

WELL Coordinating Committee Meeting, Jan. 14, 2008

Attending CC members: Jason, Mary, Tim, Madge, Michael S., and (later) Jane

Absent: Michael H.

Guests: Freddie, Tabitha, and Roger Wilson

Minutes by Madge

Note: Until Jane's arrival (approx. 1pm) we handled report or discussion items as we require 6 CC members to have a quorum, per the Bylaws.

1. Staff Report: Liam reviewed the things he's worked on since our last meeting. (A written report is available but not yet Xeroxed.) The main items were the calendar for '08, the CalTrans grant submittal, and the mid-Wife grant package. He apologized that the prior minutes and this CC agenda were not posted, that plenary meeting notice was late, and the newsletter is not yet out, (the latter primarily due to awaiting job descriptions from the CalTrans grant for positions people may apply for). That grant was a big push, and CC members appreciated an excellent job on that!

He noted that the Jan. 7 Plenary agenda changed from LDS food storage program (now scheduled for Feb. Plenary) to discussion of CalTrans grant, beekeeping, Measure A, etc., but it seemed to go well. He needs notes from Plenary sessions (Madge will provide those).

Other details: the sign is done but needs an upgrade on the hangers, since the other two signs blew down in the storm. (Roger volunteered to help.) Liam & Tim met on planning the strategic planning session. He answered public info requests, etc.

2. Tabitha advised the CC that some Grange members were upset by their December election of officers, in which two newcomers replaced Grange "old-timers". WELL had nothing to do with this, but folks who are members of both organizations could inquire and attempt to unruffle feathers if possible.

3. Budget report: Freddie presented the '08 budget. Discussion included: Possible merchandise sales could be developed.

Are publicist's and proposed new outreach & member coordinators' job duties possibly overlapping, and which tasks are most effective?

Mary noted she is close to having job descriptions drafted for these new jobs.

Should staff & consultants all meet with CC to review tasks & priorities?

Freddie noted that there are financial considerations in having consultants (such as Annie W. as publicist) vs. staff.

At Jan. 20 strategy meeting, compare what we *are* doing with what we *want*.

The CC then approved the budget with the provision that we will revisit job duties/priorities of staff and consultants' jobs, and with the following wording changes:

"Event coordinator" becomes "Community networker"

"Member relations" become "Membership coordinator"

"Publicist" becomes "Public relations"

(Be sure to date approved budget!)

(Note that the PR consultant continues to get a monthly amount until we change that arrangement. CC members should get a copy of Annie's analysis of PR and of the current contract with her.)

4. Minutes of the Dec. 17 meeting are approved.

5. Reality Report (Jason's radio show) CDs: Discussion was supportive of the desirability of making CDs of selected shows, to be sold or given for use by schools, policy-makers, and public requests. Jason will give Liam & Roger the link to Global Public Media site, synopses of shows and proposed categories; Roger will help devise a sortable index to shows; and Liam will arrange to burn CDs as demand warrants (up to a max. of \$100 without further CC action). Tim has higher quality recordings of most shows if needed.

6. Mid-WIFE Grants: The application packages are ready, and publicity for these grants should start ASAP (including next newsletter). CC feels that "Mid-Wife" name may be confusing to those not already familiar with the program. After much discussion, the CC decides to rename these: "WELL Local Seed Grants." (Publicity will note the previous-known-as name.)

7. Agenda for Strategy Planning Meeting: This will be on Jan. 20, 10am to 2pm at Willits City Council Chambers. Liam & Tim did some initial planning for this, with idea it is primarily getting membership input to the CC. They propose:
10 minute historical overview of WELL strategic planning (Tim)
15 minutes public input on that (2 minutes/person)
30 minutes on Vision and Mission statements, with CC comments first, then members (or public) comments.

Jason suggests next step of describing what our current programs are. (He will introduce that at the meeting.) Then brief view of existing plans for '08 (e.g. calendar of events and CalTrans grant). If feasible these activities could be related to our budget with a pie-chart graphic. From then on, it will probably be open discussion on what participants think should be our priorities/strategies.

8. By-laws review: A subcommittee (Madge, Liam, & Roger) should bring ideas to an upcoming CC meeting to give general guidance. Then the subcommittee can draft specific language for CC to bring to Plenary for approval.

9. Plenary format: Subcommittee (Madge, Jane, Liam) needs to meet to bring proposals to CC.

10. Office improvements: Michael H.'s plans for shelves are approved with a budget of \$300. In addition, it is noted that a rollable ladder and roll-out shelves to access the deep cubby at the top of the shelves may eventually be added.

11. Operational facilitator job description: The draft is approved, with the understanding that grant applications should come to CC for approval; if time urgent, this may be done by email.

12. Personnel matters: Mary & Madge will discuss strengths and concerns with Liam informally.

Next meeting (Jan. 28th), Madge will facilitate; Jane will be substitute note-taker (supplemented by Tim's notes as needed).