



Willits Economic Localization

Coordinating Committee Meeting Minutes January 2, 2007

Attendees: Marc Grail, Ron Greystar, Suzie Gruber, Rachel Olivieri, Ron Orenstein, Liam UiCearbhaill, Brian Weller, Mary Zellachild

Guest: Christopher Martin

Facilitator: Ron Greystar
Note Taker: Suzie Gruber

Check In – 6:05PM

Bypass Event Agenda – Christopher Martin

Christopher came to the committee to request that we restore the format of the January 8th meeting as it was originally envisioned. He requested one hour to present his entire presentation in support of the two lane bypass. He stated that he has never had an opportunity to make the public case. Therefore, he stated that he is okay with Phil Dow being there and expressed curiosity at what Phil would present. Marc stated that Phil said he would like to respond specifically to WELL's concerns about the four lane bypass. Marc also emphasized that he wants the majority of the evening to be an opportunity for the community to ask questions. Liam stated that he intends to have Christopher speak first so that Phil can respond to Christopher's points. He also stated that he will then request written questions from the audience. He felt that he had an agreement with WELL and felt that the agreement was changed.

Ron G. acknowledged Christopher's frustration and apologized for WELL's role in creating this frustration. Ron G. then invited others to speak on this issue. Rachel expressed the importance of having both sides speak. Liam agreed that WELL broke an agreement with Christopher and stated that the Coordinating Committee also broke its own rules in making the decision according to its Governance document. He stated that the current program for the event is what he would have chosen in the beginning. Suzie stated that she prefers equal billing so that WELL becomes known as a group that promotes opportunity to explore both sides of important issues. Marc reflected on the process of planning this event and indicated WELL's reactive approach to planning events, an approach that needs to be corrected. He then read excerpts from the Strategic Plan to demonstrate that WELL in his opinion cannot be seen as taking sides and therefore we must give equal opportunity to both sides of the issue. Mary stated that she is not in favor of the no-build option and supported the idea of being even handed. Ron O. stated that he agreed to support the two lane initiative

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again and that he felt that there was ample opportunity for all sides to present their argument. He stated that he believes that the project is too far along for anyone to impact the decision to build a four lane bypass. He stressed that if spend much more energy on this issue, WELL will lose important social capital. He stated that we should focus on what Caltrans can do in town for mitigation due to the construction of the bypass.

Christopher stated that in light of what he heard, he felt that he is not the right person to speak on behalf of the two lane bypass. He suggested that Jason might be better at presenting this side.

Ron G. reiterated that we are asking Christopher to present on the two lane bypass as opposed to addressing the bypass in relation to Peak Oil and Climate Change.

Christopher reiterated that he wants to give his presentation and wants Phil to respond.

Liam asked Christopher if he had seen Phil's response to WELL's letter, stating that it was about the two lane bypass. Christopher said he had not seen the letter. Liam indicated that he believes that if Christopher talks about the two lane bypass, Phil will respond to that.

Marc stated that this evening is no longer an opportunity to change the outcome of the project, but rather an opportunity to bring the community together. He stated that it is a great opportunity for Christopher to present as a clear, articulate, well-informed speaker.

Christopher stated that he believes that he can change the outcome of the project and he is very concerned about Caltrans' dishonesty with respect to this project.

Christopher stated that he wants to read MCOG's response to the WELL letter and that he must talk with the Drells before deciding whether or not to present. He agreed to contact Marc on Wednesday morning.

Anderson Valley Foodshed Farm Bill 2007 Event – Suzie

Suzie stated that GULP approached WELL to ask if it would join the other localization groups in Mendocino County in sponsoring this event. She indicated she and Liam decided that while WELL can publicize the event, they felt concern about sponsoring the event due to WELL's 501(c)(3) status. The Coordinating Committee had little comment and invited Suzie to proceed in letting GULP know we would not be sponsoring the event.

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WELL/City ICLEI Project – Ron

Ron spoke with Alan last week and indicated that Greg Kanne expressed interest in taking over the energy ad hoc committee. He stated that committee assignments will happen soon and that WELL can get involved once the energy committee is established.

