

WELL COORDINATING COMMITTEE MEETING, June 4, 2008, 2pm
Draft Minutes

Present: All CC members, Liam, Monique, Roger Wilson, Dickey Weinkle
Facilitator: Tim; Minutes: Madge

1. Minutes of CC meeting of April 28th were approved.
2. Reports:
 - a. Staff Report. Liam's staff report was presented in writing, and several items in it elicited comments, as follows:
 - #1. Jason noted that he would be doing a workshop regarding ICLEI with City staff and Sam (the consultant) on June 17th. Sam has unable to proceed until he gets data from City staff.
 - #3. FEMA: See item (g) below.
 - #5. It's a shame about the CS Fund not interested in funding WELL, and Liam says it's unclear why, based on their criteria. Jane would like a copy of our letter – may be able to get some inside scoop.
 - #13, Antonia's class might move to be part of Mendocino College.
 - #14. Mendocino moola (renamed Mendocino dollars) seems to be moving ahead, with much leadership from someone at Savings Bank of Mendocino.
 - #7. RLNC – see (f) below.
 - #16. Re: Monique's efforts, contacts with High School ag program are complicated by current staff changes; hopefully it will revive. Suggestion is made to contact other HS classes & various civic groups (Rotary, etc.) to get Jason's power point widely shown in the community.
 - b. Financial Reports: There are two sets of Balance Sheets and Profit & Loss statements – one is the official, finished 1st quarter (as of Mar. 31 '08), and the other is preliminary as of May 31, '08. Several items were questioned & clarified. The "bottom line" is that we need new funding sources. (See item 7.)
 - c. Oct. '07 Mini-grants: No report yet.
 - d. Strategic Matrix: Michael H. believes it's too hard to reduce the matrix to one page. Liam will, however, update it. Jason said it's possible to make large posters (from graphics in his power point), showing how "WELL makes these connections happen." Idea of using some pictures, testimonials – make it personal & upbeat. Madge volunteers to work on a new tri-fold flyer.
 - e. Media Production: Tim is in process of syndicating Jason's Reality Report, posting it to MP3 files via KZYY, for broad distribution.

Re: PA & projector needs, we need to clarify our uses and look at options for equipment & cost. Tim, Michael H. & Roger will come back with suggested options. (\$1,000 was budgeted last Oct. for lavalier mics.) After purchase, CC needs to decide policy re: renting, how stored & maintained, etc.
 - f. RLNC '08: Thanks were given to many who contributed. Positives & negatives were discussed. Connections between panelists were made, e.g. Margie and Trina – maybe leading to potential funding from BIA for diabetics program at the hospital. The

brainstorm of local food projects was inspiring. But given poor attendance (despite extensive PR & contacts), we may not want to do another RLNC...

Concerns about information vs. networking vs. entertainment, reaching new people, working on solutions, etc. It was noted that food events (about & serving food) seem to get best attendance. Senior Center is planning more food programs, e.g. canning. Ethnic food event of 5/30 was sold out.

g. FEMA funding for “victory gardens”: Draft proposal instigated due to Keith Rosen, a new WELL member who works for FEMA. Despite bureaucratic run-around, Liam is still pursuing this. Heidi Dickerson (of Mike Thompson’s office) is helping & wants to meet with us when she’s in Willits. Liam will call her.

3. 4th of July Parade: Should we participate? It’s suggested to join with farmers, farmers’ market folks, maybe get bikes & electric vehicles (David Drell, Michael H., Ralph), with “local first” theme. Jane, Liam to pursue. (After the meeting, it’s noted that doing this AND the fund-raising BBQ may be spreading ourselves too thin.)

4. Volunteer outreach: Monique has received a few responses via email and made phone calls with only limited positive response. Don’t expect high percent to volunteer. In-person contact is best. Jason suggests press releases & posters tied to current events, e.g. “Are you worried about food & gas prices?”

Another idea is developing a carpool phone/email tree focusing on members in one area, e.g. Brooktrails. (Gives you a reason to make phone calls, plus getting more desirable as gas prices rise!)

Another reason to call: Let’s have a BBQ fund-raiser for WELL and Brookside Garden: loca-vore vogs, with meat from Fords, etc., held at Brookside, of course. This gives WELL members a chance to shmooze, volunteer, eat, and raise needed funds. Possibly include an auction? Tentative date: July 19th. Committee to work on the BBQ: Jane, Jason, Roger, Liam, Mo, possibly Kristin & Annie (garden enthusiasts).

5. Next meetings:
6/16, noon – CC (Mary will facilitate)
6/23, 6:15 – Plenary
7/7, 11:30 – CC
7/28 – Plenary
8/4, 11:30 – CC

6. Letter from Ann Weller (closed session): Discussion covered many issues, including concern about disaffection of long-time activists, lack of membership & volunteer growth, need to periodically review finances and staff effectiveness/ priorities, and need to raise more funds. On the other hand, much IS being accomplished, it’s too early to judge new efforts, & many factors are beyond our control. Further feedback to & from Annie & others is welcome.

It’s suggested next agenda include what to do about funding Chris’ job at Brookside; how to “grow” membership.

7. Funding needs: Mary has contacted Kathy Hopper about help with grant-writing. Kathy is a pro, but expensive. Challenge is finding sources to apply to. We also need to pursue more local \$ support. This item got short shrift – should be continued next meeting.

TO DO LIST:

Liam & Jason: Follow-up with City re: ICLEI

Liam: Give Jane a copy of CS Fund letter of interest & their response.

Jane: Review CS fund possibility...

Mo: Contact HS classes & various civic groups (Rotary, etc.) to get Jason's power point widely shown in the community.

Liam: Prepare report on Oct. '07 Mini-grants.

Liam: Update strategic matrix.

Liam, Jason, maybe Roger: Pursue large posters based on power-point.

Madge: Work on new tri-fold WELL flyer.

Tim: Syndicate Jason's Reality Report.

Tim, Michael H & Roger: Research & suggest options for PA & projector equipment.

Liam: Keep pursuing FEMA funding. Call Heidi re: meeting with us.

Jane, Liam: Will we participate in 4th of July Parade? If so, plan it!

Mo: Look for opportunities for PR tied to current events.

Possibly pursue forming a carpool phone tree for Brooktrails.

Jane, Jason, Roger, Liam, Mo, others?: Organize a BBQ fund-raiser for WELL and Brookside Garden. Tentative date: July 19th.

NEXT AGENDA ITEMS:

What to do about funding Chris' job at Brookside.

How to "grow" membership.

Funding needs – grants & local sources.