

WELL Coordinating Committee Meeting
Aug. 25, 2008 noon

Present: All CC members; Liam; Monique; Ellen B. of Healing Hearts; Wolfgang;
and Sandra O'Connor
Facilitator: Tim Minutes: Madge

1. Minutes of Aug. 4 meeting are approved.
2. Healing Hearts: Request to have WELL be a non-profit sponsor, to help them be eligible for grants. Wolfgang facilitates domestic violence groups. Ellen summarized services provided by Healing Hearts (incl. written materials). HH wants to fill the gaps in what the County provides, which will only be in Ukiah & Fort Bragg. HH is a local hub for those needing service here. HH & Wolfgang would collaborate under one 501c3 umbrella. The CC will consider this at next meeting. (It's noted that WELL would get a % of funds raised.)
3. Pickens Plan: Sandra presented the gist of this nation-wide venture designed to shift U.S. from oil dependence to renewables. She felt there might be help two ways: we could give Pickens Plan feedback on what's needed; and maybe Pickens Plan would fund a pilot energy development project here. This seems a low probability, but to keep aware of it. Meanwhile, Jason & Liam could do a short write-up for the newsletter, pointing out this effort as well as Al Gore's wecansolveit.com approach.
- 4a. Staff Report: A few comments were made about Liam & Mo's recent work. It's noted that Michael Foley, of Green Uprising Farm in Willits, has good experience in grants and has offered to help on the Wallace Global Fund (WGF) grant renewal application, which is Liam's highest priority.
Suggestions were made to see if we could track hits to our website (Google Analytics, or a contact of Madge's),
Tonight's Plenary will be project reports, including: Nuestra Alianza, Gleaners, Watershed Mural, WHAT (& walk to school), and the Dryer project.
- 4b. Financial Reports: CC had not yet reviewed the reports. Liam provides us copies, and we'll review at next meeting.
- 4c. Tri-fold Flyer: Ron Greystar's work on graphic is now displayed on canvas; still needs to be adapted on the flyer. A few other edits are needed, then it will be printed up professionally. Kimball took flyers to Contra Dance; Sara will have them at her Farmers' Market table.
- 4d. AV Media: Tim reports that Reality Report show is rolling along. Re: equipment, RJ would like a whole new system that stays at the Grange, but current system works for PA. Madge notes that her small PA system can be used by WELL when needed.

4e. Food Security: Liam has a rough 5 page outline so far. More work needed but it will wait 'til after WGF gets done. Review on next agenda.

4f. Rideshare: Mo says they now have a simpler sign-up process, as well as through the WELL site. Currently have 15 members signed up.

4g. Membership: Madge reported that our table at the Hospital BBQ was successful; we'll continue to be at events and try to gain new members & volunteers. Madge still needs to do a promo write-up. Mo will check with Freddie about having another membership committee meeting.

4h. Food Tour & Harvest Festival: Food Tour (despite no coverage in Willits News) had 30 people. Plans for Harvest Fest are continuing well, with posters going up now. Tickets are available at Leaves of Grass, Goods, JD Redhouse, WELL, and C of C. Mo will follow up with Annie about PSAs.

4i. Transportation Advocacy: Jason & Liam went to BOS to urge shift from roads to transit/bikes/pedestrian alternatives. It's suggested that Jed, who updates City Council on WHAT, could tie in with this advocacy. The previous Council earmarked that all sales tax funds go to roads only; this should change. It's noted the City is also out of compliance with the American Disability Act for crosswalks. Liam will put together some info on where City and MCOG funds are currently allocated. Also check Tompkins County (Ithaca NY area) transportation contingency plan as a model. Then we need a WELL committee to promote the shift to alternative modes.

4j. Fundraising Events: Jane says the committee hasn't met yet.

5. Funding brainstorm: Improvement of donation page on website has been on back-burner. If it's just text edit, that should be possible within 2-3 weeks.

For local fundraising, passing the hat and "roasting or toasting bucks" at meetings are suggested (not just a box on the table as you enter). Events such as walkathons, where people gather pledges, are effective. It helps to have an event deadline to ask people to contribute to, with a goal to contact all or most of 5,000 households in our area. This could tie-in to Jan. event. Or enlist kids to help at Halloween time?

We also need more foundation grants. Michael H. will work with Mo to contact his targeted list of about 18 sources.

Liam notes we have 315 members (of which 205 are current on dues), plus 255 others on his mailing list who get the direct appeal letter. Mo is working on member renewal letters.

Currently we have about \$10,000 in the bank, of which about \$6,000 is already committed (i.e. seed grants). That leaves only about one month operating budget!

6. Subcommittee needs: Following last meeting's discussion, Madge hopes we'll identify needs and have CC members spearhead these areas. For starters, Madge is working on membership; Michael H. on grant funding; Mary on funding & food issues; Jane on fundraising events; Jason on food, grants (off-season), & liaison; Tim on AV & financial oversight; Michael S. on farming. Some important issues are not yet covered. (Mary & Madge will draft a question for CC candidates asking what areas they're interested in working on.)

7. Seed Grants: Liam notes we missed our deadline to promote applications for the next round. Given our current finances, CC decides to defer this round until we see if WGF grant is renewed.

Meanwhile, Liam will contact past seed grant recipients & report status to CC before next meeting. We may require unused funds to be relinquished so we can reallocate them.

8. Future Meetings: Next CC is Sept. 15, noon, with Mary facilitating.

We discussed agendas for Sept. and Oct. plenaries. It's suggested that Mendocino Land Trust presentation be moved up to Sept, if possible, and try to put on a jointly-sponsored (with AAUW) City Council candidates forum for our Oct. meeting. We will also help promote the Brad Lancaster speaker event on Sept. 10 (already planned by MELC and City).

Oct. Plenary will also be the election for 5 Coordinating Committee seats.