

Willits Economic Localization Steering Committee Meeting

4-4-05

Members present: Ree Slocum (facilitator), Tim Gregory, David Drell, Jason Bradford, Mair Alight, Larry Desmond, Richard Jergenson, Diane Smalley, AJ Barrett, Annie Weller, Laura Liska, Brian Weller, Kristin Bradford, Lanny Cotler.

Meeting began at 7:08pm.

Agenda: (actual order numbers are in parentheses)

Old items:

1. Facilitation procedures proposed at the 2/21 meeting (Diane). 15 min. *future agenda = not complete*
2. Study Group rules: if someone is new they're encouraged to introduce themselves and listen at the first meeting (Spring). 5 min. *future agenda*
3. Speaker Meetings: resolve whether to schedule them at regular Monday night meetings or another night. 15 min.

New Items:

4. Non-violent communication presentation at a Monday night WELL meeting with a Saturday workshop follow-up (Mair). 15 min.
 5. Structure of WELL meetings: rotating facilitators, purpose of work groups (Laura). 20 min.
 6. Outreach: how to approach those not included by localization (ie safeway store manager) (Laura). 15 min.
 7. Update on all projects going on with WELL (Larry). 20 min. (I suggest we get reports from each Study Group representative.)
 8. Update on what's happening with the community garden project (Larry). 10 min.
 9. Decide on next meeting's facilitator and food preparers. 5 min.
 10. Announcements
- 9:00 Close

(1) 3. Speaker Meetings: resolve whether to schedule them at regular Monday night meetings or another night. 15 min.

a. Speakers at meetings in general

Comments: Communicate to speakers to end on a positive note. Develop a plan to enroll new people who attend the speakers meetings. Mondays are a good night for people. Encourage groups to meet on their own. Predictability- not always easy to book a speaker on the day we desire.

Laura: **Proposal one speaker per month, one study group per month. Mostly consensus with one block.**

David D. block: It slows down process to have speakers at the meetings.

Brian: what is the purpose of having speakers?

Draw people, inspiration, information, community building, grounding

AJ: we won't be having speakers forever - adapt to changes as we grow and expand.

Laura: coach speakers to speak about Economic Localization, too many nights of meetings if it is on a different night. Check in with small groups about speakers.

If it is not working, bring it back to the group.

b. Actual future speakers and meetings

Speaker for May 2: Julian Darley, Post Carbon Institute, wrote High Noon for Natural Gas, other groups that are like us, on a world tour, first stop Willits.

Laura: Proposal - Do we want to invite Julian? Full Consensus

Richard: flexibility is key.

Mair: will he speak about the problem or the solution?

Jason: we will ask him to focus on the solution

AJ: need to have planned growth and work time.

May 2 would have been a steering committee. How to we adjust the calendar?

4/11 Decatur

4/18 Steering

4/25 Brian leads Big study group meeting

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5/2 Post carbon Institute

5/9 Steering

5/16 Big Meeting

5/23 Steering

5/30 Big Meeting

Came to an impasse...defer to next item...

(2) 5. Structure of WELL meetings: rotating facilitators, purpose of work groups (Laura).20 min.

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?

AJ: need to facilitate their purposes and integrate them together. Should Monday be for bringing in more people? eg, Food group could be the size of the whole meeting eventually it is so huge.

Tim: can have both Process & Product, have to know what you are working toward. Groups may meet together.

David: the last meeting was effective - split into 8 different subcommittees with people heading them up.

Use the Big meetings as a time to check in with outside?

Laura: Food group met outside and came up with mission statement, projects. Most talk is not about localization, rather on projects.

AJ: Groups are growing and going through a natural process. We should have a clear facilitator for each group & subcommittees, structure & design. The steering committee needs to steer the groups.

Richard: Energy is a big umbrella. Ron Ornstein proposed an ad hoc city group. Groups will splinter off. AJ: we should facilitate that!

Encourage groups to come up with their own personality. Social Org hasn't come up with what they are going to do. Each group will have their own flavor. Can't follow a model. Every group needs to plan for meetings to avoid burnout due to lack of focus.

Larry: Rotate facilitation - prevents the others from falling off and deferring.

Jason: a strategic planning method was proposed. The only group that followed it was the energy group. Have to pick something to focus on. Problems arise with lack of follow through and inability to choose a process.

Lanny: How are the groups the same?

Laura: Energy group has a natural inclination to the inventory model. Food group is doing well. Help the groups stick to the main purpose of economic localization. Flavor is ok. Can't get people to follow the plan.

David D.: Inventory the big picture and envision future are necessary steps.

Tim: see what we have in common.

Ree: recommended to bring specific problems from the groups to the steering committee.

(3) WELL spelling/definition...not on agenda

Jason: What do we do with the other "L": Proposal: LocalIzation

Lanny: trips over it, not defined. Prefer a name that doesn't have a local name - become generic. Other towns can't latch onto WELL.

CELL Coastal Economic Localization is developing.

David: Need to flesh out what Economic Localization is and how it will happen

Mair: suggested 'SUM' Sustainability Movement

definition re-visited next meeting

(4) 4. Nonviolent communication (NVC) presentation at a Monday night WELL meeting with a Saturday workshop follow-up (Mair). 15 min.

