



2019 TFC staff — The entire 2018 team returns!

Staffing & Capacity

- ❖ **Permanent TFC Staff for 2019:** Fran McReynolds (Director); Denise Berkshire (Interpretation, Education and Volunteer (IEV) Coordinator); Luke Wahl (Interpretation & Education Specialist); Christian Hargrove, (Facilities Operations Coordinator); Jen Warren, (Visitor Services Coordinator); Megan Fair (Visitor Services Assistant).
- ❖ **Seasonal staff for 2019:** Cam Amabile and Sara Fischer (I & E specialists); Facilities Assistant Teresa Anderson. Visitor Services Assistant Bailey Montebianco, two temporary employees filling the Custodian position; Alex Shippey and Michael Ely along with four work study students; (see org. chart at end of report).
- ❖ **Work Study Students for 2019:** Lailani Buchanan, Bianca Bermejo-Gonzalez, Harrison Freeman and Clare Yang

Volunteers

Volunteer Highlights

Volunteer Hours Value to ODF		
	2019	2018
Calendar Year	2,874 hrs. \$71,706.24	2,654 hrs. \$66,001.08
Change from 2018	↑ 220 hours ↑ \$5,706.24	

Volunteer by Type & Department			
	2019 by Department*	2019 Calendar	2018 Calendar
Day volunteers (1 – 2 days per week) <i>For the first time, three volunteers continued service during the winter closure.</i>	<ul style="list-style-type: none"> ◆Visitor Services = 2 + 2 work study ◆Facilities = 2 ◆Interp/Ed = 9 	9	11
Site hosts (2 sets from mid-April through September)	<ul style="list-style-type: none"> ◆Visitor Services = 2 ◆Facilities = 1 ◆Interp/Ed = 2 	4	2
Special project/virtual	◆Interp/Ed = 1	1	5
Group/one day events	Facilities & Visitor Services	36	3
Volunteer recruitment event - contacts <i>(Tillamook Young Professional Event)</i>	All	23	-
*Volunteer request variety, so several of them work in more than one department <i>For the first time, three volunteers continued service during the winter closure.</i>			

- ❖ Volunteer planning – A volunteer needs assessment was conducted during the winter closure to enhance capacity at the TFC and meet the needs of the volunteers. The following needs were identified:

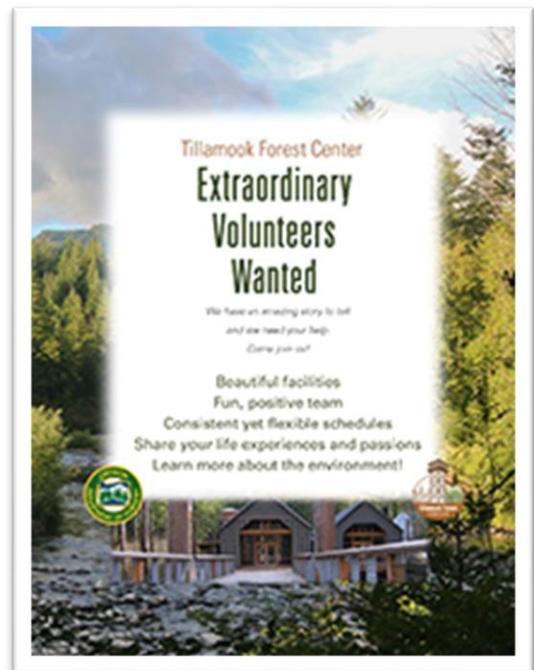
TFC needs:

- Increase recruitment to cover the information desk during busy summer shifts (enough volunteers for 2 people per shift per day).

- Increase in quality volunteers able to be self-sufficient and task oriented for the facilities program.
- Increase recruitment for supporting the education program in the shoulder seasons and provide roving support for IE staff during summer to free for projects, off-site roving opportunities, and greater in depth programming.

Volunteer needs:

