



# Willits Economic Localization

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## Coordinating Committee Meeting Minutes December 18, 2006

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

**Guests:** Reinhold Ziegler

**Facilitator:** Suzie Gruber

**Minutes** kept by Liam UiCearbhaill

### Check In

Check-in occurred approximately 6:10 pm.

In the spirit of transparency, Brian Weller reported that he had several meetings scheduled to talk to other organizations in Mendocino County. He will send an e-mail to update these minutes accurately before they are published.

### Financial Reports:

Suzie had printed out the report. She will e-mail them to the CC members.

### REDI Update:

REDI board voted to split with WELL over unspecified time. They voted to diverge amicably and start the process, with the intent of being certain that we can still get the Wallace Global Fund grant.

### Organizational Structure Options:

Jason, Suzie, Freddie & Liam met last Wednesday. We looked at various options including Michael Hackelman's dormant 501c3 (Earthmind) and setting up our own. Liam has looked at Earthmind's documents and thinks that the transfer process would be easy and a good fit. He wants others to look at it. CC voted to invite Michael Kesslinger to look at the books and the current subcommittee will continue to investigate.



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## **101 Bypass Event Discussion:**

Marc & Liam proposed a formal presentation format with Christopher Martin and Phil Dow given equal time to present the 2 Lane and 4 Lane alternatives followed by moderator read questions. The intent is both to allow the observers to be more informed and feel more informed as well as to diminish the divisiveness this issue has fostered. CC voted to empower Marc & Liam to run with their concept.

## **Future Events:**

Mark Lakemen of the City of Portland has been proposed as a speaker. Rachel is looking to have a 'Water' presentation of some sort. It was suggested that there should be a quarterly 'social capital' presentation in the line of the Stone Soup event. Discussed involvement in the Jan 27 Soup Sipping by Our Daily Bread. Freddie, Suzie, Rachel & Kristin will do the WELL offering.

## **WFG:**

Suzie Gruber worked slavishly to finish the third modification of the grant proposal and sent it in yesterday. Discussion ensued. It was proposed and passed that Suzie check out Community Foundation and TR Erickson for future funding. We will also look into access to foundation/grant search engines. REDI is subscribed to Catalyst in Ukiah. Liam suggested that WELL subscribe to the Foundation Center in San Francisco.

## **RLNC Reloaded Update:**

Brian & Jason presented: May 18 - 20 reserved at Brooktrails Lodge. Suzie proposed that the proposal be accepted as given for a starting place for planning. CC voted to accept it. There was much rejoicing!

*Drawn from Brian & Jason's butcher paper sheets:*

RLNC Reloaded  
18-20 May '07 – Brooktrails Lodge

Purpose = The Why

1. To deepen our connection with the City of Willits
2. To collaborate with City of Willits to create a 95490 'Development' plan in alignment with the principles underlying economic localization.
3. To build on Alan Falleri's inter-city 'planners' program.
4. To enroll the communities in our Bio-Region to work together, share E.L. best practice, and connect:

75 N. Main St. #234, Willits CA 95490  
707.459.1256 - phone  
707.459.0366 - fax  
well@redinet.org



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- E L Citizen's groups to each other
  - Planners to each other
  - City Managers to each other
  - Council Members to each other.
- |             |
|-------------|
| 3 Officials |
| 4 Citizens  |
| 7 Total     |
5. Encourage each community to work with their Planners, City Managers, and Council Members.

## Actions = The What

1. Gain agreement of RLNC® Approach with Alan F.
  - a. Obtain \$2000 to:
    - i. Give \$1500 to Brooktrails Lodge as deposit.
    - ii. Put \$500 to start RLNC ® Admin fund (for paid staff time and expenses).
  - ✓ Achieved.
2. Get agreement from WELL CC on approach & write (with City of Willits) a letter:
  - a. Inviting Mike Thompson to be keynote speaker.
  - b. Invite other 'Communities/Cities' to the event.
3. Agree on participant fees (\$350/person?) to be paid by each 'City' – requesting 'early' deposits.

## Broad Outline of Event

1. Same timing as RLNC 1
2. Friday
  - Opening Dinner
  - Welcome / Orientation
  - Keynote Speaker
3. Saturday
  - a. Presentation ⇒ introducing latest understanding of current trends, threats, opportunities facing our bioregion.
  - b. Group meetings of:
    - Planners with planners
    - City Managers with City Managers
    - Council Members with Council Members
    - Citizen Representatives with Citizen Representatives.
    - To discuss 'a' above and agree on 'Development Plan' priorities
  - c. Report back to plenary
  - d. Group meetings – Community Specific.
    - City Representatives / Planner / City Manager / Council Member
    - To discuss & agree on local needs, priorities, visions
4. Saturday Evening: Entertainment

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5. Sunday: Local action planning, next steps, collaboration protocols.

## **WELL Relationship with City of Willits:**

Ron O. had delayed action while waiting for things to settle out from the election. He feels that the Cities & Counties for Climate Protection is a good fit for a project for WELL to partner with the city. Marc suggested that a Peak Oil Task Force should be rolled into the process. CC has empowered Ron O. to go forward at his discretion. Ron O. will call on other members of the CC as appropriate.

