

## WELL CoCom Minutes of August 10, 2015

Attendees: CC members Madge, Kimbal, Holly and Paul; plus Kristin  
Facilitator - none; Notes - Madge

1. **Minutes** of July 20 are approved.
2. **Herbicide Issues:** Caltrans decided not to use herbicides for now, but SOLLV plans to hold an educational meeting on Aug. 13 anyway. Also City's use of herbicides will be on City Council Aug. 26 agenda.
3. **Lovin' Mama Farm:** We approved a \$50 donation to this farm, currently in Potter Valley, that hopes to buy 40 acres for a permanent local-serving farm in Willits.
4. **Garden Tour Aug. 15:** Madge will do map of the 9 gardens. We review details about supplies for registration, lunch, chairs, etc.
5. **Local Investing:** Madge still plans to have a WELL-sponsored gathering for potential DPO investors with John Kuhry, possibly Sept. 27 at her house.
6. **WELL's Future:** We had a lively discussion of what role(s) WELL does and might serve. Many activities WELL initiated &/or advocated have spun off to other groups, e.g. Grange active on food & farms; Town Hall on local issue forums; Wowser on skills-building; ATW on health issues, etc.  
It's noted we have many positives: non-profit status, insurance, many loyal (if not active) members, an informative newsletter, new website, money in the bank, hosting educational events, etc. We want to continue serving as a clearinghouse-info hub in any case.  
A major concern is waning energy of leadership, esp. Holly & Kimbal both wishing to retire, tho' Holly might recommit later. Madge suggests one option could be publishing newsletter quarterly instead of bi-monthly.  
Other concerns: People take us for granted; or some think we're the same as SOLLV; and many don't know we exist. Reconsider our mission, and look at other localization communities for ideas. Local *economy* is central. One idea is surveying local businesses to see what they need; fill unmet needs locally. Perhaps work with the newly revitalized Chamber of Commerce on Local First and buy local programs. Consider pursuing grant funds (with a grant-writer).  
We could have more articles in local newspapers; letters-to-editor; a "state of WELL" flyer widely distributed; a membership drive. Don't stress fear-based but rather local well-being (esp. post-Bypass) as motivations.
7. **Next CoCom:** Due to schedule conflicts, we will skip CoCom in Sept. Next will be Oct. 12; Holly will facilitate.