

## **Willits Economic Localization Steering Committee Meeting**

### **3/7/05**

Members present: Ree Slocum, Spring Senerchia, AJ Barrett, David Drell, Laura Liska, Jason Bradford, Kristin Bradford, Lanny Cotler, Larry Desmond, Mair Alight, Cyndee Logan (guest), Tim Gregory.

Meeting began at 7:15.

#### **Agenda and time limits:**

1. Proposals to be presented for consensus
  - a. Food Item (Laura)...5 min
  - b. Media Group (Lanny)...10 min
  - c. Film Series (Richard)...10 min
  - d. Speaker Group (Laura/Jason)...10 min
2. Presentation on grant opportunity (Cyndee Logan)...20 min

8:00 BREAK

3. Discussion on larger group meeting structure and study groups' ongoing purpose...30 min
4. Format for next 2 meetings (Hancock, Jeavons), and proposal for having different facilitators (to relieve Jason)...10 min
5. Vote on facilitation procedures proposed at last steering committee meeting and choose facilitator for next meeting...10 min *future agenda item*

#### **1. Proposals to be presented for consensus**

##### **a. Food Item**

Laura: To inspire us to begin "leading by example", I invite you to join me in increasing our awareness of local food practices through our tradition of breaking bread together before our meetings.

I propose a simple, wholesome, healthy meal, prepared by those of us who love to cook, using as much locally grown food as we can find.

The meal will consist of: two soups/stews (one vegetarian), a salad, bread, tea and a light dessert.

Each meeting, after acknowledging the cooks and the meal, I will solicit volunteers to bring a part of the meal for the next meeting, Those who can't or don't wish to cook should never feel obligated, because they can help with cleanup!

Each meeting, everyone in the group will donate \$4 (agreed by group) to the meal pot, to be used by the cooks to pay for ingredients.

Volunteers for next week: Ree, Laura: soup, Mair: Bread, Jason: salad, dessert: Larry.

##### **Full Consensus.**

##### **b. Media Group**

Lanny: Sent out press release, read a letter to the editor that he wrote.

The function of the media group is to show sources of information and as we receive them, reach out to the community, describe what we do at WELL meetings.

Requested feedback on what the media outreach group can do for the group.

Tim: Community building is a function of the media group.

Larry: Keep the public aware of what is going on, pique their interest

Ree: Offered to take pictures.

Richard: Will need the media group to promote film showings.

Laura: 1) Define the media group 2) Use each other as a reality check, for example, approach school kids would need lots of discussion to come to a consensus of the presentation. Mutual agreements.

Tim: Maybe we need an "official spokesperson".

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Jason: When giving presentations to different service groups, we will need help from the media group for photos and feedback on presentations.

Lanny: Reality checks are good.

**David: Proposal: We should have a spokesperson who vets the information. Most agreed.**

Mair: When we speak off the "official line", we can give a disclaimer, saying that 'this is my personal opinion'.

### c. Film series

Richard: Met with Brian Weller to discuss the Sustainable film series for Willits today. No response to the bulletin board meeting. He has many films and videos on alternative energy & building, intentional communities, food generation, etc. Do others have films? Could be at the event room at the Library, WEC. He has connected with Bob Banner in SLO, Hopedance.org for cooperation. Have a video projector, sound system, looking for a screen. Look to acquire a glass beaded screen.

[www.sustainablepetaluma.net/filmseries.html](http://www.sustainablepetaluma.net/filmseries.html)

Cyndee: This could be incorporated into the summer films in the park. They have a power point projector.

Laura: Hope Richard is willing to run it. List of movies and calendar, please.

Richard: I am committed to running the film series.