## **Localized Business Model:**

Rachel started: Localization is people connecting with people connecting with their local environment and resources in a culture that creates a sustainable economy and technology (not exact wording). Ron O. and Rachel each presented a slightly different definition of what is a local business. Discussion ensued. Several, including Reinhold & Rachel will join Business team to further refine this definition. Liam will set up a meeting of the Business Team.

## **Meat Packing Plant Next Steps:**

Rachel has suggested presenting Sam with a Model. Ron O. & Liam suggested some delay. It was proposed that Ron O., Jason & Rachel form a subcommittee to monitor this issue, communicate with Sam, and report back to the CC as appropriate.

## **WELL Sponsorship Policy Proposal:**

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Terms defined in regard to projects and persons utilizing WELL's name in presentations, publications, and communications. This is the only authorized use of these terms. Use of these terms beyond the limits herein defined may be responded to by publicly refuting the statement so made.

WELL Inspired: Anyone who feels that their project or statement is inspired by WELL is free to use this term without restriction. We may, of course, publicly dispute their claim if we as the elected Coordinating Committee find it grossly contrary to WELL's published vision, mission, and/or goals.

WELL Endorsed: A project or proposal that has been presented to the Coordinating Committee (or to a Team or Subcommittee authorized by the

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Coordinating Committee for this purpose) and endorsed by an 80% or greater majority of the authorizing committee.

**WELL Sponsored:** A project or proposal that has received an 80% or greater vote of approval from the Coordinating Committee (or a Team or Subcommittee authorized by the Coordinating Committee for this purpose) with a commitment of WELL resources to accomplish it.

**WELL Project:** A project administered by WELL members organized in a team or committee within WELL's formal governing structure and following the priorities as set out in the current Strategic Plan as interpreted by the Coordinating Committee.

**WELL Subscribing Member:** Any paid and registered Subscribing Member of WELL.

**WELL Working Member:** Any paid and registered member of WELL who has formally committed to a Team, a Project, a Committee, a Subcommittee, or to the 'Floating' team of WELL resources.

**WELL Coordinating Committee Member:** One of the Ten currently elected members of the Coordinating Committee. Unless qualified as a WELL representative (see below) they shall not identify themselves as such, only as a Member of the Coordinating Committee.

**WELL Representative:** A person authorized by the Coordinating Committee (or a Team or Subcommittee authorized by the Coordinating Committee for this purpose, e.g. the Liaison Team) to speak on behalf of WELL. Their representation of WELL is limited to those points and positions that have been previously discussed in committee (as recorded in those committee's minutes) and all correspondence made on behalf of WELL shall be cc'd to the Administration Team for archiving as well as to those committee members involved in the original discussion.

Proposed and accepted as is with a footnote to be added by Brian Weller to the effect that we encourage other projects, etc. in the spirit of WELL.

Report on property project and the claim that it is Co-Coordinated by REDI and WELL. Proposed and accepted that Jason will call him and ask for a retraction in a very friendly way and say that we would like to see more about the project.

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## **WELL Member Privacy Policy:**

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WELL will not rent, sell, or share members' personal information including home address, telephone number, and e-mail address to any other organization or individual person. WELL will only use this information to communicate with WELL members concerning issues and events which in the view of the Coordinating Committee and/or the Administration Team may be of interest to WELL members. We may also relay communication from individual members to the WELL membership when requested.

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Proposed and accepted as written.

## **WELL CC Transparency:**

Suzie Gruber will publish minutes on website, publish agenda ahead of time per the Governance Documents, publish schedule of CC meetings, and publish as much of our 'extracurricular' localization activities as possible.

## **WELL CC Members on website:**

Suzie Gruber proposed that CC member's names & e-mails be published on the website in a method precluding spammers from gathering our information. Jason amended to have statement that general inquiries and new member inquiries should be directed to WELL Office.

## **Outreach to New Willits City Council Members:**

Liam proposed that we have an informal meal-type meeting with the incoming City Council Members. Ron O. stated that as long as the discussions are circumspect we can invite the whole council as well as lead staff members while still avoiding Brown Act limitations. It was proposed that a subcommittee design a possibly catered event. Committee has been empowered Ron O., Liam, and Suzie.

## **Proposed Coordinating Committee Retreat:**

Marc & Liam proposed an as yet undefined non-business meeting to improve our interpersonal communication & relationships. Discussion ensued. It was alternately proposed that we have a CC potluck with families. This proposal passed.

## **CC Meeting Schedule & Standardized Agenda Format**

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Suzie proposed that we use the current agenda format tentatively and revisit it as needed: accepted. Proposed that we use a two hour agenda with a three hour cut-off and that we all be prompt, accepted. We scheduled CC meetings through end of February so that they can be published with our normal two month schedule. Ron Greystar will facilitate on Tuesday January 2, 2007.

## **Strategic Review of Committee Assignments & Activities:**

This agenda item was continued to another CC for the third time.

## **Check-Out**

Check-out occurred at about 10:00 pm

**Next Meeting —**

**Facilitator –**