- Multiple volunteers requested a variety of work and project types for the coming 2019 season, this will be incorporated into some positions but not all.
- ❖ An **updated TFC volunteer handbook** was completed and launched in order to onboard new site hosts and volunteers. This handbook combined many volunteer orientation documents, providing a cohesive guide for our volunteers. It details requirements and expectations in a format that is easy to reference.
 - ❖ A **draft staff volunteer handbook** to accompany the volunteer handbook was developed detailing staff responsibilities, expectations, and strategies for working with volunteers.
 - ❖ A **communal volunteer cubicle** was designated for volunteers to place their personal items, provide a permanent workspace, house the time sheet records, and create an opportunity for communication via a bulletin board detailing daily operations updates from the center.
 - ❖ New **volunteer uniform vests** were ordered in an effort to more easily differentiate volunteers from staff and reduce the cost of ordering multiple uniform pieces for volunteers in addition to staff.
 - ❖ **A new method for roving training** was adopted by the IE lead worker which included each individual assigned to rove receiving an in-depth review of roving expectations, trainings on setup, tear-down, creation of roving stations, basic messaging techniques and basic interpretation ideals for engaging our visitors. This was accomplished by having one designated NRS1 staff member server as the lead for volunteers with direction from the IEV Coordinator.
 - ❖ **Summer scheduling** was done to accommodate an increased number of volunteer rovers. Both rolling carts, and both sudden solutions tables were used with up to four volunteers roving in the tower, plaza, exhibit hall, and on the bridge. **This resulted in an increase of more offerings and reaching more than 3700 more visitors with mission-based management messaging.**
 - ❖ **Recruitment - A new marketing campaign** was established in the summer. One of the volunteers had a marketing background, so she took the lead and helped develop a new volunteer brochure and marketing strategy. The first phase of the strategy went into effect in the fall of 2019 which included using the new volunteer brochure, updating the TFC webpage, starting recruitment much earlier for the 2020 season (September), creating a separate TFC ad on www.workcampers.com. Facebook ads were also developed and scheduled to begin at the beginning of 2020, but Workcampers.com was so successful they were not needed. This proved to be effective with numerous high quality applications were submitted allowing for scheduling of multiple site hosts throughout the 2020 season. In April, staff attended the **Tillamook Young Professionals** volunteer event and had 23 contacts for potential recruitment.



- ❖ **Group volunteer events** – Once again the center hosted the TFC Winter Cleaning Party to help prepare to open. The event had to be rescheduled due to inclement weather and on the second date a highway closure due to a fatal vehicle accident in inclement weather greatly reduced attendance. Originally, 19 volunteers were scheduled, and miraculously 13 volunteers contributed a total of 32.5 hours with some committing to the driver through Timber. . Once again, the TFC collaborated with Tillamook recreation staff in a SOLV cleanup that had 13 volunteers participate.
- ❖ **Volunteers fulfill Oregon Parks & Recreation & Oregon Heritage Commission Grant and curated fall art exhibit** – The TFC was awarded a grant to rehouse our current archives and historic objects in museum quality containers to preserve them for years to come. Volunteers Kristy Lund and John Casteel worked closely with staff to accomplish the grant work ahead of schedule and within the budget. In addition, both volunteers were also instrumental in collecting and assembling the Roots of Route 6 photography exhibit at the center from September 7 – December 1st.
- ❖ **TFC volunteers become staff** – Izzy Tucker, transitioned from being a volunteer to an intern as part of a program through her studies at PSU. This internship had Izzy shadowing various members of the ODF staff in both Forest Grove and Tillamook Districts, In addition to this, following her internship she was hired on as a temporary employee to the Tillamook District recreation staff for the summer season. Izzy is one of several volunteers who have been hired on as ODF/TFC staff, following their volunteer service. Other examples include Lailani Buchanan (PU Work Study) & Teresa Anderson (Facilities Assistant).
- ❖ **Volunteer/staff training, socials and recognition** – In an effort to build community and a strong TFC volunteer cadre, two themed volunteer trainings/socials were offered. These included “You Help Us Grow” in April that highlighted local plants, information interpretation techniques and ORSs surrounding cultural artifacts. In June, the theme was “You’re an Essential Piece” with puzzle pieces showing we all fit together and contribute to the overall ODF mission.

One volunteer recognition was offered, which was a first of its kind. It was a field trip to the **Chachalu Tribal Museum & Cultural Center** in Grand Ronde to visit and support of the CTGR. Volunteers were given a personal tour of the museum and the Native Plant Nursery. Volunteers were gifted with fleece vests (uniforms that were being phased out) and magnets from the tribe. Camp hosts from Jones Creek Campground joined the TFC volunteers on the trip to the museum and were included in the celebration.



Visitor Services Highlights

2019 Visitors and Income

Visitors: 48,848

Door Donations: \$20,378.96

Gift Shop Sales: \$107,346.45

Large numbers of visitors continue to visit and support the Tillamook Forest Center and the Tillamook Forest Heritage Trust.

- ❖ The TFC’s summer season is much like fire season is for ODF districts. We know that we need to be ready for large numbers of visitors, but we do not know when they will arrive and what they will need when they get here. Visitors-per-day rates in summer 2019 were 13% higher than the 12-year average.
- ❖ Despite visitation being down from previous year, door donations increased by 3.6%. Donations per visitor rates averaged \$.42 per visitor with donations up by \$709.93 from 2018.
- ❖ Visitor numbers were above average in March, May, June, and November. Record visitor months occurred in March and November.

