

**Agenda, Coordinating Committee Meeting JULY 5, 2007** 7:00 pm, Jason's House, Potluck

Attendees: Jason Bradford, Mary Zellachild, Brian Weller, Freddie Long, Liam UiCearbhaill

Facilitator: Mary Zellachild Minutes: Liam UiCearbhaill

Liam described the current publicity (color posters, word of mouth, PSA's, articles, etc.) Brian read Annie's letter aloud: {insert here}

Mary and Freddie questioned if 15 hours a week is justified. Brian said that it depends on whether this is Annie setting it up or Annie doing the slog-work.

Plan:

Establish elements of publicity - doing on board now. {fill in} a. Publicity

1. Events
  - a. Strategy for diverse media outlets
  - b. Posters; flyers; articles; PSA's; Press Releases; Phone Trees; e-mails; word of mouth
  - c. Paid advertising
  - d. call opinion leaders / influentials
  - e. enrolling stakeholders
2. Setting up long-term relationships
  - a. e.g., Nuestra Alianza - call them up / social meetings
  - b. Rotary; Lions; Soroptomists 111. For projects; collaborations; initiatives
3. Guest speakers - Organizing Interviews on Radio, Channel 3 v. Reestablishing commitments from TWN
4. Getting local press to our events including print radio KZYX (Annie Exposito ... ), TV Channel 3, Website updates
5. Informing / enrolling sister stakeholders, groups, GULP, Leadership Mendocino
6. Working with PTO's / school students
  - a. Readjust budget - Freddie, Mary, & Liam next week. To be passed in Jason's absence by Freddie, Mary, & Brian
  - b. Interview Annie with above in mind.

- Tabitha strongly supported the concept of salary. Budget will meet 7/10 Tuesday at 11 :00 am
- Meeting with Annie will be 7/12 Thursday 2:30 - Brian will talk to her.
- Jason described the 'Daily Acts' from Petaluma. Much discussion.
- Jason proposed: That we initiate a Sustainability Tour program, details to be established. Plan on several tours on our own over next six months
- Candelaria letter - OK, mail it tomorrow
- Mary should pursue others (several mentioned)
- [insert financials]
- Money's to Earthmind are for services on WELL's behalf.
- Liam read most of the letter from Hannah. Decision: Mary, Liam, & Freddie will go over Hanna's document point by point, with a draft by the return of Jason (July 28).
- Proposed: we will help; we want Film Group to tell us what they want. Any monies donated for the film series and this project will be run through WELL's books and allocated to the Film Series. The same with expenses. - Approved.
- The curriculum committee has formally accepted that the EWG report will be a case study document to inform the project work for the class of 2007 & 8. The frame for the future is Sustainability.
- Second meeting: Ross Walker, Denny Caine, Richard Estabrook, Mike Chapman re Mayor's Challenge. They are enrolled and excited. They will try to enroll businesses, service organizations, etc.