

## WELL Coordinating Committee Minutes of July 23, 2012

Present: All CC members (Peter, Holly, Madge, Jane, Kimbal, April & Tim); Guests: Beth Riedel, Susie Dean, Christopher Martin, Monique Owen

Facilitator: Peter; Minutes: Madge

1. **Minutes** of June 18 are approved. Madge requests everyone review the "To Do" list and check in on items done, deferred or dropped.

2. **FreeSkool Presentation:** They aren't able to attend, and suggest keeping in touch by website and/or emails.

3. **Financial Report:** Monique presents year-to-date status. In brief, income has been \$4,285, with expenses of \$3,872, for a \$413 net. Currently we have \$5,580 in checking account and \$4,874 in savings account. At next CC, Madge will compare actual income & expenses to our budget.

It's noted that Mo now has an almost full-time job and is willing to continue or give up her work with us, as we see fit. This will be considered at next CC.

4. **Bio-Char:** Peter reports that there are no discounts for the bio-char seminar at Sonoma State July 29-Aug. 1, and the \$800 cost is prohibitive. On the plus side, the Willits Environmental Center would like to post more info on our website, which we welcome.

5. **Adaptation Conference:** Peter, Jane, Tim and their guests/partners all attended and found it very enlightening. (Mo provided \$100 expense reimbursements to the three CC members.) Al Rosen's 22-minute DVD on Willits was excellent and well-received; likewise Jane's presentation on our steps toward local investing. Peter will try posting the DVD in an accessible form, and we may schedule a showing and potluck for the CC group. It will be a great outreach tool.

Among highlights were Marco Vangelisti saying it only takes 10-15% awareness for a tipping point; Richard Heinberg saying the economy is not going to recover: the problem is not lack of money but bad distribution; Native Americans reclaiming their governance and sustainable practices; and the variety of Transition Town experiments. Tour of the sewage plant with multi-use trails could be a model for Willits. Peter will write up a report for our website & recap for next newsletter.

Other regional attendees included Chris & Yolanda (Laytonville), Sandy Turner & Mary McClanahan (Ukiah), Lake County folks. Peter handed out many cards & flyers – lots of networking & enthusiasm.

CC approved giving Larry Goldberg a complimentary WELL membership.

6. **Computer/Software:** Research is still ongoing, including question of licenses for our current software. Defer recommendations to next month's meeting.

7. **Emergency Kit-Making Day:** The poster (from Marilyn) looks great; Peter will get & email us a master for the 4-to-a-page hand-outs. Good coverage in TWN. Holly reports lots of participants have joined. She will bring balloons, card table & pop-up shade for WELL, with latest newsletters, etc. Peter will bring sandwich board.

8. **Member Renewal Follow-up:** Kimbal will take April's phone list. Beth & Madge will meet to assess results and plan further follow-up (email, snail, and renewals for

2011 folks). Check with Harry on what PayPal offers. Possibly consider credit card renewal and sponsorship system.

**9. City Council Candidates' Forum:** Willits Community Alliance, TWN and Chamber of Commerce have already agreed to co-sponsor a candidates' night Oct. 3. City will provide Community Center free. CC approves WELL co-sponsoring (Madge recused). Co-sponsors will help promote and develop advance questions. April will also ask AAUW and seek a moderator.

**10. Showing of "Women on the Land":** Grange OK'd co-sponsoring; CC approves WELL co-sponsoring. It's suggested we do the posters and PR; Grange provides space & A/V; we split proceeds from the door after the presenters' share. Kimbal will be lead, coordinate with Jane Futcher.

**11. Investment Group:** Holly spoke at an Occupy Ukiah event and on Paul Lambert's KZYX show, which also included interview with Madge. Our committee (Holly, Madge, Jane, Tim & Susie – Peter off for now) will meet Friday 6pm at Madge's to better define our options and plan for the Aug. 6 potential investors/ next steps meeting. We'll also try to meet with Rich'd Cooper & John Kuhry before then. Options may include LION, Investment Club, and special Credit Union fund.

It's suggested we survey our membership to collect more info on what folks want, perhaps using Survey Monkey.

**12. Brookside Farm Update:** NCO granted \$400 to enable weed-clearing; Wendy C. is coordinating; Chris (from Laytonville) & Liam have done work. Wendy is hoping to make it a community garden for school staff & parents. A lead farmer is needed!

**13. Kinetic Carnivale:** This Sept. 7-8 event, by Roots-of-Motive-Power and County Museum, could be a huge draw to Willits. Lots of volunteers are needed. Holly's in charge of VIP tickets. CC decides to offer a sponsorship up to \$300 for a Willits team-built kinetic vehicle. Holly will draft a notice; Jane & Susie will review & decide on any applicants. WELL should also have a table at the event.

**14. Deferred Items:**

- (a) Group or individual CC photos;
- (b) "State of WELL" flyer
- (c) Other upcoming events – films, health forum, Fall membership meeting, etc.

**11. Next CC meeting** is Aug. 20<sup>th</sup>. Holly will facilitate.

## **TO DO LIST**

### **Left-over from Previous Lists:**

Peter – Explore possible film programs  
Madge – Contact seed grant recipients for an update/report  
Madge – Revise & send out Event Planning Matrix  
Kimbal – Ask for WEC billboard notices  
Holly – Start draft of “State of WELL” flyer  
Holly -- Contact Patty Bruder to update us on Food Policy Council  
Harry – Add contact info for Peter, Madge & Kimbal to website [done?]  
Madge – Add referral numbers to office answering machine message  
Madge – Draft guideline for adding to “2<sup>nd</sup> circle”  
Tim – Propose “announce” list-serve  
Mo/Madge - Review office procedures

### **New Items from July 23:**

Freeskool – article in next newsletter?  
Madge – Compare year-to-date income/expense with budget  
Peter – Write up Adaptation Conference for website & next newsletter  
Peter – Outreach with new DVD, etc.  
Mo – Add Larry Goldberg as comp member  
Holly – For Emergency Kit Day, bring table, shade, balloons, WELL literature  
Peter – “ “ Get 4-to-a-page hand-outs, email to CC;  
-- Bring sandwich board  
Peter, Tim & Harry – Make computer proposal next CC meeting  
Beth & Madge – Continue member renewal, assess & follow-up  
Kimbal, Pat & Jane – Member renewal phoning – results to Madge & Beth  
April – Lead on City Council Candidates Forum  
Peter – Finalize update of WELL flyers  
Madge & Investment Committee – draft investment strategy; plan for Aug. 6 meeting  
Madge – Do PR for Aug. 6; pay City  
Kimbal – Lead on showing “Women on the Land” in later Sept.  
Holly (& Madge) – Put out notice of Carnivale entry “grant”; Jane & Susie review entries  
Holly - Facilitate Aug. 20 CC meeting  
Agenda to include: deferred/ unresolved items from above notes  
Possible new office help position