

## WELL CO-ORDINATING COMMITTEE MEETING

Aug. 4, 2008, 11:30

Present: All CC except Michael S.; Liam

Facilitator: Jane McCabe; Notes: Madge

1. **Minutes** of July 7 '08 meeting are approved.
- 2a. **Staff Report:** Comments on the written staff report were as follows:
  - Liam's #12: Still no update from Keith regarding solarization of the City's water treatment plant. Liam, with Jason, will proceed with new application for Wallace Global Fund.
    - Liam's #16: Liam will continue to work with Cyndee to create the food security outline (with short-, mid-, and long-term projects) for Heidi of Mike Thompson's office, FEMA and other potential funding sources.
    - Liam's #2: Phone inquiries were from the Foothills Cooperative (Calaveras and nearby counties); one Liam didn't note; and a conversation with Hal Voege (formerly with GULP, currently on the RV Water Board) saying GULP seems inactive, with key members all involved in other priorities.
      - CC admired the food poster from Nuestra Alianza (maybe it could be better displayed in the front room).
- 2b. **Tri-fold Flyer:** Mo & Liam developed two options, with and without a member sign-up form. The CC voted in favor of the one with the sign-up form. A concern was raised over the formal "agreement" part of the sign-up. Tim suggested an optional check-off box. Others felt support for WELL's vision & mission should be required for membership. Simplified wording of "I support..." was approved 5-1 (Tim dissenting). Michael H. also suggested a way to make the graphics cleaner and larger – moving the "where we are" to the left of the fold. The CC approved up to \$100 to have Ron Greystar photo-shop the graphic as needed & provide an archival canvas copy. Other edit suggestions were given to Liam to include.
- 2c. **AV Media:** Tim reports that RJ & Cyndee both seem satisfied with existing PA system, so new equipment is, for now, on the back burner. Also reports the Reality Report is now on Public Media & progressing on distribution.
- 2d. **FEMA Project:** Comments noted above under staff report item #16.
- 2e. **Ride-share:** Mo probably is more up-to-date. Madge tried signing up & found it not very user friendly; she's not sure she's on or not. As it evolves, we should try not to duplicate with others (e.g. Craig's list).
- 2f. **BBQ Fun-raiser:** 186 tickets were sold, at least 170 dinners served, and \$1,886.25 raised. Perhaps most importantly, it was a fun community event! Things to improve: start planning earlier; logistics at the event weren't planned

enough (though many folks stepped up to help); raffle tickets did not raise enough (esp. considering the value of many of the items).

CC approved allocating net profit 2/3 to Brookside Farm; 1/3 to WELL.

Ideas for another fund-raising event were discussed, such as a Nov. 22 Winter Feast (before the Contra-dance that evening). Many felt that would be too much to plan so soon after the Harvest Fest; January was preferred. Pros & cons of potluck vs. served meal were discussed. For fund-raising, it's important to have clearly stated purpose and monetary goal, and consider real cost (staff & volunteer time) to do an event. Jane will spearhead a planning committee.

2g. **Chris Hansen job description:** It's conceptual at this point, with the goal of filling the gaps in the Food Security system, esp. on the growing side (Patti & Cyndee are more focused on the marketing-distribution side). Templates would be developed for different sites, research on what works, etc. Jason will want to focus on this but not until Oct., when this year's growing season ebbs. (Put back on our agenda for late October.)

2h. **Membership:** This committee met (7/28) and discussed multi-track ways to promote membership & volunteer participation, incl. public media, email & newsletter, and personal calls. Volunteers would then help us have booths at all significant events. Committee members will make calls to build a list of potential volunteers for such events, which should include Hospital event, Harvest Fest, Contra dances, and (if OK with them) the Grange breakfasts. Madge will be drafting an article for public & WELL news.

We still need easy-to-use pop-up shade (Sara is looking).

2i. **Food Tour:** This year will just be Golden Rule guided tour, from 10:30-noon on Aug. 16<sup>th</sup>, followed by optional BYO bag lunch picnic. It's suggested we have carpooling at 10:00am from Evergreen Center, near Perko's.

Re: **Harvest Festival:** Karina is in charge of food; Mary Z. organizing displays and workshops. Tablers can sell; if they make over \$100, 10% will go to us. Movies about food issues will be inside, all other activities (except lunch & dinner) will be outside. Nuestra Alianza will do a lunch. Dinner (\$12) will be at 6pm. Liam needs details for next newsletter. Suggestions & help welcome!

3. **Pickens Plan** discussion postponed due to Sandra O'Connor's absence.

4. **Plenary re: Transportation:** Conclusion is that pressure is needed at all political levels. BOS meets in Willits tomorrow morning, 10am. Jason will speak & Liam will also attend. Jason discusses why it's so hard to get through to public officials (e.g. underlying assumptions of growth/progress; problems that don't fit that paradigm get ignored). CC should keep this lobbying effort on our agenda! (Maybe we should have a committee to work on it?)

5. Michael H's proposals on transit technology is on back burner for now. One obstacle is there's no model for an agreement between MH and WELL regarding future manufacturing rights.
6. Process for when current CC members' tenure is up: We discussed requiring all CC members to work on some active subcommittee. That should be the expectation, but not necessarily written into By-laws. Include question on candidate form about what areas they're passionate about & want to work on. Let's have an email exchange and, at next CC meeting, discuss needed subcommittees. (Some suggestions were: fundraising, events, financial oversight, local gov't liaison, membership, food, transportation.)  
Check if CC election should be at Sept. or Oct. plenary.
7. **Funding:** Funds are getting low. It's now seems too late to do two fund appeal letters this year, so we should do one in, say, Oct. (Mary & Madge will work on that.) Also need to improve donation link on website. Full discussion on this topic should be on next agenda.
8. **Next meetings:** Next CC will be Aug. 25 noon, Tim facilitating. Plenary (focus on project reports) that evening, Madge facilitating. Following CC meeting will be Sept. 15, 11:30, and Plenary on Sept. 22 (something exciting?).

Adjourned at 1:45