

WELL CoCom Minutes of Oct. 12, 2015

Attendees: CC members Madge, Kimbal, Holly, Tim and Paul; plus Kristin, Carol Hughes, Laura Toomey
Facilitator - Holly; Notes - Madge

1. **Minutes** of not yet approved.
2. **Richard Heinberg Event Nov. 15:** Marilyn doing a flyer; Carol & Jane will do the door (\$10 suggested donation); Kimbal oversees room; Madge will do intro (& CoCom election) at the event. Add a link to Heinberg's website from ours. Concern about Facebook page invite saying "cancelled"; Kristin will talk to Peter & try to correct any mis-impression.
Co-Com Election: We want this very streamlined to not detract from Heinberg's time. Paul & Madge serve until Spring '16. Holly & Kimbal both resigning. We nominate Tim (re-election), Kristin, Laura, & Carol to be elected at the event (official terms to start after 6 months membership requirement). That still leaves one opening, if anyone else would like to run.
3. **Membership / Finance Review:** Kristin presented financial review. It's noted that year-to-date revenue is way below annual budget primarily because renewals (& extra donations) mostly occur in Fall. She reports we have approx. \$4,000 in checking (which includes small amount earmarked for SOLLV) and \$4,880 in savings. We will need to adopt 2016 Budget next meeting.
Membership renewal mailing is being timed to also promote the Heinberg event (include flyer). We set Mon. Oct. 26, 1:00pm for mailing party. Kristin will print sets of labels for those already renewed; those due for 2016; and those who expired end of 2014 and 2013. Madge will draft letters for each group & send to CC for review. (Make sure we have enough supplies: envelopes, stamps, etc.)
It's suggested we also do an e-vite promo of Heinberg with a renewal reminder (Laura & Kristin will pursue that – see next item).
4. **Facebook / Website Updates:** Holly & Kristin are admin on FB; might add Laura to that. Kristin's been posting events and there've been new folks adding to the site. It'd be nice to know why that's happening; also a way to encourage FB friends to join as members; link to our website & Paypal. Kristin also suggests links to the 10-year Anniversary video (on FB & website).
New website is looking good but needs ongoing incremental improvement. Madge would like point-people: maybe one for updating events and one or more for upgrading content of topics. Kristin & Laura both interested in helping. Maybe schedule a committee meeting on implementing this.
5. **Local Investing Follow-up:** Madge reports the Sept. 27 event with John Kuhry & Matt Gilbert was very successful. EDFC has now raised over \$150,000 of the \$250,000 minimum needing to launch the DPO. Madge suggests we may do another similar event in mid-January. WELL may consider investing some of our Pay It Forward fund in the DPO – an item for next agenda.
6. **New Folks:** We still need to look at how to draw in new folks, both as members and in active involvement.

7. **Other Ventures – Reports:**

- a. Chamber of Commerce: Hopefully they will take lead in providing a community calendar, and possibly a recreation resource guide. Pursue ways we can partner with them, esp. promoting local enterprise.
- b. Recreation District: Town Hall of Oct. 11 generated many ideas and people willing to keep working on enhancing rec in our community.
- c. Art Center: Their meeting of Oct. 10 helped clarify needs and, again, people to help move it forward.
- d. Wowser: Everyone is very sad that it's closing, tho' there may still be a slight ray of hope. Lots of comments on this subject – but it's not something we can solve. Holly & Emmy Good are drafting a comment letter.

8. **Newsletter:** Deadline for the Nov-Dec. issue is Oct. 26. Madge will send out a wish-list with suggested writers. Any other ideas, submittals are welcome!

9. **Next CoCom meeting:** We decide Heinberg event will be our meeting for Nov., and next CoCom meeting will be Dec. 7th, 6:30. Paul will facilitate; Laura will be back-up in case Paul has a conflict.