Visitor Services

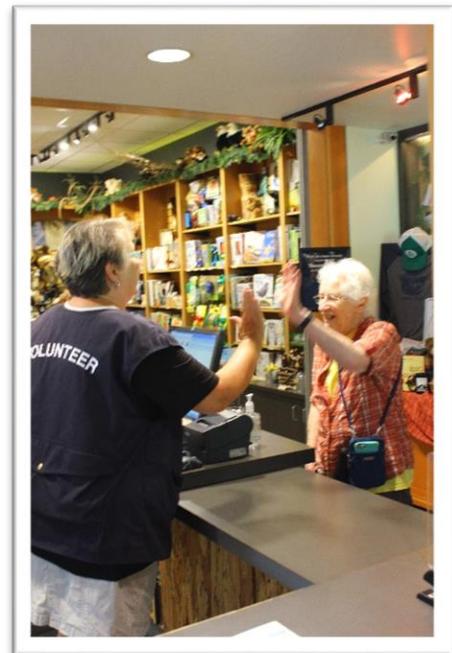
Decrease in visitor numbers

- ❖ In 2018, the grand opening of the new Tillamook Creamery Visitor Center drew thousands of people to Tillamook County and directly influenced the spike in visitation at the Tillamook Forest Center.
- ❖ The Wednesday through Sunday schedule continued in 2019. This change resulted in 28 fewer operational days than prior to the schedule change in 2018 translating to approximately 10,400 fewer visitors in the summer months of June, July and August.
- ❖ The center recorded 381 visitors in December due the fact that the center’s last day for the 2019 season was December 1 which included the final day of the annual holiday wreath making event. The center is not typically open in December.
- ❖ Changes in flow of how visitors access the center due to the attraction of the pavilion as they approach the entrance may also be influencing numbers as visitors are drawn away from the front entrance.
- ❖ Visitor Services staff and volunteers track conversation data at the information desk throughout the year. In 2019, 56.3% of tracked conversations were related to recreation (camping – all types, trails, target shooting, hunting and fishing, and the Salmonberry Trail):
 - 13.2% of conversations were related to forest management or fire regulations;
 - 10.6% of conversations were related to maps;
 - and 5% of conversations were related to day use fees and passes. Other topics tracked included safety (access to 911, roadside assistance, emergency reports, law enforcement needs) at 2.7%; questions about access to Wi-Fi or cell phone at 4.2%; and local tourism questions /messaging at 8.1%.



Gift Shop

- ❖ Sales were well above average in all visitor months of 2019. Highlights include March (57% above average), June (43% above average), and August (50% above average).
- ❖ Sales in August were \$21,555.55 marking the second time of one-month sales in excess of \$20,000. Both of these occurrences were in the last two visitor seasons.
- ❖ Sales/visitor rates averaged \$2.20/visitor for the year. The rate is 38.3% higher than the annual average of \$1.59/visitor and



5.2% higher than the 2018 annual rate of \$2.09/visitor. Sales/visitor rates were higher than the monthly averages in all months of 2019.

- ❖ While total sales were down from 2018, the sales/visitor rate was up indicating that visitors are willing to spend more money in the gift shop during their visit. Visitors continue to provide positive comments about the quality of offerings in the gift shop.
- ❖ Visitor Services staff continued work on the point of sale system upgrade, working with ODF Finance, POS vendor, Oregon State Treasury, IT and internal stakeholders to ensure system meets IT and financial security, financial processing, and functional requirements.
- ❖ A number of other organizations, including Oregon State Parks, visited the gift shop during the course of the year to benchmark the store and gather input and advice on improving their own store offerings and operations.

Other 2019 Visitor Services Accomplishments

Facility Rentals

- ❖ Facilitated 63 facility rentals and collected net rental fees of \$10,700, a 53.5% increase from 2018.
- ❖ Facility rentals at the Smith Homestead Forest Learning Shelter and Tillamook Forest Center included weddings, company meetings and retreats, memorial services, birthday parties, family reunions, church picnics, workshops, retirement parties, a piano concert, and the Kings-Elk Trail Race held at the center each fall.

Tillamook Forest Heritage Trust Support

- ❖ Worked with the Center Director and Tillamook Forest Heritage Trust Executive Director to plan the 2019 Route Beer friend/fundraising event. Developed graphic design resources for marketing, signage, and event use.
- ❖ Supported with trust through donor relations, coordination of production of trust donation items, and processed, tracked, and acknowledged donations to ensure best service for donors.

