

WELL Coordinating Committee Meeting, June 16, 2008, noon
Minutes (by Madge)

Present: All CC members except Jane; staff Liam & Monique; guests Roger Wilson, Keith Rosen, and Chris Hansen.

Facilitator: Mary Z.

(Note that the minutes are presented somewhat in logical topic groupings rather than as numbered on the agenda.)

1. Minutes of CC meeting of 6/4/08 were approved.

2a. Staff report: Jason commented that he'll be meeting tomorrow with City staff and Sam Pierce, the consultant, re: ICLEI. Sam needs details from staff on energy usage to come up with specific programs to meet goal of 90% reduction in green house gas emissions.

Thanks to Freddie, the tax return is now ready to send in.

Brian W. forwarded a request from someone wanting our help for a large grant for an energy healing center. Consensus was that was beyond our scope, but they should contact the hospital and Avalon (a center in Lake Co.).

Other comments included in other topics below.

2b. Tri-Fold Flyer: There were several suggestions for the new tri-fold draft: less text (esp. history), more photos, graphs and maybe testimonials. Madge, Liam & Mo will work on that.

2c. Carpool system: So far only one response, from Carol Simpson wanting to promote a regular shuttle service from MTA. CC discussed ideas to lobby MTA to seek grants &/or for MCOG to devote funds to transit. But these may be wishful for the short-term. Meanwhile, we can try a less-ambitious demo project for ride-sharing using email &/or phone lists. Roger can help on how to set up system; Madge & Mo will pursue the small-scale demo focusing on Sherwood Road area WELL members. It was also noted that "Hey Taxi" might provide some needed service to Willits' outlying residents.

2d. FEMA funding (for food gardens for emergency preparedness): Heidi Dickerson of Mike Thompson's office (MT) is very supportive, but Keith Rosen is skeptical that FEMA will come through with funds. Another meeting this week to pursue help from MT, and Liam will follow up with FEMA.

2e. Seed Grant status reports: Jason provided details on several pending grants to Brookside Farm. Re: solar dehydrators, two small ones have been built, can be used by grateful gleaners, but they need a larger-scale one. Jason & Chris are looking at designs and hope to have one maybe by July. Re: root crop storage, they tested techniques last year, now have a plan for boxes using straw, and hope to implement that in July. The dryland grain project met problems last year but is now doing OK.

Concern was expressed about long delays while seed grant funds have gone unused. Liam thinks the guideline has been grantees have up to a year. He'll provide contract info to CC. Based on that info, CC should look into better guidance and contracts for the future. This item should be on next agenda.

2f. BBQ Fun-Raiser: The planning committee has made major progress. It will be July 19, 5-9pm at Brookside School. Cost will be \$15/adult, \$5 for under 12, plus \$10 for a WELL button. Hal Wagenet will be DJ, there'll be fire spinning, kite-flying, games. Lion's Club providing BBQ equipment. Food sources will all be local, utensils & plates all recyclable. Strongly encouraging advance sales, having Ron Greystar make tickets. Need long extension cord (check w/ Patti Bruder), and use NCO kindergarten classroom to plug in.

Pursuing PR – posters, PSA's (do a recording at Willits studio, provide to KOZT, KZYX, KWINE, etc.)

Need help getting raffle (or silent auction) donations. Check with Jed & Carlin D., Cyndee, & others, and all CC can help solicit. Idea to have a ticket jar for each item, instead of random drawing.

2g. Media Committee report: Tim reports that format is being developed and close to syndication. KZYX is OK with it.

Regarding AV equipment needs, committee has not yet met.

3. Chris' Job & Farm/Garden Project Ideas: Noting that Post-Carbon Institute has ended funding for Chris Hansen's job (mostly at Brookside Farm), he & Jason are looking at many ways to keep him employed here in Willits. Monique has helped looked for farm land available; FEMA funding for home gardens is another possibility; also could be supplemented by fees-for-service (e.g. designing or installing gardens). (Maybe look at models of Sebastopol's urban garden group, and neighborhood garden-raising in Australia.)

Chris is developing a proposal for a position of "food system technologist" that could be fund-raised for as a WELL position (e.g. through our upcoming grant renewal with Wallace Global Fund). Could also possibly be part of WAG's grant. Chris could be first of many needed to train garden-farmers throughout the Valley. Chris outlined many projects that he could help set up & analyze to then propagate what works best. These include:

- Equipment coop (& need for a heavy-duty electric tractor!)
- Renovating/improving pasture land
- Local small-scale bio-fuels development
- Non-chemical soil fertility methods
- Victory gardens
- Food processing, prep & storage
- Local meat processing
- Wood gasifier system
- Dryland grain projects

While this is a broad wish-list, we need to be open to where opportunities arise. Chris should hone a job description that can promote his inclusion in our (and

others') grant funding. Jason notes that Chris has excellent reports from his existing work, & a detailed budget done last Fall for PCI.

The CC consensus is enthusiastic about trying to keep Chris involved in Willits, and we'll pursue all avenues to help (including allocating funds raised at the BBQ, also possible direct appeals to larger donors). It's noted Chris could also look for opportunities nearby such as Fetzer in Covelo and R.V.

4. Growing Membership: Goal is to have a booth or table at all significant Willits events. Need a pop-up shade, chairs, literature (incl. the new tri-fold), display posters, etc. Specifically mentioned were the contra dances (6/28), Hometown Celebration (check date), and of course the BBQ. Madge will check on resurrecting the membership committee; in addition CC members should all help staff such tables.

5. Funding needs: Mary suggested easier access and simplifying (just donate to general fund) on the "donation" link on the WELL web-site. Also include an appeal and web-link info in each newsletter.

Liam will do research on potential grant sources at Catalyst in Ukiah. (That seems more productive than hiring an expensive grant writer.) Also look for possible fee-for-service opportunities (e.g. Caltrans grant). Maybe look at a way to offer REDI's HELP type projects (for both energy &/or water conservation) to those not qualified as low-income.

6. Facilitators: Jason will do it for June 23 plenary, and Michael H. for July 7 CC meeting.