

WELL Coordinating Committee Minutes of Mar.. 19, 2012

Present: CC members Kimbal, Peter, April, Holly, Madge;
Guests: Susie Dean, Christopher Martin, Harry Maurer, Pat Norris, Tim Rice,
Beth Riedel, and Jane McCabe
Facilitator: Holly. Minutes: Madge

1. **Miscellany:**
 - a) Introductions.
 - b) Minutes of Feb. 20th are approved.
 - c) Member renewal/fund appeal mailing party will be tomorrow at 10:30.
 - d) A possible request to use our insurance for a community Seder dinner on April 7 has become moot, as they've found other insurance coverage.

2. **Local Wealth, Part II Event Update:** Holly has arranged for 3 speakers, plus several other knowledgeable participants. (She notes there is interest in a County-wide BALLE chapter.) Holly, Madge & Jane will check on other logistics, e.g. agenda, projector & screen for power point, PA system, follow-up on invites to speakers, Lynn K, Al Rosen, Ron O., follow-up PR, etc. It's noted that one approach might be an independent but WELL-sponsored lending group, not necessarily having it be a WELL project.

3. **Future Programs Ideas re: local wealth/economy:** This is a hot topic! Several other possible programs are: Inviting Michael Shuman, author of "Local Dollars, Local Sense;" showing the movie "Heist," in conjunction with the tour in our region by the movie's producer in early May; showing "Uncrash Course"; and/or a talk by Jeff Clearwater, of Visionary Commons and Un-money Convergence, regarding co-creating local wealth, on tour in our area end of April. Peter & Jane will look into these possibilities and recommend (before our next CC meeting, so we can make arrangements and do PR). We may also ask if the Grange is interested in co-sponsoring potential film showings.

4. **WELL Website:** It's suggested that future CC meeting dates – usually 3rd Mondays - be posted to the website, and also try to post agendas at least a few days in advance. Harry then gave an excellent tutorial on how to become an "author" to directly post things. He, Peter, and Tim will follow up on website structure and how to be a back-up administrator if needed. There was brief discussion of potentially including a way for all members to give feedback on the site, but this would require more spam filtering and close monitoring.

5. **Willits Community Alliance:** The goal of this fairly new group was described as visioning a more sustainable Willits; improving dialog between the larger 95490 population and the City Council; and supporting three candidates for the Council election this November (& ongoing support). Next Alliance meeting is April 9, 6:30 at the Grange.

6. **Membership:** Beth & Madge have developed a plan to improve our record-keeping and systematic follow-up on membership renewals. A month or so after tomorrow's mailing, we'll ask for volunteers to do phoning of lapsed members.

7. **Harvest Dinner or Potluck:** The Grange is focused on the mid-October State Grange convention and will not be doing the harvest dinner this year.

Consensus is that this involves too much work for WELL to take on, but instead we'd like to have a community potluck (and brainstorm session), tentatively set for Nov. 4th. April will check the Chamber of Commerce schedule. The Health Forum could be scheduled earlier, perhaps late September.

8. **Seed Grant Follow-up:** Holly reports that Michael Foley's farmer training proposal has had difficulty finding suitable farm land (with good water). One possibility is Ridgewood Ranch. This project will likely be folded into the State Grange's farm school, with WELL funds assisting or perhaps not needed. We'll invite Michael to a future CC meeting.

Madge reports that Bill Bruneau's on-line class catalog idea, to which we were granting initial funds to develop a business plan, has not yet proceeded, but may be getting close.

Kimbal reports that Antonia used our Brookside School Farm funds very effectively, mostly for farm interns and gift certificates, but the Farm is now in limbo. Antonia is starting a garden at the Charter School. We'll also invite Antonia to a CC meeting.

Madge will contact all seed grant recipients to ask for an update/report, some of which might go in a future newsletter.

9. **Planters on W. Commercial St.:** The CC agrees that WELL will take on watering of a cluster of the planters, with Madge, Beth, Holly, Kimbal, & April all willing to take turns. Pete Swanton & Tom Woodhouse will provide a training.

10. **WHAT Walk, May 26:** As part of featuring local groups along the route, WELL will have a table on S. Lenore. April & Pat will lead on this, with others helping. In addition to having signs & literature, ideas included providing cool drinks, chairs, and possibly foot massages.

11. **Event Template:** We reviewed and made some changes and additions to the Event Planning Matrix. Madge will send out a revised version.

There was some discussion (but no conclusion) about wording of requesting donations; whether to have donations at the door vs. passing the hat; and having snacks at the end instead of at the beginning of events. It might vary by event.

Kimbal, in addition to reserving and setting up/closing at the Grange, is willing to also ask for WEC billboard notices, and get quotes for printing newsletter. April volunteers to check on Chamber of Commerce calendar to avoid date conflicts.

12. **Food Policy Council:** This group will meet Mar. 23rd, 9am at the Grange, to develop a County-wide local food action plan. Organizers include Patty Bruder and Cliff Paulin. Some CC members should attend.

13. **Zone Overlay/Harris Quarry:** The County Planning Commission public hearing was continued to Thurs., Mar. 22nd, 9am due to so many speakers (including both pro and con). The CC decided to send an email alert to our members, still not taking a WELL position.

14. **Next CC Meeting: April 16,** Peter will facilitate. It's noted we have CC vacancies up for election at our Mar. 25 forum. Also noted that Holly bought a publishing program so she can start drafting a "State of WELL" flyer soon.