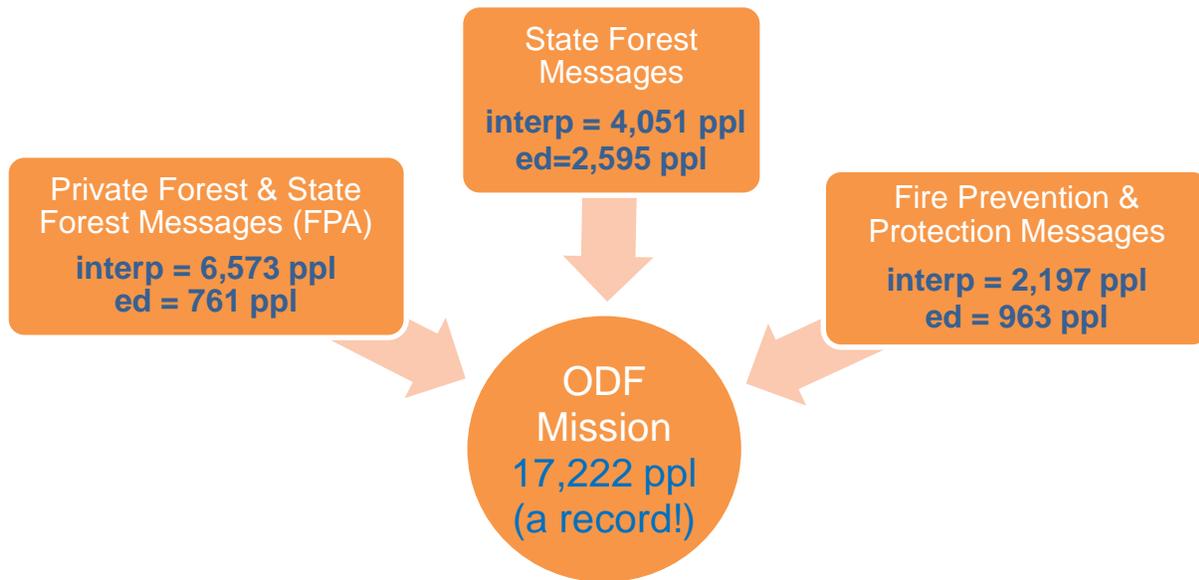
Interpretation and education highlights

Interpretation defined

Interpretation is a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource. In other words, it is certified communication connecting forest visitors with the resource to build public permission to manage and build stewards

ODF Mission-based messaging

- ❖ **ODF Division messaging** - All in person interpretive offerings to the public (formal public programs, roving conversations, special events etc.) and education field trips include ODF mission-based messaging across all divisions.
- ❖ In 2019, the following agency messages and information was shared in person with school groups and the general public. This does not include Facebook messaging and engagement (e.g. Facebook Live events).



ODF Division messaging by topic <i>(Does not include all event types as listed above)</i>	# of contacts/people
State Forest Division	
Structure Based Management	1080
Greatest Permanent Value	1816
Leave No Trace	1405
Special Forest Products	1018
Recreation/Orientation	552
Safety	29
Salmonberry	523
Private & State Forest Division (FPA)	
Riparian Management	2092
Reforestation	133
Cultural Resources	1494
Forest Health	279
T & E Species	2381
Habitat Requirements	955
Fire prevention and protection	3160
Other	85



Public Offerings (interpretation)

12,966 contacts
↑ 4,847 from 2018

The calendar year comparisons better represent TFC operations for interpretation.

Increase is a direct result building the volunteer program to increase offerings.

Education Programs (field trips)

4,262 contacts
↓ 2,013 from FY 18

FY correlates with school year & includes self-guided groups.

Second year of charging fees - reduced numbers is expected

Program Revenue

\$12,682+

↑ \$2,410 from 2018
\$2,320 in scholarships

All programs have a donation & sales plug

No way to track related giftshop sales and donation to programs at this time

Fee based programming is a priority, but challenging without online payment options

Overall program logistics

- ❖ **Redistribution of work** - With two seasonal returning for their third season, and in an effort to streamline work assignments and increase capacity, there was a division of tasks to the three NRS1 staff
 - one staff member focusing on education programs, projects, and scheduling programs
 - one staff member focusing on interpretation program logistics, marketing and data collection
 - one staff member focusing on archive management, lead for interp/ed volunteers, FB
- ❖ The 2019 operating season was the **first year that all interpretation and education offerings were held in the Forest Education Pavilion**. This required significant planning, modifications of programs, relocation of supplies, and learning the flow, new options and challenges of a new space.
- ❖ **Revenue from Interpretive and Education Programs and Group Fees**
 - 2019 marked the **second year charging fees for organized groups of 10** or more (excluding families) in an effort to ensure a pleasant experience for all visitors.
 - All formal public offerings (interpretive programs, guest presenters and special events) include a **donation and gift shop sales** plug to encourage financial support (gift shop sales go to the Forest Development Fund). Interpretive offerings are strategically scheduled during the shoulder seasons (spring and fall) which **increases visitation**. Often times, events and programs result in increased visitation and large sales in the gift shop. While some interpretive programs are easy to correlate revenue with registration fees, others are indirect and more difficult to track (e.g. visitor inspired to buy an item used in a program or motivated from messaging). 2019 revenue resulted from fee-based programs, group fees and artist's donations.

