



# Willits Economic Localization

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## Coordinating Committee Meeting Minutes October 30, 2006

**Attendees:** Jason Bradford, David Drell, Ellen Drell, Marc Grail, Ron Greystar, Freddie Long, Christopher Martin, Rachel Olivieri, Liam UiCearbhaill, Brian Weller, Mary Zellachild

**Facilitator:** Liam UiCearbhaill

### **Highway 101 Bypass – David Drell & Christopher Martin**

David Drell of the Willits Environmental Center presented data showing the reasoning for backing a 2-lane bypass over a 4-lane bypass. He requested that WELL endorse the 2-lane bypass option. It was proposed that WEC draft an outline of this endorsement for Coordinating Committee review. The proposal passed.

### **RLNC Reloaded – Brian**

Brian stated that he talked to Lanny Cotler and that they are on track with the vision for the next RLNC. Marc stated that the team (Marc, Brian, & Jason) empowered to discuss the next RLNC has not yet met. Marc wants to ensure that he and Jason are included in any discussions regarding planning for RLNC. This team agreed to arrange a meeting offline.

### **REDI MOU – Jason & Freddie**

They presented the proposed changes to the MOU. These changes include changing the wording describing REDI's relationship to WELL from "fiscal agent" to "fiscal sponsor." They also detailed proposed changes to WELL's financial relationship with REDI. A proposal was made to meet with Janet Orth to present the proposed changes. The proposal passed.

### **WELL 2007 Budget – Freddie**

Freddie presented three WELL budgets dependent upon how much money WELL can raise through grants, etc. A proposal was made to adopt version 2 of the budget. The proposal passed.

### **Funding Strategies**

It was reported that Ron O. will work to open a path for how WELL and other non-profits can work through the city to receive grants. It was proposed that Ron O. provide a status report. The proposal passed.

### **WELL Plenary Meeting (11/27) – Marc**

A possible agenda for the next plenary meeting was proposed including the following:

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well@redinet.org



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- Present the WELL vision & strategic plan
- Enroll new members into projects
- Have pre-loaded enrollment event
- Reach out to teams ahead of time
- Structure of the meeting
  - Jason & Brian provide an overview of WELL
  - Each CC member will discuss their role as a liaison to a support team & be the voice of WELL

It was proposed that Marc facilitate the meeting. The proposal was approved. Liam agreed to help Marc as necessary.

## **WELL Quarterly Meeting**

The next WELL quarterly meeting is scheduled for December 11<sup>th</sup>. It was proposed that the Admin team plus Brian organize the meeting. The proposal was approved. It was noted that we must announce to the membership that 5 CC seats are up for election and that candidates must submit their intent to run by November 11, 2006.

## **WELL Event Schedule**

It was proposed that WELL have only one event in December. The proposal was approved. It was proposed that WELL sponsor an event in early January where WEC can present its proposal regarding the bypass and that there would be an additional plenary two weeks later. The proposal was approved. Brian stated that he believes WELL should get back into a routine of having project teams report and solicit feedback each month. Rachel stated that the CC members should get involved in those project teams and provide help. Liam suggested that in future plenaries we should have occasional broad/deep presentations from a subset of project teams.

## **Review of October Events**

The events were great but WELL folks felt overwhelmed at having two big events in the same month. It was agreed that WELL needs an active Events team and needs to improve its events publicity. It was also agreed that WELL should ask for donations at every event. It was proposed that the funding team create a pitch for every event. The proposal passed. It was also agreed that WELL should begin planning its events further in advance.

## **Strategic Plan Review**

Brian wants to develop a chart displaying Membership & Strategic Plan goals.

## **Events Team**

It was stated that planning events is too big of a job for volunteers because it generates substantial burnout. Liam stated that WELL should set general



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protocols for events, publicity, funding, vendors, locations, etc. It was proposed that Liam head up the Events team and present his vision at the plenary meeting on November 27, 2006. The proposal was approved.

## **Publicity**

It was stated that we need to generate more regular publicity for WELL besides the newsletter. One idea is to send event specific publicity to all WELL members. It was proposed that an e-mail be sent to the WELL e-mail list to promote the David Korten event twice before the event, once the week of 10/30 and once the week of 11/6. This proposal was approved. It was also suggested that a weekly e-mail be sent discussing upcoming WELL events. It was suggested that WELL needs to move beyond "preaching to the choir."

**Next Meeting – Monday, November 7<sup>th</sup> – 6PM**  
**Facilitator – Mary Zellachild**

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