

Steering Committee Meeting Minutes
Willits Economic Localization
July 17, 2006

Attendees: Jason Bradford, Marc Grail, Suzie Gruber, Spring Senerchia, Diane Smalley, Liam UiCearbhaill, Brian Weller, Tim Gregory, Brian Smith

Facilitator: Liam UiCearbhaill

Willits High School Power Down Project

Brian Smith presented a proposal for a Willits High School Power Down project based on Heinberg's Power Down project at New College in Santa Rosa. He requested approval to move forward with the project by putting a WELL group together to create a draft project plan. Everyone agreed. Brian Smith agreed to spearhead an initial meeting. Marc, Jason, & Brian Weller agreed to help.

RLNC Reloaded?

On behalf of Lanny Spring requested feedback on Lanny Cotler's RLNC Reloaded proposal to create an event focused on city government. Brian Weller suggested an event that the Willits City Council would sponsor that involves twelve to fifteen Mendocino County governments coupled with local activists, resulting in a working document related to localization. Discussion ensued about whether and how to move forward. Spring proposed a straw poll to decide whether or not to move forward. Tim was neutral and everyone else approved. Tim expressed concern about choosing to move forward on this proposal prior to the Future of WELL event. Marc, Suzie and Brian Weller agreed to participate in a committee to move forward on this effort.

Jason gave an update on research work with Post Carbon Institute.

Official WELL Contact for Post Carbon Institute

Liam raised the issue of establishing an official WELL/Post Carbon Institute contact to give and receive "official" organizational information. Brian Weller proposed that the WELL office manager play this role. The proposal passes unanimously.

ElderSpeak Debrief

Liam debriefed on ElderSpeak. He stated in agreement with Lanny that announcements should be minimized at the next ElderSpeak event. Jason stated that WELL needs to deliver an official letter of thanks to the Grange for hosting the event that additionally states WELL's intention with the Grange. Liam proposed that we empower Jason, Brian Weller, & Spring draft a letter and publish it in the WELL newsletter. The proposal passes. Tim raised the issue of the sound balance issues.

Inconvenient Truth Event Update

Spring noted that WELL got 23 new sign ups from last week's Inconvenient Truth event. Suzie noted that Marc and Suzie are hosting another discussion after the July 19th 7:10PM showing of the movie. Jason mentioned that we have a local expert, Woody

Hendricks, on climate change and that he would like Woody to discuss issues specific to our region. Liam proposed that WELL have him speak at the speaker series.

Future of WELL Meeting Update

Marc detailed the agenda for the Future of WELL meeting on 7/22. Suzie proposed that an e-mail be sent letting attendees know that there will be a straw poll on each of the draft documents. Spring agreed to send an additional e-mail. Tim and Suzie agreed to help set up. The party at Jason's will be a potluck.

Steering Committee Lessons Learned Revisited

Marc raised the issue of the mood on the Steering Committee and questioned issues of burn out. He requested a time for the Steering Committee to gather to discuss these issues. He also wants this group to discuss hand off to the Coordinating Committee. Discussion ensued. Liam proposed two meetings: 1) a meeting where the current Steering Committee members discuss lessons learned, unresolved issues and 2) all candidates for the new Coordinating Committee come to the last Steering Committee meeting to pass the baton. Brian Weller also proposed that the new Coordinating Committee have a one day retreat to get to know each other. More discussion ensued. Spring proposed that we would have meeting #1 on August 28th and meeting #2 on August 14th. Everyone agreed.

Tim provided a report on the media "non" committee.

WELL Fundraising Update

Spring gave an update on the REDI fundraiser. Jason stated that he has written two grants, one for Brookside Farm and one for WELL from the Wallace Global Fund. Jason feels there is a significant chance these grant requests will be funded. Brian Weller stated that he has sent a grant proposal to CORE as well. Tim requested that the grant proposal be published. Jason agreed. Discussion ensued. Brian Weller stated that one of the tangible benefits of WELL members making outreach a priority is that we find willing sources of funding to move WELL's projects forward. Diane asked if the grant money can be used for other projects within WELL. Jason stated that the proposal included funding for WELL programs after operating expenses are covered. Brian Weller proposed that when WELL applies for and receives grants that there is a single point of contact to the granting agencies to avoid confusion. The proposal passed unanimously.

WELL August/September Schedule

Spring presented the August and September schedules. A discussion ensued about whether to produce a two month or one month schedule. Another option is to produce the schedule on legal sized paper. Brian Weller noted that the Willits News has agreed that WELL can put their calendar of events in the newspaper on a regular basis free of charge. Suzie agreed to reformat the next schedule to include additional information so that the schedule can be produced before the Inconvenient Truth event on 7/19.

WELL/Grange Food Event

Jason discussed the idea of having an event October at the Grange where participants share food prepared with local ingredients. Additional events would be held earlier in the day similar to a mini-harvest festival. October is food month in Mendocino County so this event would be in conjunction with other county wide events. Mary Zellachild would like to chair a committee for this event. The Steering Committee agreed.

October WELL/REDI/Grange Fundraiser

Spring discussed WELL, REDI and the Grange putting on a Halloween party fund raising event. There used to be a Halloween event in Willits. Discussion ensued. Liam proposed that the Steering Committee search for volunteers to head up this committee. The Committee agreed. Diane suggested we ensure that no one else in town is hosting a Halloween party.

Marc Grail will facilitate on July 31st.