

**Coordinating Committee Meeting Minutes**  
**Willits Economic Localization**  
**September 20, 2006**

**Attendees:** Jason Bradford, Mary Zellachild, Liam UiCearbhaill, Ron Orenstein, Freddie Long, Ron Greystar, Spring Senerchia, Rachel Olivieri, and Tim Gregory

**Facilitator:** Jason Bradford

**Financial Statement Report**

Freddie reviewed WELL's Financial Statement from 1/1/05 thru 8/31/06. A broad discussion ensued concerning some of the following issues:

Freddie is researching a possible format for inclusion of WELL membership in the Financial Statement - further indicating the need to capture all miscellaneous cost and donations that exceed the suggested donation for either membership fees or events. Ron Orenstein noted the historical value of WELL's P&L statement for future planning and decision making. Freddie invited all ideas to be shared by email.

**WELL and REDI relationship**

Jason noted that past funding supported equally by REDI and PCI for Spring's salary had ended. The Trust of Wallace Global Fund is positioned to replace PCI's lost revenue for Spring's salary. Although there are assurances that this funding will occur soon, no hard dates exist at this time. Freddie recommended that WELL seek interim funding in the possible form of a no interest bearing loan from PCI as a contingency.

In spite of the loss of PCI's funding, Jason noted that the relationship was both mutually beneficial and strategic from WELL's standpoint. That WELL should improve the relationship by providing PCI with an annual progress report. Although access to WELL's website remains unchanged, WELL has been integrated into PCI's much more powerful site and has taken on a different look.

**Steering Committee Checkout**

Tim Gregory spoke of the cohesiveness of the Steering Committee. Those who had served with Tim noted his dedication and service to WELL. Spring recommended that all CC members read the Wisdom and Ideas shared by the outgoing committee members. An interesting discussion ensued regarding the change from "Steering" to "Coordinating." Many renderings were offered as to what this meant. In both focus and intent, Ron Orenstein expressed that in either case, leadership was the main current running through the committee. All agreed.

**Fiscal Sponsor vs. Fiscal Agent**

Freddie noted that WELL's relationship to REDI as indicated by the 12/8/05 agreement was erroneous - That a fiscal agent implies that the project (WELL) controls the charity (REDI). Freddie noted that the proper relational terminology was Fiscal Sponsor

demonstrating that REDI had complete control and discretion over its project, WELL. A discussion ensued regarding REDI's 15% annual gross payment. After much discussion, it was suggested that either a cap be placed on WELL's annual costs through various forms of flat rates to REDI, or renegotiate the 15% to a more realistic 10% or even 5% in some cases. Essentially, some mutually beneficial way to fix WELL's cost to enhance its potential bottom-line was generally agreed.

Jason, Mary and Freddie volunteered to make a presentation to REDI to discuss these issues and update the 12/8/05 agreement.

### **Check In**

Mary Zellachild stressed the importance of a consistent message between WELL and the public through the Liaison Committee of which she is also a member.

Rachel Olivieri indicated that her focus was based on raising the general consciousness of people to the power of the economic vote to bring about social/economic change. Noting that WELL's vision of economic localization was an excellent step towards that goal.

Liam noted his alarmist viewpoint and focused on the survivability of the community.

Freddie spoke of launching the membership drive. That it was in the motivation of those new members that would impact WELL's future heart choices.

Ron Orenstein reminded us of his long walk through history noting that in every case of near collapse that the spirit of humanity always pulled back from the edge and prospered. Hope is a good thing.

Ron Greystar said he was both alarmist and optimist and spoke of living dangerously in the Bay Area. That he felt that under those hi-density circumstances, that his ability to provide and protect his family was impaired. He moved to Willits and is searching for a lifestyle that does provide for his families well-being.

Jason spoke of the early beginnings of WELL and how that struggle appeared lonely at times when the thought of carrying the load seemed un-daunting. That he was amazed at the resiliency that has become WELL's legacy. As a biologist trained to apply knowledge, WELL has provided that opportunity.

### **Scheduling**

The next CC meeting is scheduled for Monday, October 5 at 6pm.

### **End of Session Thoughts**

Ron spoke of the CERTS training ongoing in Willits. He envisioned a citizen empowerment model that considered both WELL members as well as neighborhood

involvement in which each neighborhood had at least one trained CERTS person to lead the neighborhood through a time of challenge.