

WELL Coordinating Committee Minutes of Sept. 17, 2012

Present: All CC members except Tim;

Guests: Beth Riedel, Susie Dean, Pat Norris, Harry Maurer, Lila Ryan

Facilitator: Peter; Minutes: Madge

- 1. Minutes** of Aug. 16 were approved. The “To Do” list was reviewed, with some items done, some on today’s agenda, and some on the back burner.
- 2. Discussion of Mission/Vision:** Peter points out some of the disturbing signs of economic collapse (e.g. food cost up 37%; “quantitative easing” = more inflation). Climate change is also already happening. On other hand, we want to emphasize progress and things we can do – a positive vision, not too much gloom. We should (at next CC) schedule a social time for more open-ended discussion.
- 3. Investors Group:** Susie reports that no ideas for potential funding have come in yet from her newsletter article other than an ambitious Co-op Mall idea from Ron Cole. We’ve discussed two approaches: “pay it forward” donations to a revolving loan fund (something we think WELL could administer); and a coop investment group (needs a separate structure for folks with larger investments who want some eventual return).
Immediate need is to define what we want to accomplish at the Oct. 7 open meeting – possibly “visioning” and/or fleshing out top ideas from previous brainstorm. Move toward implementing a loan fund; not just talking. We will have investment committee (IC) meet 5:30 Fri. the 21st at El Mex (before the film) so there’s time for more PR. Also may meet Sept. 30 if more ideas come in.
- 4. Computer/Software/Equipment:** The new computer has arrived; Tim is working on setting it up. Peter will contact Tim with the info for installing our new software. Tim will assess best use of Patty’s donated equipment.
The projector has also arrived. Peter is working on updating the power point and doing more outreach/education.
The CC approves approx. \$30 to buy a plastic holder for our flyers and newsletters to be installed at Mariposa. Kimbal will keep distributing newsletters.
- 5. Data/Office Helper:** We had an overwhelming response: 12 applicants, almost all very highly qualified. We culled down to 4 to interview and now recommend we contract with Lila Ryan. The CC approves this, at an average of 10 hours per month (somewhat more initially to train and set up), at a contract rate of \$15 per hour. Peter will contact Lila and ask her to draft a contract for our review. She will then be added as a check-signer. Jane will contact other applicants to thank them, with our regrets. Madge will see if there’s a possible role for Kate Griffin’s graphic skills.
- 6. Tabling:** Peter reports that coverage for our table at Kinetic Carnivale was spotty – some help from Susan Bradley, none from Grange nor Jane Fatcher. But we did get a new family membership and distributed other materials.
The Harvest Moon Hometown Celebration will be Oct. 12th, coinciding with the State Grange Convention. (Many of us will be helping on the Grange event.) We decide NOT to have a table there this time.
- 7. City Council Candidates Forum:** A committee of Lynn Kennely, Linda Williams, Nancy Simpson and ??? will be reviewing questions from sponsoring groups to

pose for the first hour, followed by written questions from individuals. The CC decides to submit several possible questions, such as:

- a. What will you (or City) do to promote more local sustainable jobs?
- b. What can the City do to improve food security in event of emergencies?
- c. Do you foresee environmental emergencies (e.g. climate change)? If so, how can Willits be better prepared?

As an individual, someone should ask what City can do about the homeless.

8. Film Programs: Now & Then films is handling PR for “Future of Food” on Sept. 20th. Madge will check with Jane Fatcher regarding PR for “Women on the Land” on Sept. 21st. Kimbal has done postering and is point person for the actual event..

5. Sustainable Seed Company: Following up on contacts from the Arcata conference, Peter met recently with Farmer John Fendley, CEO of this seed company, which recently moved to Covelo. John is seeking to form a localization group in Covelo and would like advice and networking with us. It’s suggested this be written up in next newsletter.

9. Membership Renewals: Beth will follow up on results from emails/phone calls to long-overdue members, deleting folks we can’t contact anymore. Pat volunteers to call &/or email pp 6-7 that hadn’t yet been attempted. This Fall we’ll need to do another member renewal mailing for 2013.

10. Community Brainstorm/WELL potluck: We decide the best date for this will be Sun. Nov. 11 (Veterans Day weekend), 4pm. Kimbal will reserve the Grange. This will also include election of 3 CC members: Holly, Kimbal & April’s terms are up.

Agenda items re: “2nd Circle” and Transition Town membership are postponed to next meeting. Next CC meeting will be Oct. 15, even though April & Jane both cannot attend. Kimbal will facilitate, provided someone else will post emails.

TO DO LIST (from 9-17-12)

Carry-overs from Previous Lists:

Madge – Contact seed grant recipients for an update/report
Kimbal – Ask for WEC billboard notices
Holly – Draft of “State of WELL” flyer
Holly -- Contact Patty Bruder to update us on Food Policy Council
Madge – Add referral numbers to office answering machine message
Tim – Implement “announce” list-serve
Peter – Follow up on Freeskool and Covelo Seed Co. for future newsletter
Mo – Checks for new computer, software, and projector
Tim – Assess use of Patty Freeman’s other computer equipment
Peter – Outreach with new DVD, etc.

New Items from Sept. 17:

Peter, Tim – Install new equipment
Investment Committee – plan for Oct. 7 meeting & beyond
Peter/Madge/Mo/Lila – Transition to new office help position
- Includes contract with Lila and new check signing cards at bank
Peter – Order plastic holder for WELL info at Mariposa
Beth – Continue member renewal process
Jane/Pat – Jane get pp 6-7 of member list to Pat for phone/email followups
Peter – Refine & submit WELL questions for Candidates Forum

Kimbal – Facilitate Oct. 15 CC: Agenda to include:

Date for CC “retreat” social

“2nd Circle” guideline

Transition Town membership