Plenary Event – 1/22 – Suzie

Suzie proposed that we cancel this plenary because there has been no planning or publicity for this event. Liam expressed concern that we need to bring the plenary back together. Rachel stated that she agrees with Suzie and we must create plenaries that members can get excited about. Brian indicated a desire to hold a night in which we encourage members to bring more people to grow the membership. He views it as an ongoing event for people to come together rather than something we have to plan. Rachel reminded us that the last plenary was not well attended. She stated that she agrees with Brian but we need to create a draw for people. Mary proposed that we digest our strategic discussion before we bring everyone together. Suzie stated that we need to create something interesting for people to come to rather than expect them to bring results to us and that if it takes an additional two weeks for us to create that, then we should take the time. Ron G. indicated that we promised a new way of doing things and that so far we have not delivered. He emphasized that we need to disseminate progress information from each committee that has met. Ron G. stated that he agrees with Suzie's proposal in order to create an event of better quality. He requested that we vote on Suzie's proposal. The committee voted unanimously to hold the next plenary on 2/5. Liam and Rachel agreed to champion this evening.

Meal with City Officials – Liam

Liam indicated that he spoke to Marilyn Harden who said she would speak to Ross Walker about this. Ron O. indicated that a lunch event might be more successful in attracting city officials. Marc supported this idea. Liam indicated he would try to work it out to maximize attendance on both sides and allow for the possibility of either a lunch event or a dinner event. Ron O. proposed that a weekend brunch might be an option as well.

CC Potluck – Marc

Marc proposed that we get together and watch Groundhog Day and share food. We agreed to have a potluck at Marc & Suzie's place at 6PM on 2/2. Suzie agreed to coordinate food.

North Coast Meats Subcommittee Report – Rachel

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Rachel read a letter that she proposed that we send to Sam Goldberger. Ron O. stated that he felt the issue could be handled more informally and that the letter was likely to garner a negative response. Discussion ensued about how best to proceed with this issue. Liam suggested that the subcommittee use Rachel's research to present Sam with a list of questions and issues such that he can provide a response. Suzie spoke in support of Liam's proposal. Rachel stated she prefers a meeting to discuss Sam's vision. Brian expressed support of a meeting and the idea of giving Sam a list of questions.

Sponsorship Policy Paragraph – Brian

Brian indicated that he has not yet written the paragraph he wanted to add to this policy prior to its publication.

Strategic Review of Committee Assignments & Activities – Marc

Marc provided a document detailing his thoughts on WELL strategy including WELL's published goals & objectives. He stated that he wants to know what he will do for WELL tomorrow and facilitate this committee shifting from a reactive mode to a proactive mode.

Marc indicated that he feels that WELL's November 27th meeting was a failure and that in polling several members, he generally hears that there is an awful lot of complexity in WELL's structure and that people do not want to be dictated to. He indicated that our events are not inspiring. He then presented several questions regarding WELL's strategy.

Much discussion ensued about how to move forward effectively. Brian proposed a schema to use for conducting strategic meetings. Rachel proposed that WELL function as a project oriented group such that the Coordinating Committee act as a resource that plugs people in where needed.

Liam indicated that we should follow the structure we set up and that we need to figure out how to track the status of each time. He proposed that we include the status of four of the teams in each CC meeting. The proposal passed unanimously. He believes that more efforts are occurring than the CC knows.

Marc proposed that each Coordinating Committee member take responsibility for facilitating one or two teams. The proposal passed unanimously.

The committee then reviewed team assignments. They were agree to as follows:

Suzie Gruber – Administration/Funding
Rachel Olivieri – Water/Shelter
Liam UiCearbhaill – Events/Business
Ron Greystar – Media/Culture

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Brian Weller – Events/Media
Mary Zellachild – Liaison/Food
Jason Bradford – Research/Transportation
Marc Grail – Membership/Health
Freddie Long – Membership
Ron Orenstein – Energy/Security

At the next meeting there will be a report on each team.

Check Out

Next Meeting – January 16, 2007 - 6PM
Facilitator – Ron Orenstein

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