

## CO-COM MINUTES – July 31, 2017

Present: CoCom members Madge, Tim, Lyn and Paul; plus Neil Richardson, Beth Riedel, and Amy Fox  
Facilitator, Paul; Notes, Madge

1. Minutes of June 12, '17 are approved. An item re: next newsletter is added to the agenda. New people are introduced.
2. Art Event: Neil explains his idea for a major annual art show, inspired by one in Cincinnati that's been going 50 years: juried entries, initial cost to artists but no % on their sales, charge entry. Would draw art collectors from far & wide. Potential venues: Art Center, Rodeo grounds, Rec Grove. Neil has talked with Emmy Good who likes the idea; will be presented to the Art Center Board, who would be lead and form a planning committee. Needs include scheduling, marketing, lots of volunteers. WELL would be delighted to help support!
3. Hub Lunch: The one on July 8 was just a few of the sunflower project folks. Not doing one in Aug. Seems to be on back-burner for now.
4. Sunflower Project: Paul notes that though C of C co-sponsored, they were without a director until recently and busy with Frontiers Day, etc. so did no promotion. A few merchants have planted (notably Mariposa), and Paul will send photos and follow-up PR to newspapers and to Kristin (&/or Amy) to post on Facebook. There is a 'buzz' but it's now too late to do more this year. Plan to build momentum, earlier, next year.  
Meanwhile, promote planting of drought-tolerant perennials (lavender, rosemary, etc.), including at the planned civic billboard and at Bypass interchanges. Madge will follow-up with Dusty about Caltrans' landscaping – will they do it? Irrigate? Need volunteers?
5. Blues Festival: A committee met June 22 to plan upcoming tabling (with good results at Hometown Celebration), but deferred on ordering water bottles. Emily Rose just provided a memo with info on Kleen Kanteens, but unfortunately there is a 3-4 week lead time – after a logo is final & approved – so we are too late to have them for Aug. 19-20! Madge will notify Pooba that we aren't doing the water booth – or tabling -- this year. (Now at least we have info so we can move forward next year, when we'll also have a better idea of the success & attendance at the event.)  
We will do some PR (additional posters and email notice), and would like credit and 2 comps as a co-sponsor providing liability insurance.
6. Office/Financial Review: We defer finance discussion until Emily Rose can attend. Forgot to announce: we need to get rid of the old printer – give it or dump it! We did sell the trike; WEC is making progress clearing space; and marquee has been repainted. 'Hubbub' open house not yet scheduled.
7. Website/Facebook: Amy volunteers to help post on Facebook. (Tim will add her to CC-working list.) Paul will update events list (Madge - send info to him). Lyn will check on Copper Woman (via Traci), potential website person. Amy likes our website; might be willing to learn; will look into the Joomla platform.

8. Future Programs:

a. Healthy Mendocino: Madge met with Thais Mazur and Patrice Mascolo of Healthy Mendocino on July 26. (Traci had a last-minute family conflict.) They will look into dove-tailing with an Avenues to Wellness program, or we might convene a small organizing-group meeting in early Fall. They are planning a county-wide meeting in late October that interested Willits folks can also attend.

Paul notes there is a Health Fair this Sat., Aug. 5, at Rite Aid. Will send info to Madge who can add that to an email update.

b. Pollinator Educational Event: Lyn talked with Annie Waters, who recommended April Lance (from Healdsburg). April would want attendees interested in buying bee-keeping stuff. Jan.-March is best time to start new hives (in early Fall they'd be preparing existing hives for winter). Berkeley and Hopland Field Stations have good info on native bees.

c. Non-Profits Program and/or Mitigation Update: We'd like an easy-to-organize event to promote in the Sept-Oct. WELL newsletter. First choice is inviting NCO and Community Foundation to present what they offer (Madge will contact them). Second is inviting Geri Huls-Stevens and Marisella de Santa Ana to present further aspects of the Caltrans mitigation projects (Lyn will contact). Suggested date could be Thurs. Oct. 5 or Sun. Oct. 8 (or possibly later Oct.).

9. Next Newsletter: Deadline will be approx. Aug. 30. In addition to above items, include solar at Grange. Other ideas welcome!

10. CoCom Meetings: We decide to schedule next CoCom for Thurs., Aug. 31<sup>st</sup> (to accommodate Madge's travel plans to S. Caucasus Sept. 5 to 21<sup>st</sup>). Madge will facilitate; Lyn take notes. The following meeting we'll go back to 2<sup>nd</sup> Monday, i.e. Oct. 9<sup>th</sup>.