### Full support

### d. Speaker Engagement Group

Laura: This group will handle speakers for WELL as follows:

#### BOOKING AND TIMELINE

1. Make a list of potential speakers (approved by SC)
2. Develop a protocol for paying speakers
3. Design WELL handout to give potential speakers
4. Contact and book speakers
5. Maintain calendar of speaking dates

#### MARKETING

1. Create a list of media to contact
2. Create a list of locations to post flyers
3. Write and distribute press release, PSA, *personal contact*
4. Design and distribute flyers
5. Send group email

#### HOSTING

1. Contact speaker for list of materials required for presentation.
2. Arrange as needed: transportation, lodging, meals, materials
3. Ensure meeting room is set up and equipped
4. Meet speaker before meeting

#### FOLLOW-UP

1. Payment
2. Thank you note
3. Take down flyers
4. *Letter to the editor thanking all involved*

Laura: Does the SC think this is a good idea? She is willing to head group.

Mair: Add a step of writing a letter to editor, thanking all involved; timeline recommendations.

Spring: Speakers take up meeting time on Monday nights.

Ree: How many speakers needed? Don't know. Lanny - list of media.

David: a rotating responsibility.

Larry: a simple outline to plug into that can be refined as we go along.

Use this guideline for Hancock presentation.

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David: E-mailing a PSA to a newspaper is not adequate. Follow-up and personal contact are still important.  
**Full Support.** Any volunteers? Contact: lauraliska@cs.com

### 2. Presentation on grant opportunity by Cyndee Logan

Cyndee Logan from WAG (Willits Action Group), a grassroots group including input from the Health clinic, County offices, Kids video project, community gardens, volunteer network at teen center (teen construction included) partner to Policy Council on Youth, MC, HMH, MCYP, community care, etc. (These organizations are board members) enhancing collaboration.

She discovered that WELL, being a grassroots community health project, fits in with the criteria for the Mendocino Tobacco SAT grant. \$25,000 grant amount. Grant application is due 4/1, results by 5/31. Patty Gruder is willing to write the grant.

This is a DEVELOPMENT GRANT: Laptop, projector, DVD player. Also help with costs for grant writing, and project development. Seed money. Professional research to back up projects. Media, fundraising, design capital project, board/staff training, leveraged funding, data collection, organizing, needs assessments, other training & education.

Each subgroup should put together ideas of types of projects that we are looking at, grants.

Laura: Are we accountable for the money?

Budget specifies hard costs.

AJ: We are fully able to find projects that fit into this grant.

David: Proposed that a subcommittee get this info together, suggest Jason head it up. Specific tasks, hiring professionals. Development project.

Cyndee: Collection of past newspaper articles is helpful.

**Volunteers: Lanny, Mair, David.**

Richard: Offered to be a liaison for Energy group.

Mair: Will attend the first meeting.

Cyndee: 1) youth retention, 2) leadership, 3) existing businesses, 4) community funded & run endowment. 95490 are locally run. Mendocino County coming to help set up.

Laura: We need a democratic money spending process.

AJ: Confident in the group to handle it well. The problem is more to keep up with the changes that are coming; we will make good choices. More responsibility.

### 3. Discussion on larger group meeting structure and study groups' ongoing purpose

Currently, meetings include: Intro, Movie, Q&A, Study group intro, Study groups meet & Report, General announcements, Close & Mingle.

What role do we want study groups to play in the future?

Ree: Suggested beginning with discussing having speakers at main group meetings.

Diane: Some disappointment has been expressed in study groups that there is not enough time.

Spring: Transitions from large meeting takes up a lot of time in the main meetings; what is the point of study groups, Social organization group is not cohesive enough to meet outside.

Larry: Study groups need a theme. Just get going when we have to stop. Don't try to meet as groups *and* have a speaker.

Lanny: We could practice speeding up transitions.

Laura: Purpose of the Study Groups: cohesion leads to self-motivating action by members. Large meetings should be for reporting on what projects. Newcomers may make the group less cohesive for new work. Maybe one night is study group, one night is speaker night.

Jason: Enrollment with movie and orienting to group. Core people have to repeat lots.

Big meetings build community. Report on projects. Interacting with other groups, cross-pollination.

