

## Willits Economic Localization Steering Committee Meeting 4/18/05

Members present: Brian Weller (facilitator for Annie), AJ Barrett, Mair Alight, Richard Jergenson, Laura Liska, Patrick Burnstad, Diane Smalley, David Drell, Ree Slocum, Jason Bradford, Kristin Bradford, Lanny Cotler  
Guest present: Erica Bruce.  
Meeting began at 7:20 pm

### **Agenda: (actual order numbers in parentheses, below)**

Old items:

1. Facilitation Procedures *future agenda = didn't complete tonight*
2. Facilitation of Study Groups/Rules for newcomers
3. Structure of WELL meetings *future agenda*
4. Outreach: how to approach those not included
5. Update on all WELL projects
6. Name of WELL - spelling, definitions *future agenda*

New Items:

7. The Grange
8. Debrief RE Decatur and speakers in general (AJ)
9. Water group proposal *future agenda*
10. Newcomers template outline *future agenda*
11. Film series update
12. Media Outreach/Template for work group outlines
13. Cloud forest summer school

(1) 1. Facilitation Procedures *future agenda*

Ree, Diane & Mair will meet to further work on the facilitation process.

(2) 2. Facilitation of Study Groups/Rules for newcomers

Mair: Soc org will have papers on all groups that will help people be brought up to speed.

Laura: Need to have structure and facilitators that are able to enroll people without turning off newbies. Part of the problem is internal px in the group and frustration.

Brian: Have productive fun.

Soc. org. & shelter groups seem to be bogged down.

Richard: grants may pay for facilitation training

David: people will come to the WELL of all kinds all backgrounds - some with group experience and some without, who may cause some problems, different tolerance levels. We just have to do the best we can.

Diane made copies of how to facilitate a meeting from a book called Resource Manual for a Living Revolution.

WE NEED FACILITATION TRAINING. Brian available to floating facilitation

**Proposal: Brian, Jackie\* & George\* become facilitator trainers if needed and can float to observe. \*If they are willing. Full Consensus**

Ree: some groups may not know if they need help.

Mair: one of the problems is when the participants change at each meeting.

2 maybe's: David has questions about someone coming in to a group to take over and fix it.

AJ: voting on a solution when we don't know what the problem is. Purposes of the WELL and all groups are unclear.

(3) 4. Outreach: how to approach those not included

WEL flyer: Laura & Jason wrote it. Laura rewrote it to remove loaded words.

Economics: a branch of knowledge dealing with the production, distribution, and consumption of goods and services.

oikos = house, nemein = manage

## WEL Steering Committee Meeting Minutes, continued 4/18/05

Ideas for improvement: focus on benefits, gear to the 5th to 7th grade reading level, picture on half of the page that says it all; simple words; details on the back; bullets with examples of what WEL will look like; Change: 'What is that' to 'What is economic localization'; Change 'how can this be done' to 'What can be done'

David: has ideas of what a local economy looks like - may cause people to flee! It's a subtle idea - reorganizing Western civilization.

Note: Vision for Willits is on the website, by Jason & Kristin.

Diane will work on the 5th grade version with Laura

Bring the next version back to the steering committee. Bring to the media group to add bells & whistles.

(4) 5. Update on all WELL projects

a. Diane: **Wellness Network** we have a two page outline with a purpose statement, our original research question and 6 projects.

Jason: What keeps people alive, are we thinking about acute trauma, antibiotics & vaccines - locally produced?

b. Ree: **Water** met as an ad hoc committee, created a mission statement, addressing the needs in the Willits watershed - meet those needs, recycling, reuse, storage.

They want to do informational presentations, eg water purification, problems & solutions, at the WEL meeting for whole community.

c. Laura: **Food** we have a mission statement, set agenda for meetings, updates on projects. 6 projects. New people on a list for future projects. Garden tour last Saturday, 15 people attended and felt like a success. Community gardening has moved over to the hospital garden, some interface with WAG. Laura working on community forum. 12 new people at Decatur.

Doesn't seem to focus on localization, more on gardens.

(Brian will help with that focus at next weeks big meeting.)

AJ: community garden doesn't feel like part of food group. Farm group has split off, it is a huge project, each facet needing more structure. Ridgewood ranch had lots of specific information about what to grow. Food group needs structure and organization.

d. David: **Energy** has split itself into 8 groups, each with a lone facilitator. Each subcommittee leader has been given a task of finding off-the-shelf solutions, list of questions for suppliers, technology; no R&D. Will report back on 4/25. Brian Corzilius has produced a 30+ page document on how Willits can localize its energy.

Richard: on City ad hoc with Ron Ornstein. challenging group, complicated mechanism, so far.

e. Mair: **Social Organization** rotating facilitators has made it unclear of the mission and purpose. Subcommittee will come up with mission statement. PEMS physical emotional mental spiritual.

Diane suggested that a project would be to facilitate human resources for the future farm economy.

Patrick suggested inviting the public safety personnel to make certain WELL governance promotes safety & security. Bring in local law enforcement so that they see we are not a threat. Meeting & planning around a table will help our dealings with them should the need arise.

David: Extremely critical as to how we frame our process to the local law enforcement.

AJ: this discussion is going past the stated purpose of updating.

f. Lanny: **Media**: Jeff Smith, Richard J., Lanny met. 2 aspects were identified - public outreach/PR, how Willits gets its news. Projects: Template for work groups outlines, overview flyer, SueEllen Parkinson, helping with the newsletter/mailer; having a unified look graphically, logo for WELL. Richard: Films update - 15 people there. 10 minute film on SEER - local, upbeat. Ecological design - Brian feels that this would be a good followup film to End of Suburbia - replace it even.

Each work should go to the media group with their information.

Ree: if your group is doing something photogenic, let her know and she will capture it.

## WEL Steering Committee Meeting Minutes, continued 4/18/05

### (5) 7. The Grange

Erika Bruce: Grange is a national family oriented community services organization. Fundraisers, eg, rice cookers, bowls for Bread for Life.

She asked if our purpose was 'Providing for man's continued existence after some calamity?' She would like to be involved if so. The Grange is a lobbying organization. water, environment, agriculture to the point that it doesn't impinge on "man's progress", i.e., Put ag before environmental laws; legislative, conservative, NRA, etc. Grange hall is available to participants in the Grange. Could use the grange to show the movie. We let her know that babysitting can be available.

### (6) 12. Media Outreach/Template for work group outlines

Lanny: Table media needs until Lanny comes up with some budget expenses. Soon, we need to address money and budget items. *FUTURE AGENDA*

Sue Ellen needs to be reimbursed. Sue Ellen is a fabulous resource. Can't afford to donate time. Jason made a **Proposal: Pay Sue Ellen \$100 for work done so far. Full consensus.**

### (7) 8. Debrief RE Decatur and speakers in general (AJ)

AJ: The purpose of our steering committee is not clear, work groups are not clear, need to tackle the differences. Monday attendance is dwindling some. We need some outside facilitators training. Don't know how to jump in & help. Darley might be too valuable for the Monday night meeting - better use with facilitators of groups to learn more detail. *future agenda*

Jason: gave a talk to the Rotary. Ed Burton loved it. The challenge is organizing and mobilizing the community. Theoretically can solve it. Not a math/engineer solution. The vast majority of people may not ever understand it. Have to begin creating working models. Wants to have in-house speakers from now on.

AJ: Jason should be talking more, he's been holding back. AJ knows how to lead, work with groups. Need a group to put forward the vision. Don't have critical mass of people yet.

Lanny: need help with facilitation but not visioning...outside help (those who don't know us) is not all its cracked up to be.

David: get a crash course in the state of the planet, so we know what we are facing and what our options are. The time frame is not under our control. Feels urgency.

Laura: resist the need for everyone to understand it all. Believe that people will become interested when they see examples of better lives. It takes a lot of energy to get people up to speed, need to find balance of that within the steering committee. It's a creative process, without guidelines. OK to be uncomfortable.

Ree: it is going to take all of us to clean up our act.

Brian: what we have done at WELL so far is incredible. We are learning to work together, reach out. It is an organic process that we're learning how to model.

Mair: there are 5 different ecovillages in US, problem is not 'what we know' but the will of people to change. Her impetus is to 'do it' and show that it can be done.

### (8) Announcements:

Mair 5/1 and 5/20 intro to NVC, 5/21 9-4 workshop.

### (9) Determine next facilitator and food preparers.

Sumo will facilitate 5/9. Food: Sumo - chili, Brian - Soup, Jason - salad, Lanny - Dessert, Mair - Bread.

Meeting closed at 9:52

Feedback from Diane on this meeting: Focus was lost, lots of repetition. Time got way out of hand. Didn't use speaker stack. Facilitator should not be timekeeper.

Minutes by Diane Smalley