

WELL Coordinating Committee Meeting, Dec. 9, 2009

Present: All CC except "D" Maurer; guests Monique, Patricia Norris, Mason Giem, Antonia Partridge

Facilitator: Richard H.; Minutes: Madge

1. **Minutes** of Nov. 11 CoCom Meeting are approved.
2. **Facilitator's Role:** Standard practice should be raising ones hand and being recognized by the facilitator to speak.
3. **Newsletter:** Janice wants to get the next newsletter out first week of January, with a deadline the week before New Year's. Items will probably include: Reports from the groups at the Goals-setting meeting (please turn those in); David Partch re: watershed group; Update on City's water conservation program; our program(s) for Jan.-Feb.; Calendar items; Petaluma model; Recaps of CC notes; Extract of Holly's '09 accomplishments report; Kimbal interviewing Mason. Richard volunteers to follow up on ad clients. Also include a New Year's Resolution request that "each member bring in a new member".

On the subject of 2010 goals, Mason notes that he finds himself over-committed. Others need to take lead on some food-related tasks!

Antonia notes a need for volunteers, esp. in high garden season, for prepping and preserving food. An additional obstacle to getting fresh food into the schools is food safety fear. It's suggested community grant funds might help, and WELL could be a sponsor for applying (see item 11 below).

4. **Review of 2009 Goals & Accomplishments:** Issue areas were reviewed last meeting. As to organizational goals, follow-ups are needed on member renewal process; thank-yous for sustainers; ideas for expanding membership; recruiting new volunteers; newsletter ads; continuing budget review; office procedures manual; and reorganizing computer files (see item 10 below). Kudos to Harry for the website, Janice for newsletter editing, and Kimbal for ongoing tabling!

Mason suggests we try for a 2011 calendar of "sexy gardeners" along with recipes; he has a friend who is a photographer and may take this idea on as a WELL fundraiser.

Madge suggest a need for updating our flyer; others mention calling cards (easy to carry and free from the net). Holly will do a draft; Jane & Madge will review. CC approves going ahead with printing when ready.

5. **Budget & Financial Report:** Monique (with Freddie's help) provides year-to-date profit & loss and balance sheet. She notes that several expenses are now considerably lower than through most of '09, including no storage unit (was \$75/month) and no contracting with Liam for newsletter (was \$150/month). Also note that Freddie donates all her accounting help except for tax prep.

Thanks, Freddie! We can offer a free ad in exchange. Madge (hopefully with Freddie's help again) will prepare a proposed 2010 Budget for next CC meeting.

6. **WELL Programs for 2010:** One idea is to seek Federal stimulus funds for a Jobs Forum; unfortunately the deadline is Jan. 7 – probably not feasible – but Holly & Janice will look at this possibility. Holly wants to pursue this, even without federal funds, with co-sponsors such as CofC, etc.

Another idea was the “Happy, Healthy Hearts Day” on Feb. 7 suggested by the Community Health & Communications group at the goal-setting meeting. Pat acknowledges that Feb. 7 may be unrealistic for what they planned, and some CC members felt this could be a co-sponsored event but not one of our main WELL general meetings.

We agreed to pursue a general meeting for Jan. 31 (or Jan. 24 as 2nd choice) on local currencies, with a panel of: Cyndee or Patti on MFF credits; Derrick from Sonoma local bucks; Dave Smith of Ukiah's Mendo bucks; and Oliver Sweeney (friend of Antonia's with expertise on this). Jane & Holly will contact and plan this event. Janice will do poster; Madge do PSAs.

Further programs – to be discussed in future CC meetings - may include: film festival; starting gardens (panel, workshops, work parties); water issues; farm tour; harvest festival; and speaker on Transition Towns.

7. **Eco-tourism Destination:** This idea, from Jay Gordon, is to make Willits a destination for eco-tourists, to be promoted on the web, through travel articles, etc. Mason reports he's pursuing making the WISC garden & water recharge system a self-guided tour-site, and would like to see the City Water Conservation Park on Redwood Ave., and the future Grange grain storage silos be two other tour sites. Lynn Kennelly of CofC is helping on siting directional signs; WHS wood shop can help create signs. Some funds are needed for supplies. WELL is interested in helping; Mason should submit a budget request. This project may also be eligible for community grants (see below).

8. **Vista Service Gathering:** Mason reports that approx. 20 Vista volunteers will come to Willits over MLK weekend, Jan. 16-18, for workshops and service (planting native plants along swales at WISC). Madge volunteers to speak about WELL; several volunteer to house these visitors. Also include this item in newsletter – both calendar and request for housing.

9. **Social Gathering for New & Past CC:** Jane will host this as a potluck and will email folks with a choice of Fri. evening dates: Jan. 8, Jan. 22, or Feb. 5.

10. **Office Update:** Janice, Madge, & Holly met with Mo last week to review computer issues. Data entry is complicated by two database programs; we hope Roger can help simplify this, to reduce Mo's workload, enable volunteer help, and minimize potential for errors. We're also working on a way to send newsletters to “text only” folks. Madge will check on Roger's availability. Mo requests all check

signers go to the bank today to complete the paperwork. We also will try to compile an office procedures notebook.

11. **Community Grants:** Janice reports on this, with a total \$100,000 available, usually in \$3-5,000 grants, spread through the County, with an emphasis on physical improvements and long-term impact. Janice will work with Antonia, Patti & Mason to develop a wish list and then check with grantors to see what looks most promising. Deadline is Jan. 21.

Next CC Meeting: Jan. 13, Jane will facilitate.

TO DO LIST

Janice: Newsletter (Goals-setting reports; watershed group; City's water conservation; next WELL program; Petaluma model; CC notes;'09 accomplishments; Mason interview; appeal for new members, volunteers & Vista volunteers' housing)

Janice: Follow up w/ Antonia, Patti & Mason to develop Community Development Grant applications.

Richard: Follow up on ad clients.

Kimbal: Interview Mason for newsletter

Madge: Follow up on member renewals; thank you process.
With Freddie, draft 2010 Budget.
With Mo, Janice, Holly, develop office procedures manual.

Roger: Help reorganize computer files.

Mason: Pursue idea of 2011 "sexy gardeners" calendar.
Develop self-guided tour signs for WISC site, including budget for materials (for WELL &/or grant funds). Eventually expand to City water conservation park and Grange sites.
Organize Vista weekend Jan. 16-18; write up for newsletter.

Holly: Draft update of flyer &/or WELL cards; Jane & Madge review.

Holly & Janice: Pursue idea (& funding & co-sponsors) for a jobs forum.

Pat & Jane: Develop "Happy, Healthy Hearts Day" ideas, co-sponsors.

Jane & Holly: Take lead on Jan. 31 (or Jan. 24) WELL meeting on local currencies. Janice will do poster; Madge do PSAs.

Jane: Invite folks for past & new CC potluck social gathering.

Richard, Madge, Jane: Sign bank cards for check-signing.

Next CC Meeting Jan. 13 (Jane facilitates) items to include:

Future WELL programs (film festival; panel, workshops on starting gardens; water issues; farm tour; harvest festival; and speaker on Transition Towns).
2010 Budget