

Steering Committee Minutes April 24, 2006

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Recap of April 17th meeting

Annie: Highlight was Ron O's comments.

Lanny: He let his guard down, he was genuine.

Liam: He even volunteered to join the Governance committee.

David: I detected confusion about the flow chart. I thought people were not completely understanding. Didn't see any objection to it.

Spring: I wasn't there, but I did hear from George that there may be several people regarding "elitism." Doesn't seem like we should act on anything until we vote on it.

Annie: I believe we need to get a quorum to see these documents, might put notices in the paper and an email with attachments, and we give people plenty of time to think about them, and then have a meeting that allows people to vote on them.

Diane: Is the governance document supposed to be complete before the membership?

Liam: I think we need to have a membership before we vote on governance.

Diane: To try to explain Wally, I think that some people are feeling like they are being left behind. I am glad I am on the email lists going around. More people need to be on a listserv. Improve communication.

Jason: With a listserv people can decide if they want all this email discussion.

Diane: Part of him would like to be involved. He wanted more of a discussion.

David: We had this process, a weekend workshop, and at some point people have to step up to the plate or don't whine about it. I like what Annie said, but I would hate to see us go backward, I mean the plenary group is not going to come up with a governance document. We assigned a committee to do this work. It is not elitist, that is how we are getting stuff done. The document must be clear for people to comment and revise on. I give the people who've done this work a lot of credit for what they've done. I see no reason to open this process up again. Anyone can join these committees.

Spring: Perhaps what Wally and others are speaking to is the structure of how we do our general meetings.

Membership Rollout

Brian: This committee has been Liam, myself, but primarily Freddie, Claudia, Amy Marshall, Jan Stevens. (He reviews the document).

Spring: They want to do a membership drive on May 15th.

Brian: We may have to have some things available by the launch date, such as the membership card.

Richard: That could be a premature date. Serious gravity to this. Attendance leveled around 30ish around next several meetings. Some say too much talk and not enough action. I think we should run some scenarios on what this means. This has got to be really good. Very slick and well executed for the shops and merchants to accept it. That date could be too early.

Spring: Who is doing admin for this?

Brian: Freddie Long.

Spring: Who is going to maintain the list of members?

Brian: Freddie. And there's a proposal to enroll the business community. It will be a committee job, ultimately to have that directory in the WELL office.

Spring: I'd like to ask about the WELL newsletter. We are saying if you don't pay us you don't get the newsletter. And what about the WELL events, they are donations.

Brian: Yes, no newsletter. How you discount for events is up to the people running it.

David: I agree with Richard, this takes a lot of preliminary work. I am confused, if you pay more you can govern?

Brian: If something key comes up for a governing body, since they are doing most of the work they should have the input.

Tim: Ditto for what David was saying. A clearing expression for this is what is the \$9000 for, is it just buying a vote, or is it a stakeholder, equity position perhaps. Fundamentally you are asking for underwriting for activity in the future, some clarification of what you are going to be doing with the money will help sell this.

Liam: The primary thing the \$9000 is to support administrative costs for WELL. We have guaranteed income for our staff.

Tim: If that is explained, that might help sell this.

Liam: Part of why I think we need to roll out the membership before we roll out the business process is that we need to move forward with our governance and other docs and we can't wait for the complexities of the business plan.

Lanny: Active membership is \$60. If you want to support, learn and be passive member is \$15. There's some president for it.

Annie: Active member and supporting member might be better term.

Richard: Go slow on this. We are talking money to fund an office and spin off other activities, we should go beyond our membership base. Should go after other sources. I am going to suggest we come up some solid proposals to these groups in Washington.

Tim: One caution is the seed currency and we bought seed money, it just didn't happen. I like the rephrase as "supporting member." Supporting a public service. Complication comes in when the governance comes in.

Annie: I have had concerns about the \$60 myself. The most important thing about that is that people feel they are stakeholders. Joining an organization formally, there is a psychological value in that. We don't want to alienate people in sounding like a high priced organization.

Liam: Perception is an issue. We have to be careful

Richard: We need time for this.

Lanny: I think the amount of money is not that much. But agree we have to come up with a package that gets people excited about it.

David: 150 governing body needs to be reexamined. Tiered membership needs to be changed. Maybe you roll out the benefits before you offer the membership discounts. I am curious to know from KZYX how many members in different categories they have.

Liam: Propose that the people in this room study this proposal and pass on comments to the committee. Give to me as soon as possible by email by tonight or tomorrow.

Governance Roll out

Liam: I am concerned that if we take too long to establish a voting membership that we will run out of momentum. I don't want to get stuck on a fundraising process.

Spring: I propose that we waive membership for a year or so until we develop these programs. Spring, or we make it \$15 for a while.

Lanny: I don't think the money is the issue. I want more clarity, what we want to present to the membership before ask them.

Brian: I don't understand the difference between the delivery of membership or the rules of membership.

Diane: This sort of feels like a business system. But maybe the purpose is more the political clout. No way we can monitor who's been there for 6 months or so.

Annie: Would like to summarize. If we had a special membership meeting, and that night we will create a membership base, allow them to vote on particular issues for only \$15.

Brian: I think we can and must focus on "economic" localization. We can't agree on religion, etc., but the economy links all of us. We exchange our time and talents and pay each other, we have an agreement to do that. My goal is to raise the mean income higher and higher, we need to get people involved who know how to create things.

David: Maybe what you are saying would work, but I am afraid people don't want to get involved in governance. To imagine we are going to get people to democratize and go to townhall meetings. I propose we have small dues, they vote for a governing body. The governing body provides services to the community that creates EL. The idea that having 150 doing governing sounds like a nightmare.

Liam: In the broader sense governance is about helping many others do the work of EL. We don't want to have happen to us what happened to Pacifica Radio.

Tim: I will investigate seed. What is missing is attitudinal perhaps. People feel that we are questing after the right stuff. It is not capable of being institutionalized, we need to stay with that simple approach.

Spring: Our agenda has been hijacked. Let's move on.

Lanny: It is unfair to say it is hijacked. On the one hand there is WELL, a relationship with the citizens and the city. On the other hand we are trying to scope out how to empower WELL.

Liam: Propose, any further comments come to me within the next week. Approved.

Film Series

Richard: Want a budget to work with. Want \$100 to buy and rent films.

Liam: How much money do we have?

Spring: I am going to set up a separate account to make it easier to report on WELL budget.

Approved

Hal Photo Opp

Richard: Hal wants to have an event that is a photo opp of alternative transportation. Do we want to help.

Liam: We can put it in the newsletter, but not cosponsor.

Spring: I think it would be great to put it in a newsletter, but would be great to announce at our meeting.

Annie: I would like a parade group on the 4th of July. I would support this if we do this then. Much more powerful. I'll talk to Hal about it.

RLNC

Annie: Kristin has a follow-up letter for RLNC. Read it and comment.

City Council Report

Lanny: I volunteered to help out. What am I supposed to do?

Richard: I am the one.

Jason: Spring and I worked on outline for the next newsletter. You guys can have that to work with. We can send this draft to Lanny, Richard, and Diane to work with.

WEC

We will pay WEC \$150 for coverage of insurance for RLNC. Approved.

Development Issues and the City

Lanny: (Reads Ralph's email).

Jason: (Reviews what happened in the meeting).

David: I'll get the Palm Dessert document together. I'll lobby Karen and Tami when the Revite Ed committee has their recommendations.

Next meeting facilitators

Annie, SC

Annie, May 1st meeting.