Interpretation—formal programs, events, informal stations, off-site roving & exhibits

- ❖ As in 2018, this year formal public program offerings by staff members were reduced during the education season to allow staff to adjust to the new pavilion and focus on fiscal year operating projects. The **focus for the 2019 season included events, guest presenters, and roving carts** to continue to provide visitors with a variety of options for engagement. Shorter **dialogic interpretation** at informal

roving carts allow visitors to select their level of engagement and provides for more in-depth forestry conversations.

- ❖ 2019 saw the **largest number of mission-based messaging contacts ever recorded**. This is a direct result in the enhancement of the volunteer program and event offerings. We were able to increase the amount of informal roving cart offerings by **90 offerings resulting in an increase of 3,753 contacts**, and the volunteers were enthusiastic about program offerings and promoted programs from the information desk. This number does not reflect online contacts through Facebook.
- ❖ From July 4th through Labor Day, there were 55 formal interpretation offerings, attracting 794 visitors. Average participation in programs is slightly higher than in previous years, at 17.01 visitors per program, compared to 14.15 in 2018.



❖ **Marketing –**

- The team continued to develop and produce the quarterly TFC newsletter and market programs and events to local media.
- Total **Facebook daily reach** for the calendar operational year was **516,074 (up 158,859 from 2018)**, and the **daily post engagement 36,038**.
 - For the **first time, Facebook Live** was utilized for guest presenters. The *Fresh Brewed Forestry* guest presenter series (ODF scientists) reached **2,225 people online** in addition to the 80 people in person.

❖ **Informal Interpretive Opportunities (Roving along the river Jones Creek – Smith Homestead Day Use Area)**

The IE team **continued to support the recreation team** by continuing to rove along the Wilson River from the TFC to the Smith Homestead to education the public on Leave No Trace ethics, fire regulations and safety messages. Over **15 days, staff shared 660 messages** and recorded the following information:

Totals	
# of Days	15
Days over 300 Guests	3
# People Sat. 1-3	1506
# People Sun. 3-5	2006
Total # People	3512
Amount of Trash in Gallons (in buckets)	70
Fire Prevention Messages (Recorded)	179
Leave No Trace Messaging	452
Safety Messaging	29
Trash Bags Distributed	97
Fire Violations Recorded	23
Instances of Fecal Matter Removal	69



- In 2019, five less days were scheduled to rove off-site and record. However, over the course of the three years providing education / interpretation along this small section of the Wilson River, staff have seen a dramatic shift in visitor behavior:
 - The use of propane grills is more prevalent rather than briquettes. If visitors are using briquettes, they are using the provided metal grates. Visitors still struggle to put the briquettes dead out.
 - Having the garbage dumpster at the Jones Creek Equestrian Trailhead and staff handing out SOLV bags has shown a reduction in little trash left behind.
 - Fecal matter remains an issue from both humans and animals. Personal interpretation, signage in Spanish, an additional restroom, and doggie poop bags may help to address this water quality issue.

Having a consistent staff presence and providing non-threatening interpretation is helping to educate the day use visitors to Leave No Trace.

❖ **Special Events/Guest Presenters**

In an effort to increase staff capacity and tackle a growing list of projects, special events and guest presenters were highlighted with a reduction in formal interpretive program offerings.

- **Fresh Brewed Forestry** – The TFC resurrected an ODF forestry presenter series. The concept was to invite participants to enjoy a warm beverage and engage with ODF Scientists to discover how we use science to manage Oregon’s forest. Presenters included Christine Buhl (Bees and Forest Health), Marcus Kauffman (Biomass & Our Low-Carbon Future), Sara Navarro (Forest Pathology), Ariel Cowan (Fungi after Fire), Jennifer Wiekell (Forest Song Birds), and Mark Meleason (Riparian Zone Management). **80 people attended in person** and for the first time we offered the presentation on Facebook Live, as of June 19, 2019, 2,225 people have viewed these videos. These live streams were able to happen thanks to the support of the **Tillamook Forest Heritage Trust** funding the interpretation & education team’s purchase of two Samsung Galaxy tablets in 2018.

A man wearing a light blue t-shirt, a white baseball cap, and safety glasses is working in a workshop. He is using a mallet and chisel to carve a large, light-colored wooden sculpture that resembles a long, curved animal skull or a piece of driftwood. The workshop is filled with various tools, wood shavings, and equipment.
- **Art Demonstration with Martin Conley** - All were welcome to a meet and greet with Martin Conley, the featured spring artist behind the Forest Floor to Gallery exhibit. Visitors heard the stories of his sculptures and watch a woodworking demonstration to get a sneak peek at how he brings life back to old logs.

A group of people, including a man in a blue shirt and a young girl in a pink dress, are gathered around a large, round, black metal fire pit. The fire pit is filled with burning logs, and bright orange flames are rising from it. They are outdoors on a paved area, with a large glass-walled building in the background.
- **Summer Steelhead Release** – The ever popular fish release (1 of 2 offered during the operation season), remains a hit with **88 participants**.
- **Arbor Day Tree Plant** - This event has been a tradition in the IE program since 2002. Only 20 people attended the four offerings this year. It appears this event may have ran its course and will not be offered in 2020.

