

WELL Coordinating Committee Meeting, May 6, 2009, 9:30am

Present: All 6 CC members; guests Marcia Pratt, Pat Norris, Kimball Dodge, and Monique Owen

Facilitator: Roger; Minutes: Madge

Minutes of April 15 are approved.

Next CC meeting confirmed as May 20, with Jane facilitating, and the following meeting will be June 10, with Jason facilitating.

Point person-of-the-month: Madge reported that she had issued two email updates during April, covering time-critical notices, and answered a couple emails. One phone message was a wrong number. Annie will be point-person for May. (She received a "how-to" briefing from Mo.)

Finances: Madge reviewed a draft budget for 2009, and the CC suggested several changes, which will be incorporated for next meeting. On the income side, a number of money-raising ideas were discussed, including:

- Direct appeals to businesses (e.g. coupon books, donations of \$ or merchandise).
- More merchandise (consistent with sustainability), such as calendars, storage buckets, water bottles – sell through newsletter, website, other?
- Raffle big ticket item, such as solar oven.
- WELL presence at Farmers' Market, to promote memberships, any merchandise, and upcoming events. (Kimball volunteers for this.)

Ideas for calendar: photos donated by local photographers; recipes; seasonal tips for garden (ask Jenny Watts?); ads from businesses. But even with low costs and some ads, calendar sales won't solve our budget shortfall.

Some funding ideas are labor-intensive. We need to focus on what's do-able, one thing at a time.

On the expense side, it's noted we could save by going to bi-monthly newsletter, but several CC feel monthly newsletter is very important and that ad revenues are getting close to covering. We should, however, try to reduce the number we send by snail-mail or ask those folks to pay an extra \$10 to cover costs. And ask all who get the newsletter to join! (Madge will do a write up for next newsletter.)

Mo noted that her hours can be reduced with point-people handling emails.

Our current funds are approx. \$2,500.

Monique will follow-up on check-signing changes.

Grants: CC approves of WELL writing a letter of support for a USDA grant application (written by Kathy Hopper, with NCO & others involved) that would provide a farm manager at major Mendo County high schools and pay for student summer interns for 3 years starting in 2010. Jason will write the letter.

It's reported that WAG just submitted a \$50,000 grant request that would (if OK'd) enable complete funding of the Grange community kitchen remodel.

All CC should keep ears perked for possible grants. RJ is continuing to pull together folks for grant guild.

Website Update: Liam is working on the quick update. It's noted the first page should be first priority! As to the "rebuilt" website, Roger, Liam & Madge met twice, have an outline structure which Harry (volunteer web designer) is working to mock-up. That will be sent to CC when it's ready. Then we can start building the content. Roger notes the discussion about who is website aimed at – existing supporters or attract the "unconverted". For now, focus will be supporters, maybe add more attractions later. Roger notes that the new site will be more flexible & easily changeable. Building web content – with photos – may dovetail with content for the calendar.

May 17 Event: Posters are done (thanks to donated graphics & printing from Henry Dakin!); Kimball will do postering. Annie (?) will do PSAs. Jason needs pots in order to sell plants at the event; newsletter write-up should include a call for bringing pots – and also seeds and starts for sharing – to this event. (Also could ask Sanhedrin & Sparetime if they'd donate pots.) Confirmed speakers are Karen Gridley, Carol Cox, Ursula Partch, Antonia Partridge. Also ask Richard Jeske, Max Meyers, Ellen Bartholomew. MC (Roger) should ask what brought folks to the event (poster, newspaper, email, friend, or what?). Also be sure to pass the hat for donations! And ask for volunteers for 4th of July parade, July 25 farm tour/potluck, and Harvest Fest, with sign-up sheets.

4th of July Parade: The CC decided to have an entry in the parade, and keep it simple (no float!). Ideas are red wagon brigade; dress as farmers and/or fruits & vegs; wear green. Jane, Madge, Kimball, Pat & Marcia will help organize.

July 25 Farm Tour: Mary willing to help on Green Uprising and Richard Jeske farms. Kimball will ask Jackie Morninglight if she'll volunteer. Also same group as 4th of July. Tentative idea is set times: 3pm farthest out garden; 4pm next; 5pm Brookside Farm; 6pm potluck. Annie will see if we can get Mike Thompson as speaker at the potluck. If not, invite Tom Allman.

Harvest Festival: Probably first weekend of October. Annie will coordinate only the dinner aspect. We'll see if other volunteers step up to organize any workshops, solar cook-offs, etc.

Insurance: Mo & Madge will handle getting riders for WELL-sponsored events. Annie will bring a proposal to next meeting for us to sponsor a flea market.