

## WELL Coordinating Committee Minutes of Jan. 21, 2013

Present: All CC members; Guests Patricia Norris, April Tweddell, Lila Ryan, Mike Burgess

Facilitator: Jane; Minutes: Madge

1. **Minutes:** Minutes of 12-17-12 were approved.
2. **Strength Inventory:** Susie introduced the approach for the upcoming communication workshop (scheduled for Feb. 17, 4pm), and we took approx. 15 minutes to each answer a questionnaire that will help facilitate that workshop.
3. **Business Fair:** This will be Feb. 10, 4pm at City Hall. Posters are out, with most speakers lined up. Madge will introduce WELL and the PIF fund. Kimbal will have a WELL table. Holly would like help with PR and personal invitations, esp. to potential entrepreneurs.
4. **Website:** Our website platform is WordPress, and is hosted by Charlotte's Web, currently with approx. 650 MBs of space at \$95/year. The Planet Green toolkit took approx. 176 MBs, and there's a lot of old data on the site, but there should still be some space available. Two levels of upgrade are possible, to up to 4x our current capacity. The CC approves allocating up to \$60 more per year to be determined on an "as needed basis" by the Website Committee (Mike, Peter, Susie, Tim).
5. **PACE/Other Local Investment opportunities:** On Jan. 22, the Board of Supervisors will hear from vendor YGreen and from the public on moving ahead with a PACE program. (Five of us attended, plus Keith Rutledge and many others, and the BOS voted 3-2 to move ahead to develop a program.)  
Another prospect we'll continue pursuing is project-specific financing such as solarization at the City sewer plant.
6. **Plastic Bag Ban:** Willits City Council will consider moving toward adopting a ban on plastic carry-out bags (joining the other jurisdictions in the County) at its meeting Wed. Jan. 23. We're urged to attend.
7. **Upcoming WELL Programs:**
  - a. **John Jeavons, Mar. 10<sup>th</sup> Speaker:** Peter has arranged for this program, probably focusing on soil building. He'd like help with PR.
  - b. **Garden Forum:** Kimbal will be point person, inviting our local garden experts for panel discussion plus perhaps seed/starts sale & exchange. Tentative date is April 7<sup>th</sup>, with alternate of April 14<sup>th</sup>. This meeting will also be our CC election.  
Peter will check with the Grange on possibility of them co-sponsoring both these garden-related events.
8. **Pay It Forward Account:** The account is now open, with \$2,000 transferred to it from WELL general funds, plus donations to date. We'd like Lila to help set up a system for "thank you" follow-ups for these, as well as WELL, donors.
9. **Transition Town membership:** The CC votes to approve WELL joining TT, provided membership costs no more than \$50 per year. It's also noted we'll need to

contribute articles to the TT quarterly newsletter. (It seems no one was able to attend the recent NorCal TT summit, but we'll stay advised for the future.)

Peter reports that he's also added WELL to the 350.org network – another way we can network and people can find out about us.

**10. Outreach & Skype:** Peter reports that the Grange is moving ahead to install equipment for Skype (which will enable more real-time but long-distance speakers). Other presentations for outreach are not yet scheduled.

**11. Rights of Nature:** Peter is hoping to arrange a presentation by Paul Cienfuegos this year. This item is deferred for now.

**12. Membership:** Lila reports only about 122 members have renewed so far for 2013. The membership committee (Lila, Beth, Madge) should meet to propose follow up and possible policy changes (e.g. calendar year vs. date joined, discounts for events, raising rates, etc.) At a future CC meeting we should revisit our goals and strategies around memberships and how to expand our base.

**13. City internet service:** Tim notes that the City used to have Willits Online as its server but switched to AT&T, non-local at a higher cost. Madge will ask Adrienne Moore about this.

**Next Meeting:** Next CC is Feb. 18<sup>th</sup>. Lila will facilitate. Items should include:

- advance planning for our summer garden tour
- other programs for 2013
- newsletter articles for Mar.-Apr.
- membership policies & strategies