

## WELL COORDINATING COMMITTEE MEETING, Nov. 15, 2010

Present: CC members Richard, Kimbal, Madge, Bill and Laura. Jane is recovering from flu.

Kimbal facilitator; Madge minutes

1. **Short CC Term:** Madge volunteers to serve a short term (up for reelection in Spring), so we keep a 3-4 ratio at each election as required by Bylaws.
2. **Next Community Meeting- Jan. 23:** We decided to have a forum on energy, water, and transportation, with 30-45 minutes per topic. Madge will invite someone to speak on energy issues (Keith Rutledge of REDI and others); Bill will invite re: transportation (maybe Quinton re: Main Street, Holly re: RR/Baechtel Road); and Laura will invite re: water (Quinton re: grey water, maybe Larry Desmond).

We also discussed pros & cons of having a potluck, either before or after the meeting. Consensus was for WELL to provide hors-d'oeuvres for informal snacking as people gather – say 4-4:20 – keeping focus on the meeting.

3. **Newsletter Editor:** It was difficult choosing between the three excellent candidates, but we decided to contract with Jennifer Poole to be the new editor. Madge will contact her, as well as letting Liam know. (Kimbal informed Cate.)

We still want to pursue contacts for possible joint newsletter. We also wondered whether a paper-mailed newsletter might be read more than an emailed one. Madge will email a brief survey. If we decided to do that, we could get a good price on printing and apply for a bulk-mail permit. The newsletter is an important part of our outreach and education, so we need to be sure we're using it effectively.

4. **Retreat on Nov. 29, 4pm:** The library meeting room is reserved. Someone who's in town over T-day weekend needs to pick up the key on Sat. between 10-5.

Madge emailed all the invitees, but Holly & Jane should follow up with personal calls. Laura, Richard & Jane will be a subcommittee to meet with Cyndee to further outline agenda & goals. (Laura will call Cyndee and try for next Monday or Tuesday.) We continued discussing ideas and goals for the retreat, from goal-setting and visioning to looking at what we've actually done in the past. We also had a pre-retreat brain-storm (see below).

5. **Using the \$10,000 Gift:** There are now seven informal proposals (Michael Foley, Bob Whitney, Tim Gregory, Lanny Cotler, Mendo Mate, Bill Bruneau, and Mason Giem). We decided to devote most of our Jan. 10 CC meeting to this, with 10 minute-or-so presentations on each idea. Kimbal will contact these folks and invite them (and if appropriate suggest they flesh out their

proposals). We don't necessarily have to decide at that meeting (nor spend all \$10,000), but we do want to move ahead.

6. **2011 Budget:** This should be reviewed and adopted at our December CC meeting.

7. **Willits Creek Trail/Community Foundation Grant:** Janice, with small assistance from Laura, submitted a grant application for this project. Bill will contact Janice to see if she will be able to continue working on this or if we need a new lead person. This trail has broad community enthusiasm. Richard Jeske has offered to do a fundraiser for it, featuring 60 jokes he's collected.

8. **Vision 2030 Report:** Bill & Madge shared thoughts from the Willits forum led by MCOG's hired consultants, whose goals are integrating sustainable land use & transportation planning, locally and county-wide. One observation is that there is no "Willits community" planning locus – only City and County. We should continue to participate as this process moves forward in 2011.

9. **Class Presentation re: WELL:** Madge reported that she & Mason will present to a class on "Child, Family & Community" at Mendocino College this Thursday. Madge wished we had a WELL power point presentation, which would be very useful for broader community outreach that's been on the back-burner for a couple years. Laura will help Madge with this in near future.

10. **Presentation re: Smart Meters:** We'd like to integrate this issue into a future general community meeting rather than at a CC meeting. See below.

11. **Brainstorming:** There was a feeling we have so many important topics and speaker possibilities that we should schedule general meetings more often. Some ideas were: Julian Darley or other "big picture" guest speakers; farm & garden forum; follow-up health forum (including electronic field issues); more on local beautification and road/pedestrian improvements; Brooktrails 2<sup>nd</sup> access options; a community-wide forum co-sponsored by many groups.

We also discussed the need for more PR & outreach, perhaps a PR committee, more frequent articles in Willits News, a Facebook presence. Another theme was being a "coordinating committee," i.e. having more volunteers and collaborating with other groups rather than trying to do most of the work ourselves. CC members should have a list of our membership.

12. **Next CC Meetings:** Dec. 13 will be facilitated by Jane. Richard will be out of the loop for all December, and Bill will out-of-town Dec. 13. We'll need all 5 other CC members to have a quorum.

Next CC after that will be Jan. 10, with major focus on ideas for our \$10,000 gift and final plans for Jan. 23 general meeting.



## **TO DO LIST from Nov. 15 CC Meeting**

### **Community Meeting- Jan. 23:**

Madge - Invite Keith Rutledge of REDI and others re: energy issues

Bill - Invite Quinton, Holly or others re: transportation

Laura - Invite Quinton, Larry Desmond or ? re: water

Kimbal – Reserve Grange

### **Newsletter Editor:**

Madge – Call Jennifer Poole (new editor) and thank Liam.

Jane, Kimbal – Follow up with possible co-sponsors of newsletter.

Madge – Do survey re: readership of email format vs. printed newsletter.

### **Retreat on Nov. 29, 4pm:**

Someone – Pick up Library key on Sat. 11/27 between 10-5.

Holly & Jane - Follow up with personal calls to invitees

Laura, Richard & Jane - Meet with Cyndee re: agenda & goals.

### **Using the \$10,000 Gift:**

Kimbal – Contact folks who submitted ideas re: presenting at Jan. 10 CC.

### **Willits Creek Trail**

Bill - Contact Janice re: who will be lead person?

### **Power Point re: WELL:**

Madge & Laura - Develop power point.

### **NEXT CC MEETING: Dec. 13 facilitated by Jane**

Approve last two CC meeting minutes

Adopt. 2011 Budget

Review plans for Jan. 23 general meeting

Begin planning future general meetings

Follow-up re: joint newsletter idea

Review outcome(s) from retreat

WELL tabling at Farmers Market

PR Committee?