

WELL Coordinating Committee Minutes of Oct. 15, 2012

Present: CC members Tim, Peter, Kimbal, Madge (not a quorum); Guests Beth Riedel, Patricia Norris, Harry Maurer, Chris Koskinen, Christopher Martin, Lila Ryan, and Mike Burgess

Facilitator: Kimbal; Minutes: Madge

1. **Minutes:** Due to lack of quorum, minutes were not approved but the “To Do” list was reviewed, with some items done, some continued.
2. **Guidelines for “well-cc-working list”:** Madge had suggested a guideline for adding people who are actively participating in CC meetings to this email list (of course unless they’d rather not be on it, such as Chris K.). This seems to be working OK without having to formalize it. Several felt that calling it “2nd Circle” sounds elitist and should be avoided.
3. **Reports from Related Events:**
 - a. **Economic Development Forum:** Madge reported on this meeting of about 30 Mendocino County folks, convened by EDFC, on Sept. 28. Jacqueline Debets, Exec. Dir. of Humboldt County Workforce Investment Board, gave informative presentations, and there were break-out groups on local investment, workforce development, and creating a central economic development entity. There’s a follow-up meeting on local investing next week. Madge will do a write-up for the newsletter.
 - b. **Transition Summit:** Madge reported that Larry Goldberg attended this meeting in Richmond, Oct. 6-7; he said it was excellent, with a lot on local investing, and he’ll send us notes.
 - c. **Transition Ukiah Valley:** Peter attended their meeting recently and presented the WELLness of Willits video. He’ll stay in touch. (Something for our newsletter?)
4. **“Pay It Forward” WELL Strategy:** Peter reported that Kathy Nichols & Lisa (present at our group meeting Oct. 7) want to help on PR and outreach to potential investors. We discussed the need to clarify that “Pay It Forward” is not “investing” but rather donating, though we will still look at triple bottom line, since we expect businesses that receive funds to be able to repay so that it grows as a revolving fund.

Setting up actual investments, where investors expect a return of principal and/or interest is beyond WELL’s scope and subject to rigorous regulations (though this might eventually be pursued at the County level from the EDFC group mentioned above).

Meanwhile, our WELL meetings – and a “business fair” that Holly has offered to organize in early 2013 – can serve as a “LION” (local investment opportunity network) for individual investors and entrepreneurs to connect informally.

Our investment subcommittee should meet soon to follow up and do a write-up for the newsletter.
5. **Report on “Women on the Land” Event:** There was some question (from Jane Fatcher) about the allocation of money from the door to the film-makers, the Grange, and WELL. Kimbal hadn’t known about the agreement made in advance, but it was a very minor difference. Annie suggested by email that these arrangements should be more clearly spelled out for the future. Peter will thank Jane F. for the fine program.
6. **Update on Membership Renewals:** Renewal calls were done; Madge will bring in pages 6-7 to update our records. Beth & Madge should plan our next membership renewal/fund appeal letter, perhaps timing it to remind folks of the Nov. 11 meeting. We’ll need to schedule a mailing party.

7. Community Brainstorm/Potluck/CC Election, Nov. 11: We decide to have the potluck at 4, followed by the election and brain-storm. Kimbal will organize the potluck.

Madge will do PR for the event, including notice to members inviting CC candidates. The 3 seats “up” are Holly, Kimbal & April. April indicated she’d prefer to make room for someone else; Kimbal would also do so, if there are others stepping up.

8. Lila’s Contract: Lila wrote a letter confirming the terms the CC had authorized last month. No further action needed. Check signing cards are done?

9. Next WELL Newsletter: The deadline is Oct. 26, so it can be done that weekend and out Oct. 29. Items might include: Above items; article & photos from the Grange Convention; Reminder to vote Yes of F and Prop 37; Nov. 11 potluck/brainstorm.

10. Computer/Website/Email Process etc.:

a. **New Computer:** The new computer is installed and working. Users have been given passwords. Lila is organizing files and is willing to train anyone on how to use the new programs.

b. **Website:** Harry is resigning as webmaster at the end of this year, though willing to still help out. He also noted storage capacity on the site is limited. Many thanks to Harry for all his work setting up & maintaining it! Mike Burgess volunteers to become webmaster, though doesn’t have internet at home yet. We discussed the existence of the old willitseconomiclocalization.org domain and whether it should be revived and linked to our current site, without a firm decision.

c. **Email/announce list:** Some concerns were raised about how the announce list works, ease of maintaining it, who & how to post to it, possibly people dropping out without realizing it’s their WELL membership, etc. (We no longer have the program that enabled sending emails directly from the database; it would be fairly costly to buy.) We need to be very careful about how we e-communicate. It’s suggested a small committee (maybe Lila, Tim, Peter, Madge??) review and make recommendations. Meanwhile, it’s suggested we NOT have automatic announce-list status emails being sent out monthly.

11. Next Meetings: Next CC meeting will be Mon. Nov. 19, with Tim facilitating.

Madge reminded that the facilitator’s job includes scanning previous meeting notes for items to include, as well as sending agenda out in advance to the cc-working list, which also gets posted on the website.

The next meeting after that will be Sat. Dec. 8, 4pm – CC retreat and potluck at Lila & Mike’s home.

TO DO LIST

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

Lila – Add referral numbers to office answering machine message

Tim – Assess use of Patty Freeman’s other computer equipment

Peter – Outreach with new DVD, etc.

New Items from Oct. 15: NOT YET FILLED IN – LOOK AT THE NOTES!!

Investment Committee – report from Oct. 7 & beyond

Beth – Continue member renewal process, plan mailing

Madge – Get pp 6-7 of member list to Lila for update

Tim – Facilitate Nov. 19 CC: Agenda to include:

Transition Town membership