- **Sketching Wildflowers & Butterflies** – Once again, local artist, Dorota Haber-Lehigh, provided a workshop to explore drawing butterflies and botanicals using creative approaches in your sketchbook. This was a fee-based workshop to cover the cost of the presenter and generate revenue.
- **Wildfire Awareness Month** – We continued to offer the live burn table demonstration, Smokey Bear visits, a fire scavenger hunt, and added volunteers sharing fire messaging in the lookout tower. There were **73 participants** (down 42) due to rain.
- **World Migratory Bird Day Celebration** – Activities included, bird-related crafts, T & E bird species related roving carts, and OPRD guest Ranger Travis Korbe presentation connecting water quality in the forest to the sea. All activities had **180 participants**.
- **Smokey Bear's 75th Birthday** – Over 167 people attended this event which included a special KOG Smokey Bear memorabilia exhibit, cake, prizes, songs and games to honor the furry forest defender and remember our role in protecting forests from fire. The gift shop sold quite a bit of Smokey Bear merchandise and had record-breaking sales on this day!
- **Mysterious Mushrooms** – We collaborated again with Dane Osis of OPRD to present his popular mushroom program. While participants were down this year (28), the program generated \$580 in fees, we sold out of *All the Rain Promises* books in the gift shop, and sales and donations were high on this day because of the program.
- **Rain Festival** – This was the second year for the new festival format. Activities included Mark Meleason's *Fresh Brewed Forestry* presentation on riparian zone management, salmon releases, aquatic-related crafts, a salmon migration game with ODF messaging and scavenger hunts. The event drew increased visitation to the TFC with **583 visitors, increased sales in the gift shop and 815 contacts at all events**.
- **Holiday Wreath Making** – This event has been a tradition since the center opened in 2006. It remains popular with **131 participants** this year. It drives visitation, gift shop sales and donations. In addition, it generated **\$1,996 in program fees**. This year we hosted the Tillamook Creamery staff to create extra-large wreaths for their main doors.



Special Requests –

- Staff provided an informal Green-By-Design station at the EPSON Sustainability Fair to promote the TFC and our volunteer opportunities (39).
- We hosted 25 Swedish Foresters once again this year to share Structure Based Management and GPV (\$450).
- **Exhibits** -The IE team created a 3-panel display with resources from ODF Entomologist Christine Buhl, Luke Wahl created a **3-panel display on Insects and Forest Health**, on display near the entrance to the exhibit hall.
- **Forest Floor to Gallery | March 1 – May 26** - Like pileated woodpeckers, or the salvage loggers who harvested burned snags in the Tillamook Burn, Martin Conley sees value in dead trees that are often discarded by others. In addition to Conley’s wooden sculptures, which can be up to 8 feet tall, the exhibit will also feature his modern wooden vessels.
- **Forest to the Pacific | June 1** - The *Forest to the Pacific* exhibit is the culmination of a yearlong Celebration of Highway 6 and its new designation as the *Trees to Sea Scenic Byway*. To celebrate this new designation, local artists from Art Accelerated Gallery created work representative of the abundant beauty of the scenic byway. This year of celebration has been in partnership with Tillamook County Pioneer Museum, Art Accelerated and Visit Tillamook Coast.
- **Roots of Route 6 | September 7 – December 1, 2019**
This exhibit featured unseen photos from the TFC archives paired with photo from the Tillamook County Pioneer Museum. One of the archive volunteers collected the ODF photography. This exhibit also featured a special **scavenger hunt** that was initially designed for the **Root beer** event and doubled as an opportunity for the public in the exhibit hall.



Education—schools and groups

- ❖ Education programs were **adjusted to accommodate the new pavilion**:
 - All programs led from the pavilion and all education supplies moved to the pavilion. Logistics of new pavilion programs were captured in a best practices document. All school group introductions and lunches took place in the pavilion.
 - All programs were modified for adjusted flow of activities; movie, pavilion, hike, and tower/exhibit hall. The pavilion was moved to before the hike because it is easy for groups to travel from the theater to the pavilion.
 - The decision was made to keep all programs on site with no programs split between the TFC and Smith.
 - In order to better communicate how to divide groups and rotate through stations to adult chaperones, agendas were modified and a map was added to the back of the agendas.
- ❖ While education program numbers were down, research **shows it takes three years after a program begins charging to recover** to the same numbers before fees went into place.

