knowing how can fund/foundations | List of potential sources  
Ford Family |
| Money goes to administration | Make sure funding reaches businesses  
Loan/funding for private business |
| Finance challenge for businesses | Enterprise zones  
Tax benefits/example Crook County |
| Lack of funding stability | Sustainable funding  
Land owners help develop costs – annual investment similar to a coop model |
| Landowner not reach out for funding assistance | |
| Juniper processor doesn’t know about project receiving financial assistance | • OWEB is public with project information  
• Sign at disclosure agreement with NRCS  
• NRCS can provide vendor information  
• Landowner/processor exchange/website  
• Oregon Forest Industry Directory – OSU – make juniper specific |
| Lack of funding for emerging WJUG organization | • Government/foundation funding  
• Membership dues | Scott Leavengood  
Martin Goebel  
Tom Fuller |
| Lack of funding, Decreased budget for rangeland restoration | Coordinate treatments so the sizes/scale make it economically viable | Rick Craiger  
Lindsey Babcock |

12:30 - 1:15   **Lunch**

1:15 – 1:50   **Attributes of Organization Structure**

*Tom Kelly, project co-convener*

Association of Oregon Counties was chosen to be the fiscal agent for the WJUG group.

1:50 – 4:00   **Group Committees**

*Elizabeth McNannay, Oregon Solutions Project Manager*

### INDIVIDUAL PRIORITIES

<table>
<thead>
<tr>
<th>Name</th>
<th>Area of Priorities</th>
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</table>
| Analisa Fenix      | Education/mapping  
Transparency of what is happening |
| Andy Shotts        | Trade organization that advocates and educates         |
| Chris Perry        | Economic Development                                  |
| Dan Nichols        | Production barriers                                   |
| Emily Ackland      | Policy  
Organization structure                               |
| Gerard LeBreque    | Growth of his company                                 |
| Glen Ardt          | Ecological outcomes – effectively and efficiently      |
| Jay Kerby          | Maximize ecological outcomes  
Benchmarks for extraction                              |
| Johanna Brickman   | Research/innovation  
Restoration certification                             |
| John Tocarzyk      | Economic development                                  |
| Kathy Ferge        | Private landowner interface                           |
| Kendall Derby      | Increase market share  
Trade organization                                      |
| Kim Story          | Market development                                    |
| Lanny Quackenbush  | Supply – public lands                                 |
| Larry Swan         | Supply  
Jobs                                                  |
| Lindsey Babcock    | Agency/organization coordination  
NEPA                                                     |
| Marcus Kauffman    | Market analysis  
Supply info                                              |
| Martin Goebel      | Finance for loggers  
Organizational structure                                |
<table>
<thead>
<tr>
<th>Name</th>
<th>Role/Activity</th>
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<tbody>
<tr>
<td>Rick Craiger</td>
<td>Communication – rangeland restoration and community utilization</td>
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<td>Ron Saranich</td>
<td>Economic/community development</td>
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<td>Runinda McCormick</td>
<td>Help landowners</td>
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<td>Ryan Temple</td>
<td>Support/promote supply chain</td>
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<td>Promote juniper in market place</td>
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<td>Scott Leavengood</td>
<td>Research</td>
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<td>Outreach</td>
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<td>Ted Mick</td>
<td>Retail market awareness</td>
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<td>Tim DeBoodt</td>
<td>Outreach</td>
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<tr>
<td>Tom Fuller</td>
<td>Product development</td>
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<td>Biomass</td>
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<td>Tom Kelley</td>
<td>Fundraising</td>
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<td></td>
<td>Policy</td>
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**WJUG COMMITTEES**

**POLICY**
- Glen Ardt, OR DFW
- Dan Nichols, Harney County
- Emily Ackland, AOC
- Lindsey Babcock, BLM
- Rick Craiger, OWEB
- Tim Deboodt, OSU Extension Service

**DEMAND/MARKET**
- Andy Shotts
- Ted Mick, Latticeworks
- Tom Fuller
- Ryan Temple
- Marcus Kauffman
- Johanna Brickman
- Duncan Mackenzie
- Kim Story
- John Tokarczyk

**EDUCATION/OUTREACH/MARKETING**
- Andy Shotts
- Ryan Temple, Sustainable Northwest Wood
- Rick Craiger, OWEB
- Kendall Derby
- Scott Leavengood
- Tim Deboodt, OSU Crook County Extension
- Kim Story, Center Oregon Juniper
- Chris Perry, Wheeler County

**ORGANIZATION/FUNDING**
- Marcu Kauffman, ODF
- Duncan MacKenzie, Consultant
- Emily Ackland, AOC
- Tom Fuller
- Martin Goebel
- Tom Kelly, Neil Kelly

**ECONOMIC DEVELOPMENT**
- John Tokarczyk
| MARTIN GOEBEL | Martin Goebel  
Ron Saranich, USDA Forest Service  
Kenell Derby  
Johanna Brickman  
Gerard LeBreque, Joseph’s Juniper |
| SUPPLY | Marcus Kauffman, ODF  
Tom Fuller,  
Ted Mick, Latticeworks  
Andy Shotts, LWO Corp/Oregon Juniper  
Lindsey Babcock, BLM  
Larry Swan, USFS  
Runinda McCormack, Oregon Cattlemen’s Assoc. |

4:00 – 4:30  
**Wrap up and Next Steps**  
*Elizabeth McNannay, Oregon Solutions Project Manager*

**Next meeting will be April 5th in Mosier from 10:00am – 2:30pm.**

**Oregon Solutions Project Manager:**  
Elizabeth McNannay  
541-890-5575  
elizabeth@resourceconsultants.org

Please take time to visit the Oregon Solutions Western Juniper Utilization Group website at:  
http://orsolutions.org/osproject/juniper