Spring: Study Group rules: if new, introduce & listen. Social Organization group: 2 things - need time to cohere. Is it just taking time or is the stated purpose not developed yet? *Future agenda item*

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Richard: Need paperwork/flyer with guidelines, calendar to help bring new members up to speed. Energy group has an ad hoc city group that met tonight. Save the dynamics of the larger group meeting for integrating new members.

David: Let's stay with Jason's original vision. Project groups will spin off. Now that we have done our inventory. Now, to visioning process! Need a unified/big picture plan so we can check in to see with how we are filling in our plan. Jason's vision is what makes us different from other groups. We are looking at the 'whole elephant'. Don't want new people to hold us back, they have to bring themselves up to speed.

Laura: Groups are not susceptible to the model. Groups must have projects to work on together. Food group core is going to develop the mission and action.

Larry: We are evolving. Don't want to keep multiplying the meetings. Make best use of Monday nights. All groups are different and will move in their own way. Water group is small.

Lanny: Solution - if every group keeps quarterly gist of where they are, a written summary, which could include boilerplate recommendations for newcomers, e.g. if you are new, listen first.

Mair: Core group meeting should meet once to develop direction of group and a summary sheet. Doesn't like the idea of asking newcomers to be quiet.

AJ: Walking the balance between using energy of people and staying true to the vision. In order to succeed, we have to have a unified vision. How we diversify. Take what isn't working for social organization and come to Food group - potluck, song and talking about food. Harvest what will be grown this year - start now.

Ree: Newcomers take observation role. Read the summary sheet out loud in group. Each group defines its own agenda & life. Have the envisioning be part of the larger meeting.

Spring: Brian could read the summaries at orientation.

Richard: Workshops on canning for harvest time.

### SPEAKERS AT MEETINGS *future agenda item*

#### **4. Format for next 2 meetings (Hancock, Jeavons), and proposal for having different facilitators (to relieve Jason)**

Current schedule:

3/14 Ann Hancock

3/21 John Jeavons

3/28 Regular large meeting? = This means 3 large meetings in a row...

4/4 Steering Committee

4/11 Decatur

4/18 ?

Spring: Frustrated that meeting sequence has been derailed without following group process. What kind of leeway do we have for rescheduling?

Laura: Planning seems unilateral. These speakers were scheduled before we made group process decisions. Need to choose an alternate for Jason for large meetings

Ree: Large group structure not working. Speaker/transition to group.

David: Speakers should be scheduled on a night other than Monday night. Can't get anything done on the same night - sabotages large meetings. Will need to meet outside of Monday night any way.

Laura: Attendance may be low for speakers. Monday for meeting or speakers?

Mair: Assumption is that people show up on Monday because? Have choice to change speakers.

Diane: Don't schedule too much in one week, although we had good turnout for the Heineberg.

Lanny: Process the information from speakers to integrate the info. keep the schedule.

AJ: Stick with one meeting every other week. Guest speakers help with momentum. Stay with the planned schedule because it is on the books.

Spring: People come because of what we are doing.

Ree: Since John will be shorter, we could try to have small groups discuss his information afterward.

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**Proposal: The current schedule (see above) remains and study groups will not meet those nights. Not full consensus - 3 blocks:**

Spring: It takes the wind out of our sails to change the process

David: Study groups are doing the real work that will make or break the effort. Derailing the real work of study groups.

Laura: We are only missing one large group meeting.

Mair: **Proposal: that study groups could still meet in a different room from speaker. No consensus.**

Laura: **Proposal: Stick with invited guests, with no unilateral inviting of guests in the future, work out acceptable structure for planning speakers. We learned a lesson. Mostly Consensus.**

Jason: People are asking for speakers.

**Facilitator for next large meeting: Laura, 3/28**

**Facilitator for next steering committee/date: Ree, 4/11**

Announcements:

Mark Lakeman Slide Show, Anderson Valley, Philo Grange Fri 3/11, 7pm

KZYX Board Meeting Library 3/8 6 pm

Meeting closed at 9:32 pm.

**Minutes by Diane Smalley**