- ❖ Work slowly continued to update forest **field trip curricula** to include NGSS and Common Core.
- ❖ The education pages of the **TFC website** were updated.
- ❖ Staff visited **Poynter Middle School's Women in STEAM Club** and did a forestry careers presentation for **17** students.
- ❖ We participated again in the **Tillamook Children's Clean Water Festival**, reaching **119** participants



Projects and other core business

FYOP Projects

- ❖ **TSF Map/Guide** – The IE Coordinator continued to work on the **Tillamook State Forest Map & Guide** as time allowed, but was directed to reprioritize work to the volunteer program.
- ❖ **TFC Orientation kiosk** – South Fork constructed a new orientation kiosk for the plaza to provide self-guided orientation, recreation, fire and program information. IE Staff worked on establishing key information to post for the 2019 season. In addition, staff obtained new digital files from the forest-wide interpretive panels (the original files were corrupt) so a new Tillamook Forest Center map/interpretive panel could be created by modifying the Jones Creek Day Use Area version.
- ❖ **Online Reservations System Upgrade** – Research on replacing the original 2005 online reservations system resumed. This project has been delayed due to capacity and funding since 2011, but remains a high priority.
- ❖ **TFC New Website** – Work continued as time allowed seeking options to resume this project.

Archive Grant for collection protection

- ❖ Thanks to a grant provided by Oregon Heritage Commission and the Oregon Parks and Recreation Department, our archives received a facelift. This partnership will allow us to **rehouse our current archives and historic objects in museum quality containers to preserve them for years to come**. Supporters of our grant application were Tillamook County Pioneer Museum (TCPM), who provided curation consultation and a letter of support, and Todd Shaffer from the Oregon State Archives, who also provided a letter of support. IE staff and two key volunteers were instrumental in administering this grant and accomplishing the work ahead of schedule.



Diversity Equity and Inclusion

- ❖ All staff and volunteers received training on **protecting cultural resources**, and these messages were included in appropriate public programs and offerings.
- ❖ To continue **supporting the tribe**, we began handing out Chachalu Museum brochures during the *Nature's Bounty* programs, which is a tribe-approved Native American interpretive program/informal roving cart we offer.
- ❖ **Education programs were reviewed through a DEI lens** and adjusted to be more inclusive and respectful. Examples include, changing the *Tillamook State Forest Past and Present* third grade program that discusses Native Americans to include "time in memoriam" and acknowledge their presence and use of the forest today.

- ❖ IE staff agreed to hold each other **accountable to culturally sensitive language** (e.g. avoiding using terms like “circle the wagons”, “guys”, “pow wow” etc.)
- ❖ Researched and realized we have **absent narratives** in the Tillamook State Forest history on People of Color, which is obvious in our exhibits and programming. Acknowledging this, is now incorporated into programming.

Partnerships, Outreach and Trainings

Tribal relations

TFC staff continue to build and strengthen relationships and collaborate with relevant tribal partners. The following work was accomplished in 2019:

- ❖ The **Chachalu Museum brochure** was added to the brochure rack.
- ❖ Staff attended the **Grand Ronde Educator Workshop** to learn about tribal education curriculum.
- ❖ Staff attended **Grand Ronde Education Summit** to learn about Oregon tribe’s **Essential Understandings of Oregon Native Americans** which addresses the nine areas they would like to see taught and addressed in formal and informal settings (Since Time Immemorial, Sovereignty, History, Tribal Government, Identity, Lifeways, Language, Treaties with the US, Genocide, Federal Policy and Laws) which resulted from House Bill 13.
- ❖ The IE Coordinator collaborated with tribal members at the Chachalu Museum in the Cultural Resources Department and some members of their Natural Resources Department to provide professional development by offering National Association for Interpretation trainings for their members focusing on **mission-based customer service**.
- ❖ The end-of-season **volunteer recognition** was an off-site field trip to the Chachalu Tribal Museum & Cultural Center in Grand Ronde to visit and support of the CTGR and showcase their museum.
- ❖ In order to continue to show support and maintain relationships, TFC staff members attended the first annual **CTGR Cultural Summit** highlighting tribal artwork.
- ❖ The interpretation team worked with the CTGR and Siletz tribes to develop **TFC Facebook messages in November to highlight and celebrate Native American Month**. Due to the sensitivity of the Thanksgiving holiday, and inability to post the tribal perspective, that series was not posted at this time.



Additional partnerships & trainings

- ❖ An **Outdoor School Educator Workshop** was offered at the Tillamook Forest Center in partnership with OFRI, Oregon Natural Resources Education Program (ONREP), Oregon Outdoor School, Project Learning Tree, and Aquatic Wild.
- ❖ The Director and IE Coordinator hosted a **Meet and Greet Oregon Parks and Recreation staff** of Cape Lookout State Park to establish a stronger partnership with nearby interpretive staff.
- ❖ The IE program collaborated with **OPRD for an “interpreter” swap**. State Park Ranger Travis Korbe offered an interpretive program at the TFC during International Migratory Bird Day. The TFC presented two *Salmon in Our Stream* programs, one at Nehalem Bay State Park in June and one at Cape Lookout State



Park in August to reciprocate. These programs introduced **ODF, GPV and how the agency manages for salmon species.**