Mair: Ann Hancock gave a good review of NVC so she proposes Mair & Fred do a NVC intro for the big group. One to two hours needed. Would help small groups be more effective. Spark interest for a **WEL Steering**

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Saturday workshop. Moving into the world of circles from the hierarchy. Communication skills for groups.

AJ: advocate of NVC. It is a huge process. He is working to incorporate it in his personal life.

Laura: hard to fit in to schedule.

David: donation requested? advertising? uncomfortable with commercial venture being promoted.

Jason: uncomfortable with the presentation in new age terms.

Annie: focus on a process such as consensus. John J sold a lot of books and signed people up for workshops.

Diane: the whole group does need this skill.

Bring a proposal to the speakers group.

Mair: Proposal: on 5/16, Mair & Fred introduce NVC to the big group. No consensus

Straw poll: Do we want to have the NVC skill, just not on 5/16? Full Consensus.

(5) 6. Outreach: how to approach those not included by localization (ie safeway store manager) (Laura).15 min.
AND

7. Update on all projects going on with WELL (Larry). 20 min. (I suggest we get reports from each Study Group representative.)

Jason: has been acting as a spokesperson, wants to know where he stands. Will be visiting many counties soon. He is saying that it is his personal opinion.

Laura: 1) some people in the food group want to speak with Ray's and Safeway. They need to know how to make it a team effort as we reach out, how to present ourselves. 2) grant written, people were included without their permission...

There are still differences of opinion about how we reach out and what our perspective is.

How should WELL be represented?

Lanny: consensus on a mission statement, then say, "from here on out this is my opinion." No head, no hierarchy.

Jason: flyer already contains a mission statement but it was a small group that wrote it.

Ree: read flyer

Annie: need official updates of nuts and bolts of what is happening in the groups to add to the flyer.

Richard: time to redo schedule on flyer. 11X17 each group, new members are encouraged to observe at their first meeting.

Tim: every one speaks from their own experience. Vetting (pre-approved) by a central group can go on to more active speaking engagements, films.

David D: has confidence that Jason will represent our mission and process, based on what he's heard so far.

Laura: Jason says things that don't necessarily represent the group. 1. Be truthful. (no projects are on board yet) don't want people to say oh you did that. 2. Vetting 3. Do all projects come under the umbrella of WELL?

Brian: Honesty is separate from control. Can't control the process. Create a crib sheet for speakers.

AJ: Basic outline, follow with personal opinion. When we add money/grants to our process - have to have more skills as a community, then we need to be clear on presentation.

Mair: clarify the mission. Identify the people who have specific foci, speak for those areas.

Lanny: has offered to create a series of similar graphic pages for each work group. Updated 4 times a year.

David D: Propose that Jason has a vote of confidence for being a spokesperson for WELL. He will be honest & clear and ultimately represent us whether he is speaking personally or not. More speakers to come. Vote: Full consensus.

Jason: Until the group comes up with more clarity of themselves, he will speak for himself. We are not there yet, it is a long process.

Laura: concerns 1) grant - WELL was not represented fully. Food group was said to be involved in something they weren't, caused some disharmony. Been corrected. Learned from the experience. 2) Peak oil concept does not motivate our group's purpose entirely. 3) Want to rotate the leadership. **WEL Steering Committee**

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When only Jason speaks, he is seen as the leader.

AJ: This is going faster than we know how to follow. Grant writing changes the dynamics. Paid positions don't feel fair. People felt used.

(6) 8. Update on what's happening with the community garden project (Larry). 10 min.

WAG meetings have been starting when WELL began. Mary Zellachild is the only person who has consistently shown up and is relating to Ecology Action.

Location: WISC site. Ellen Bartholomew, Gauthier, soil samples taken. Hospital also wants a community garden. USDA grant deadline came up. Jason made an assumption that Food Group was working on planning community gardens. Did not check in with the Food Group. Timing was tight. Met with Margie Handley and Christine McConnell. Wanted to make it a mini farm at the hospital - 3 acres. presented to Margie, who can't guarantee 3 acres. They wanted an administrator, looked to Jason, he agreed. Asked for a signature. There were major stakeholders who were not part of the process. Pays people to run gardens, evaluator. Not everyone was involved who wanted to be. Hospital was removed from the grant due to time crunch. Now the hospital is working with the food group on the community garden. (alan falari, jim, patty bruder)

AJ: only missed one meeting and got left out of the loop. Grants are a crass business that ruffles feathers. Steering committee didn't know anything.

Laura: People in the food group have to check with the group before representing the group.

When is it a WELL item/personal item/group item?

(7) 11. Announcements

AJ: Men's health is key for the community 4/20 Men's circle meets at Perko's 6:40 pm to go somewhere 459-3857 - AJ; 459-2681 - Larry.

Larry: Ron Sundergil - Water workshop in Sonoma County. \$10 at JC 4/9

Annie: Barter market experiment. Thursday at Farmer's Market. To see what we are made of in this area.

Richard: Kick-off the sustainable film series this Friday.

(8) 9. Decide on next meeting's facilitator and food preparers. 5 min.

Next meeting facilitator 4/18: Annie Weller

food prep: Mair bread; Laura, soup; Madge, veg maindish

Meeting closed at 9:33.

Minutes by Diane Smalley