

CO-COM MINUTES – Jan. 8, 2018

Present: CoCom members Tim, Madge, Laura and Lyn; plus Janice Haschak, and Jason Morash
Facilitator, Laura; Notes, Madge

1. We reviewed and approved minutes of Dec. 18 CoCom. Related updates:
a) Ellen Drell is not ready yet to consider shifting the Hub lease, so that item is on hold for now; b) Neil has done an excellent job on newsletter lay-out (current issue hot-off-the-press). We added a couple items to the agenda.

Jason Morash introduced himself: he is new to Willits about 6 months, does marketing consulting, is very interested in comm'ty involvement. One such idea is digitizing Main St. on a website so locals and tourists can "window shop" from their devices. (Tim will add him to the CC-working list.)

2. Co-sponsoring Canna-Tourism event, Jan. 21: The PR has already gone out, so co-sponsorship decision seems to be moot. Janice will attend (and possibly Madge too), so we'll look forward to a report.

3. 'Making Willits Thrive' event Feb. 25: We had a lively & productive discussion of themes and potential panel members for this WELL event. Definites are EDFC & West Company. Madge is also contacting Saprina and Dusty, possibly C of C. For entrepreneurs: Pete Swanton and Kemmy's Pies are not available; Janae Stephens is probable but would like ideas on how to focus her comments. Other potentials include Tom & Sara Mann (Laura will contact), the Game Place (Jason contact), GridBeam (Madge contact), and Laura herself about her nascent (food truck) business.

There were good ideas for PR and themes, such as "How to turn your idea into a business; or Follow your passion & create your own job." Madge will draft some articles for local press with more details about participants & issues. Also a simple poster.

4. Memberships & Ads Report: About 50 members have yet to renew. Those getting mailed newsletters got reminded in today's mailing. Madge will email the others soon. If still not renewed by end-of-month, maybe we'll need to divvy up phone calls. Not discussed: how to expand membership! (Kimbal does put 5 or 6 newsletters each at several good locations.)

All advertisers (10) have renewed. For now, we don't really want more, since the newsletter is already packed for a 10-page edition. This fall, however, we could consider outreach for new ads, raising the rate, and going to 12 page newsletters in 2019.

At next CoCom, we should review a year-end finance report & adopt at 2018 budget.

5. Grant Potential: Madge reported on a call from Heather Gurewitz (former Huffman rep, now becoming director of EDFC) regarding an economic development grant, up to \$10,000, from Comm'ty Foundation. Deadline is Jan. 26! We brainstormed the idea of starting with a summer festival but with a goal of permanent storefront space for a collective of craftspeople & artists to make & sell their wares. Heather is eager to be grant-writer. Madge will connect her with

Lyndsey Burns of the Art Center, possibly Saprina or others, to define the grant project.

Related ideas suggested were resurrecting the Kinetic Carnival and/or an event featuring Rosamond Crowder's play & sculptures. The latter, plus music and local food vendors, could also be part of the Artisan Festival proposal.

6. