



Willits Economic Localization

Coordinating Committee Meeting Minutes November 20, 2006

Attendees: Jason Bradford, Marc Grail, , Ron Greystar, Suzie Gruber, Freddie Long, Rachel Olivieri, Ron Orenstein, Liam UiCearbhaill, Mary Zellachild

Facilitator: Freddie Long

Check In

October Financial Report – Suzie

Suzie presented the October 2006 P&L for WELL and stated that WELL has \$3200 in the bank.

Willits Bypass Plenary – Suzie

Suzie described what David Drell proposed for the January 8th event. The event will consist of a presentation detailing why a two-lane bypass is adequate followed by a community discussion. This event will be the highlighted event on the WELL Dec/Jan schedule poster.

RLNC Reloaded Status – Marc

Marc described the outcome of an RLNC planning meeting held on 11/17. The Brooktrails Lodge was booked for May 2007. We will discuss it further when Brian returns.

WELL E-Mail Policy – Suzie

Liam proposed that we accept the e-mail policy as written.

- Only the WELL Admin Team will send e-mails to the entire WELL e-mail list
- The Admin Team will send a maximum of one e-mail per week to the entire list.
- Anyone who wants to send something to the list should e-mail Suzie by 12 noon on Tuesday for distribution on Thursday of the same week. The reason for this is that when I send the newsletter to the newspaper, I have to send it TWN by noon on Wednesday for Friday publication. If we have a fixed deadline each week, everyone will know what it is.
- WELL will continue to publish two newsletters per month on the second and fourth Thursdays.

The proposal passed unanimously.

WELL/REDI MOU Update – Freddie

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Freddie gave an update on the REDI/WELL MOU discussion. Keith Rutledge of REDI proposed that there be a joint meeting between REDI and WELL on December 3rd. Discussion ensued. Rachel agreed to join Freddie and Jason in representing WELL.

Content & Ownership of December 11th Plenary – Suzie

Suzie stated that according to the WELL Governance Document the next Coordinating Committee elections will be in March 2007. She then proposed that at that meeting, WELL have a holiday gathering. Liam proposed that we have stone soup. Marc proposed that we have an open microphone to share poems & stories. The proposal passed. Jason recommended that we have a Membership table & promotional items in order to encourage enrollment. Liam agreed to host it. Jason agreed that he and Brian will show their introductory presentation.

Co-Sponsorship of a Farming Project – Rachel

Rachel presented a proposal that WELL co-sponsor an Ecology Action event that is sponsoring an Afghan farming project. This event will be held in March 2007. It will include entertainment. Suzie asked what the terms of the co-sponsorship would be. Rachel did not know. More discussion ensued. Rachel stated that it will provide an opportunity to reach people outside of WELL's normal circle. Jason suggested that WELL fundraise at this event for specific local food projects. Suzie proposed that we state that the Coordinating Committee likes the idea in principle, that Marc & Rachel meet to glean the details and provide them to the Coordinating Committee and that representatives from Ecology Action come to the next Coordinating Committee meeting to present the proposal.

November 27 Plenary Content – Marc

Marc invited each of us to state our desired outcome for that meeting. A significant discussion ensued about how WELL can accomplish its strategic goals in light of challenges with teams working towards these goals.

There was a significant discussion about the fact many WELL events have been videotaped without any finished product. This item was tabled for a future meeting.

Marc suggested that we discuss how each of us will present on our Support Teams at the meeting. Liam noted that we have a significant number of working members who are not on any teams. Marc produced a matrix showing which working members are currently assigned to which teams.

Marc then suggested we discuss the Coordinating Committee presentation. Ron O. indicated that he will attempt to wake everyone up and bring everyone back to



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reality that it's not just the Coordinating Committee and everyone needs to pitch in. The committee unanimously supported Ron O.'s approach.

Jason described that the Research group will focus on taking a holistic approach to research by taking existing data and reviewing it with respect to other areas of concern. One example of this is discussing the Highway 101 Bypass in light of agricultural land use. Jason will state that he is the only one on the Research team.

Rachel then discussed the Communications team. She proposed that we not discuss the Communications team and that she join Jason on the Research team in presenting on 11/27. She also stated that she is willing to move forward with Community Relations. Liam proposed that Rachel join Ron G. on the Media team. Ron G. liked the idea. Ron G. also stated his vision for what he will say at the plenary.

Liam stated that he will present for the Admin team and for the Events team. He will state that he sees this team providing assistance to people that are producing specific events. He will share that he is producing a book designed to aid in WELL event production.

Freddie shared her Membership presentation highlighting Brian Weller's efforts at outreach that will begin in January. She will state that working members should each be associated with a specific project.

Mary stated that she will describe the team's efforts at attending City Council meetings & ReVitEd meetings. She wants to propose that each person on the liaison team develop a relationship with an individual council member.

Suzie presented the Admin team's functions including those that may eventually be covered by other project or support teams as they fill out.

Marc requested that we state why the team exists, what the team's goals are, what we are each individually passionate about and where we need help. Educating, inspiring & enrolling. Each person will have five minutes each.

Marc proposed that Rachel represent the Admin team. She agreed. Marc also stated that Brian will represent the Funding Team.

Marc requested that each of us represent a Project Team. Each person will at least describe the team. Ron O. will do Energy, Ron G. will do Culture, Rachel will do Water, Jason will do Transportation, Mary will do Food, Liam will do Business, & Freddie will do Security. Ron G. questioned the validity of this

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approach. He suggested instead that each team be re-introduced. Liam suggested that since the Membership is going to talk about how they will plug people into teams, why not introduce the members of each team. He also suggested that we review the project team framework from the Governance document, the purpose and goals of each group and ask if anyone else wants to join the team.

Ron O. agreed to write a description for the Security project team.

Outline of the evening:

Community Announcements

Introduction

Brian & Jason's presentation

Coordinating Committee Support Team presentations

Coordinating Committee Q&A

Membership Project Team presentations

We realized that this schedule leaves no time for teams to meet. Discussion ensued. Liam proposed that rather than describing each Project Team that we ask each team to stand up and figure out when to meeting. Jason suggested we create a piece of butcher paper for each team listing team members and goals, We would then ask the group to separate into teams. There would be blank lines on each piece of paper so people can add their names.

We ran out of time so the Coordinating Committee empowered Marc and Liam to finish planning the meeting.

WELL Relationship with the City of Willits – Update – Ron O.

Ron O. stated that Ross and Alan can meet the first week of December to open this discussion.

Meat Processing Plant – Ron O.

Ron reported that today he met with a group of people looking to open a meat processing plant in Willits. They need ten acres and intend to process sheep, cattle and buffalo. He noted that the byproducts such as biomass, biodiesel, and methane would be reused leading to a plant that produces energy as well as food. Ron O. suggested that WELL could spread the word about this project.

Check-Out

Next Meeting — December 4, 2006 - 6PM

Facilitator – Rachel Olivieri

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