

## WELL CoCom Minutes of Feb. 8, 2016

Attendees: CC members Madge, Tim, Paul, and Kristin for first 10 minutes; plus guests Kimbal, Beth, Emily Rose, and Richard Yusem.  
Facilitator - Paul; Notes - Madge

1. Minutes of Jan. 11 are approved. Introductions & welcome.
2. Membership renewals and Ad renewals: Kristin provided updates. Currently, there are 159 members renewed through '16 (or '17); 47 not yet renewed from 2015; 48 whose memberships expired in 2014, and another almost 100 from 2013 and 2012. On Jan. 18<sup>th</sup> we sent hand-addressed letters to the 2015 not-yet-renewed folks; we'll give it to the end of month before we try calling. It may be worth doing another mailing to the not-renewed from prior years.  
For advertisers, Kristin has sent email requests. So far four have renewed: Marc Komer, Mariposa, Sanhedrin, and Sparetime. Not yet renewed are Apperson Energy, Christopher Martin, Clancy Rash, Coast Hardware, Diane Smalley, DripWorks, Ecology Action, JD Redhouse, Lila Ryan, and Tower Garden. (We might ask MendoMill, too.) Madge & Kristin will do followup – before next newsletter!
3. Grist Mill Aggregates report: Madge submitted a letter from WELL and went to the Jan. 29 hearing at the Air Quality District. There was an excellent turn-out of Friends of Outlet Creek. After 5 hours, the District Board eventually directed staff to work with the developer to try to resolve the issues and report back by April 15 – a compromise. We'll include more info in next newsletter.
4. Local Investing report: EDFC has now exceeded the target of over \$350,000 to be able to fully fund the wool mill project. Our Jan. 24 WELL event had 27 people and at least two or three invested. Very successful! (Question: What will EDFC do with extra funds?)
5. 'Saving Land for Food' event: Beth reports that the Grange is taking this issue on with enthusiasm. Their planning group will meet this Friday; both Beth & Kimbal will participate & keep us posted. They're thinking of perhaps a dinner, inviting ranchers, with an elder talk by Ellen Bartow, making connections with Farm Bureau, Farm Link, etc. Grange will lead; we will be happy to serve as co-sponsors, help publicize, or other role as needed.
6. Main Street Planning: The City, with a Caltrans grant, has contracted with Alison Parnell to do this planning process, starting with a brief survey on priorities; then a week-long "charette" for public involvement in mid-April. Madge included an item in an email update and will cover more in next newsletter.
7. Future Plans: Our guest Emily Rose is a young person who has come back to Willits, after several adventures and career paths. Now with an MBA in sustainable development (and a new parent), she sees our rural community as having tremendous value but largely unappreciated both locally and from the outside world. Many thoughts without answers, such as, how to attract cluster development, more jobs, bring youth back.

Regarding future programs, it's noted (per our Bylaws) we need to have a Spring membership meeting. After brain-storming and discussion, we decide to host a forum on the theme of "Where Does Our Money Go? And How Can We Keep It Local?" Is anyone able & willing to research data available? Ideas for panelists include: someone from Chamber, from Rotary, business (possibly Darlene Bixler or Marianne Trevi), Richard Willoughby, Patti Bruder. Possible dates could be Apr. 10, 17 or 24. (Need to check to avoid conflicts.) Madge hopes Laura will be co-point-person to help plan.

We floated an idea for a potential program in the fall to bring in and promote the non-profit groups that serve our area, such as NCO, Food Bank, REDI, Rotary, etc. Another issue to explore is community energy choice and other energy localization ideas.

We also discussed governance issues, e.g. County Charter, and how it's crazy that people outside City limits are disenfranchised, yet very challenging to change that. This Saturday at 3:30 is a meeting (hosted by Jed Diamond) on City Council future.

8. Water & Energy Conservation Tour: We came up with more ideas for places (Bill & Betsy, Lila & Mike, Annie & RJ) and who to ask for more leads: Peter Smith, REDI, Grid Alternatives, DripWorks. Potential date & further planning can be on next agenda.

9. Outreach/Publicity: Richard has been tabling at the Farmers Market for past month, with several new & renewing members. (Might consider a table at Mariposa?) Kristin has been posting to Facebook; Paul has been updating website. This item should get more attention next agenda!

10. Next Newsletter: Deadline will be Feb. 26. Many ideas already mentioned above. Also include Avenues to Wellness.

11. Next CoCom meeting is Mar. 14. We hope Laura will facilitate. (If not, Madge will be back-up provided someone else takes notes.)