



# Willits Economic Localization

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## Coordinating Committee Meeting Minutes December 4, 2006

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

**Guests:** Tabitha Atkinson, David Drell, Richard Jergenson

**Facilitator:** Rachel Olivieri

### Check In

#### **Richard Jergenson**

R.J. reported that he is confused about how the current WELL operates. He stated that it looks like we are following REDI's 501c3 mandate. He advocated that WELL be apolitical and return to focusing on research and inventory issues. He also provided a list of local organizations with whom he feels we should be collaborating. He advocated that we give a WELL bumper sticker to each new WELL member.

#### **David Drell**

David advocated for WELL to continue to take a stand on important issues within Willits.

#### **MCOG Public Hearing Update – David Drell**

David reported that he, Thayer Craig, and Jason raised concerns about the four lane bypass at today's MCOG hearing. The MCOG board requested that the MCOG staff present alternatives to the four lane bypass at a Technical Advisory meeting on December 20<sup>th</sup>. This meeting is focused on preparing data and fact sheets for the CTC. He also stated that there is a meeting on January 8 at 10AM at the Ukiah City Council chambers. The purpose of this meeting is to evaluate and approve the request for funding for the Willits bypass. Suzie asked what WELL can do to support alternatives to the two-lane bypass. Jason suggested that we let people know that we can still impact this issue.

#### **December 11<sup>th</sup> WELL Plenary Event – Liam**

Liam reported that he has not heard back from the Grange regarding whether or not we can use their kitchen. He also reported that the Grange requires that Richard Jergenson act as a conduit for all communication with the Grange. Liam asked if there is anything else that should occur at that event prior to story telling. Jason and Brian will show their introductory presentation. Suzie also suggested

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that any change in the WELL/REDI relationship be announced. Suzie will also give a financial report as per the Governance document.

## **Proposal for Definition of WELL Sponsorship/Representation – Liam**

Liam read his proposal defining how the terms “WELL sponsorship,” “WELL Project,” “WELL endorsed” and “WELL representative” may be used. Rachel proposed that we defer the discussion of this proposal until later in the meeting. The committee agreed. Liam agreed to e-mail his proposal to the Coordinating Committee for inclusion in the next meeting.

## **Constructing a Model of Economic Localization in Willits – Brian**

Brian reported that he met with Phil Jergenson today to discuss building a large full-scale physical model of Willits including the Little Lake Valley to support our localization projects. He showed an aerial photo of the town of Willits to demonstrate how this model might be useful. He proposed getting Willits youth involved in helping construct this model. New projects would be added as they are implemented. The model would be 24' by 16'. He and Phil plan to proceed with this project.

## **Team Development Model – Brian**

Brian presented a model for how groups form and develop. The model correlated togetherness with the human development cycle. Brian indicated that WELL is in the stage where members feel their differences with each other. Brian stated that new members enter the model at the earliest phase and must be led through their own process. Marc shared that M. Scott Peck’s model would say that WELL is in the chaos phase. Discussion ensued about the model and how it might be applied to WELL. Brian stated there are two questions: where is each individual in the model and where is WELL. Marc stated that he liked the model and he proposed that we as a group meet at a different location to go into this process. Liam felt that the process needed to be used in this meeting in order to facilitate challenging discussions.

## **REDI MOU Meeting – Rachel**

Rachel reported that Keith, Phil, Janet, Ralph and Jason were present at the meeting representing the REDI board. Freddie, Jason, Rachel, and Spring Senerchia represented WELL. Keith, Ralph and Janet felt that WELL & REDI should separate due to issues with lack of transparency. They frequently felt like their only role was as a blocking role and that WELL is a significant cause of concern for REDI. Phil felt that REDI & WELL should become more integrated. Jason stated that he was unclear whether Ralph agreed with the separation in spite of Ralph’s concerns about WELL’s direction. Rachel indicated that REDI is open to a six month separation period. Rachel stated that WELL’s level of



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independence would likely continue to be of concern to REDI and that WELL might have to create its own organization. Discussion ensued.

Suzie invited the committee to consider what is best for WELL at this point. Freddie will research what WELL's possibilities are. Rachel proposed that we form a sub-group of the Coordinating Committee to research the options. The committee then did a sounding stating how they currently feel. Liam, Suzie, Freddie & Ron O. agreed to be part of the committee that explores WELL's alternatives.

Brian proposed that WELL send a letter to the REDI board apologizing for its part in the separation that has occurred. Liam modified the proposal by suggesting that the letter be presented to the REDI board. The proposal passed.

## **Coordinating Committee Communication - All**

The committee had an extensive discussion about how it shares information and interacts with each other in light of challenges working together. Liam proposed that we handle challenging discussions at the committee meetings and not via e-mail.

## **Meat Packing Plant**

Rachel raised concerns about the scope of a possible meat packing plant in Willits. Suzie proposed that a document be written summarizing the facts as they stand surrounding the project. Ron O. proposed instead we invite Sam to participate in a Willits community forum to discuss the project and answer questions. Discussion ensued about WELL representation as per the item discussed above. No conclusion was reached about how to proceed with the meat packing plant issue.

## **Check-Out**

**Next Meeting — December 18 - 6PM**

**Facilitator – Suzie Gruber**

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