

WELL Coordinating Committee Meeting 3/24/08 Minutes

Present: All CC except Jane; Liam, and guest Brian Weller
Michael H. facilitator; Jason timekeeper; Madge minutes

1. Minutes of 3/3/08 were approved with the addition of clarifying Tim's concern about the Bylaws, re: quorum and vote percentages allowing the possibility of 3 out of 6 CC members making decisions.
 - 2a. Staff report: See written report.
 - 2b. Office improvement: Michael H. has been swamped. Mike S. will look at possible IKEA shelving.
 - 2c. Reality Report CDs: Now available for meetings and tabling, at \$5 each. On a related topic, Brian noted he got a call from Peak Moment TV, which does sustainability programs. Channel 3 (which has about 2,000 viewers) has been showing their footage, but PMTV would like subscriptions to help cover their costs. Perhaps WELL could help fund that. Liam will look into it and send info to CC.
 - 2d. Seed grants: For next cycle, we could have "Hints for Successful Proposals" for applicants, noting the need for budget detail and how flexible the project would be to partial funding.

3. Caltrans Consultant Selection Process: Discussion noted the pro-and-con of beginning the process now (to be ready to hit the ground running) versus waiting until close to having the grant in hand (which may be delayed to Fall), otherwise consultants might not actually be available. Also noted are the need to include Native Americans and Latinos in the committees/ task forces, and in some cases to hire outside experts.

First question will be: who is the third person on the selection committee (besides Alan Falleri and Quinton Roland). Several names were suggested, with criteria to be someone (with no financial interest in the grant) who has hiring experience, good judgment, and political savvy. Also ask for nominees for the 3rd person from the plenaries and public-at-large. Who decides the 3rd person? CC and City should have a role.

But the decisions are deferred for now, due to the grant being too far off, and City staff shake-up with Ross resigning. (Alan's duties may increase. Quinton may want to apply for a position.) Brian will keep in touch and, when appropriate, have a new timeline, perhaps starting selection process in August.

4. Strategic planning ideas: Mary has idea of a meeting by invitation with other groups, to put ideas on issues (food, energy, water, transportation, etc.) together. Wallace Fund wants a matrix of focal areas, with goals for action in one year, similar to what we did first year. Strategy is to achieve a mission; perhaps that needs to be reassessed too. In addition to focal areas, a main goal is broadening our base, through public education (meetings, speakers, publishing), and working with other groups (City, Grange, WAG, CofC, etc.).

RLNC is designed to address how to reach the rest of our community. Also CC should control our presenters to direct focus on key issues.

Liam will do an analysis of where we stand (possibly in matrix form) with past strategies. He also requests Tim propose ideas for including more outlying areas in our strategies.

Liam also notes we need a budget report for next CC.

5. Projector for WELL: Liam & Jason will outline specs needed. Mike S. will do Craigslist search.

6. Oversight committee: Delay to next meeting.

7. New job duties: Mary wonders if the new job should not include PR duties, if it's too much. Liam says he can, using Annie's template, take the lead to handle PR, so doesn't think the job description needs changing, but it will depend on strengths of the person hired. We need to publicize the job more, also note flexible hours based on workload.

Next CC meetings: Mon. April 7, noon, Jason facilitating.

Mon. April 28th, noon

Mon. May 19th, noon (Mike S. can't attend)

Next Plenaries: Mon. April 28th

Mon. May 19th