

WELL Coordinating Committee Meeting, Jan. 28, '09

Minutes

Present: All CC except Mary; Kimball Dodge

Facilitator: Jason; Minutes: Madge

1. **Minutes** of previous meeting were approved.
2. **Next meeting** will be Feb. 11, 9:30 at the office, with Jane facilitating. The meeting after that will be Mar. 11, 9:30 at Annie & RJ's house.
3. **Kids Club** wants to use WAG office for their summer program, mid-June through July. We decide a visual barrier (one of Annie's tapestries) will keep our office space "off limits". If needed, CC can meet elsewhere, and Mo could arrange her hours for when kids won't be there (e.g. afternoons).
4. **Website:** Roger reports that all content from the old site will be moved, as is, to the new domain (under Charlotte's Web). Then we can reformat, update, etc. as we wish, with great flexibility for options (blogs, paypal, products, etc.). Roger & Liam will draw up a draft of what they think the new site should look like. Roger hopes we'll find a volunteer webmaster – full time for a couple weeks to set things up, then about 5 hours/week.
5. **Office questions:** Madge & Jane volunteer to be office/financial oversight committee to review such questions as supply purchases, day-to-day workings. Only larger expenses (over \$100) need to come to CC.
6. **Freddie's question** (re SSNs): Annie will check on those & get info to Freddie.
7. **Review of Food Bowl event:** We all agree it was super, with about 100 attendees including lots of new faces. Suggestions: improve poster design (find a volunteer); improve the signage; improve the line; meet with presenters ahead to have clear guidelines and good "sales" helpers (maybe a CC member at each table); need a clear contract with the Grange about kitchen use and have a supervisor. Some specific outcomes were sales of MFF credits, Becky Bowldes got some exposure for the High School ag program, contacts for possible farm helpers, people came away energized & informed.
We took in \$290 at the door, plus 9 new WELL members. Annie has \$30 in expenses, so net will be \$260 divided 50-50 with the Grange.
8. **Speaker policy:** Jason suggests a guideline that guest speakers get ½ of the net from the door, plus (if possible) a home to stay at. We handle PR. This is unanimously approved.
9. **Planning for 2009 Events:** First we discussed Jane's ideas, as she had to leave early for a dental appt. We like idea of Sunday evening events, maybe

every two months or quarterly. Youth outreach is important, including: working with Becky at WHS; the “Be the Change” day (now being rescheduled to late Feb. or early March); Roger’s Steampunk ideas; Dickey is joining Rotary & will work with their kids group “Interact” (about 30 kids).

As to specific events, building on success of the Food Bowl & keeping focus on food, based on Jason’s & others’ ideas, we decide on the following outline of events for the year:

March 22nd or 29th: Granary, food security, local currency issues. Invite Tom Allman, Rich’d Willoughby & others. Potluck food would focus on granary ingredients, and ask folks to bring recipes. (Jason or other volunteer to compile a recipe book?) This meeting will also include election of 3 CC members.

May: Garden planning. Invite Becky, Partches, Max, John J., Richard Jeske, Jason, Drells, Antonia, etc. This should also include water systems (grey water, drip, etc.) to address another likely drought year. It’s noted the City just put out the job description for the water conservation officer; once that position is filled, we’ll want to work with him/her.

July: Farm tours, ending with an outdoor potluck (maybe BBQ).

Sept.: Harvest Festival. Main event is the dinner (Annie’s willing to be point person on that). It’s suggested daytime workshops be mainly the responsibility of each presenter, not trying to create a “fair” atmosphere.

Nov.: Food Film Festival (also with another CC election). Hopefully the Grange will be set up for that by then; many food films are available. Again have an evening potluck.

Jason & Roger volunteer to be point persons for the March & May planning, basically using the same format as the Jan. Food Bowl.

So far, Annie & Kimball are the PR Committee, but need more help, including a poster designer (maybe Marilynn Boosinger?). Annie suggests a poster template (including large & small formats) that could be easily modified for each event. Planning events ahead also enables us to do advance PR & keep reinforcing it.

10. **Volunteers:** Benefits and difficulties of trying to recruit and involve more volunteers are discussed. A few will do a lot, some will help if structured, some will just attend occasional events. Though it’s hard to “grow” volunteers, it’s the only way to keep replenishing the organization. “Point persons” for events, projects or activities should try to identify volunteer opportunities and include such announcements in newsletter.

11. **Newsletter & email updates:** Concerns are raised about cost of newsletter, e.g. consider going to bi-monthly and get ads to make it self-supporting. It’s noted that many businesses are too strapped to advertise now; and that the newsletter is an important part of our program, even if not self-supporting. Jason notes that we decided on at least a 6-month period for newsletter & building ads, so we should not revisit this until we’ve given it a chance. We can, however, save by not printing so many hard-copies (say only 20 or 30 extras). Also Liam used fewer hours on the Jan. issue, and is open to

suggestions and content from us. (Jason will provide a follow-up article on the Food Bowl event.)

Re: Email updates, a guideline adopted more than a year ago was no more than one email to members per week. We don't want scattergun mailings that people begin to ignore. Instead do a digest of several announcements as needed. Madge & Jane will serve as oversight to direct Mo on this.

Next meeting (Feb. 11) should include '09 Goals and financial review. The next CC after that will be Mar. 11, but there will be Mar. event planning meetings in the interim. Note that Annie & RJ will be gone Feb. 23-Mar. 10, and Jane will be gone Mar. 10-24.