- ❖ The IE team attended a two-day National Association for Interpretation workshop (funding by the TFHT). The theme of the workshop was **“interpreting controversy.”** This provided a good opportunity for networking as well as learning how other sites, especially those within state agencies, deal with controversial topics in a way that connects visitors to the resources they interpret. TFC staff gave a **formal presentation to 46 interpreters at the workshop, on how the ODF and TFC use a “mission-forward” approach to obtaining public permission to manage public lands.**
- ❖ TFC staff took part in a volunteer recruitment with the **Tillamook Young Professionals.**

Other 2019 IE Accomplishments

Root Beer Fundraiser

The IE team created a scavenger hunt (see Route 6 Exhibit below), offered behind-the-scene tours, and interactive roving station highlighting the Salmonberry Trail for the Tillamook Forest Heritage Trust event.

Facilities

Selected 2019 Facilities Projects

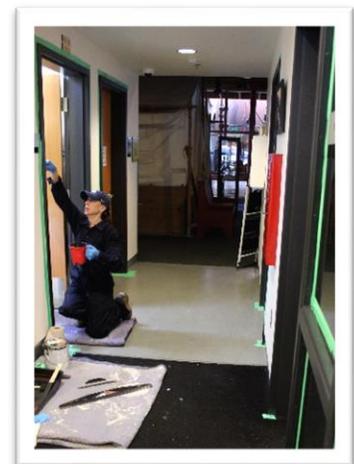
The facilities staff were engaged in many projects throughout the year. In the Forest Education Pavilion, staff completed the AV system design and install. Throughout the center, LED upgrades were completed which will lead to an annual cost savings of approximately \$5,200 for electricity and \$1,500 in annual maintenance costs. 60% of the project cost was paid for by an energy rebate. In the exhibit hall, projects included Theater and Tree Planters AV upgrade, gift shop gate replacement and sign repairs throughout.

Two large projects were completed by facilities staff with the assistance of the South Fork Shop and crews. These included in the construction and installation of the Entry Kiosk on the center plaza and the refurbishment of the TFC highway signs and the Smith Homestead entrance sign.

Maintenance Highlights

In addition to the projects listed above and routine building maintenance, TFC facilities staff accomplished numerous repairs and overhauls to building systems and maintenance equipment. Work included bridge deck replacement, re-design of the pellet delivery system, HVAC repairs, water consumption meter install, pond deep clean, water buffalo refinishing, trailer deck repair, and completed the public water system 5 year inspection. Additionally, defensible space was created around the center, pavilion and maintenance shop.

Facilities staff assisted Forest Grove and Tillamook Districts with a large number of complex projects. In Forest Grove projects included overhaul of the parking lot lighting, exterior lighting energy upgrade, district siding replacement, and



identifying and planning for the projects for the next 10 years. In Tillamook project work included HVAC system analysis, HVAC energy saving repairs to both the heating and cooling units, blueprint reconciliation, and siding repairs.

Fire Support

The I & E Coordinator and one Interpretation Specialist spent 15 days on the Milepost 97 Fire as the Food Unit Leader (FDUL) and FDUL Assistant Trainee. The Director and Facilities Coordinator spent 7 days on the Ward Fire as a Base Camp Manager Trainees.

Trainings, Outreach, & Collaboration

TFC staff participated in:

- ❖ Grand Ronde Education Summit (free)
- ❖ Oregon Forest Pest Detector Program facilitated by ODF (free)
- ❖ A workshop on Nature Play Areas, offered for free by Mason Bee LLC (free)
- ❖ Nature Play Area Workshop in Estacada, hosted by the Oregon Recreation and Parks Association and PGE. This workshop covered the design, maintenance, and safety of nature play areas, and will inform the Tillamook Forest Center's vision and strategy for a future nature play/off-trail area.
- ❖ The NRS3 attended ODF's Agency Leadership Program and audited the NAI Certified Interpretive Trainer Workshop for recertification (free)
- ❖ BEETLES (Better Environmental Education, Teaching, Learning & Expertise Sharing) Workshop (free) to focus on student-centered and inquiry-based learning (free)
- ❖ OPRD's Volunteer Coordinator training (free)



Tillamook Forest Center Organizational Chart 2019

FY 2019 Budget: \$1,223,140

FY 2020 Budget: \$1,387,841

Center Operations

- Open to the public: March – November
- Operation: Wed – Sun | 10 am 4/5 pm
- Exhibits, theater, lookout tower, trails
- Gift shop and information desk
- Center closed to public: December - February

Programming Emphasis

Inspiring people to connect with the Tillamook State Forest.

- Spring (Mar – May) | School programs – TFC
- Summer (Jun – Aug) | Public interpretive programs
- Fall (Sep – Nov) | School programs – TFC
- Winter (Dec – Feb) | Planning

Tillamook Forest Center Organizational Chart FY2019 (8-21-19)

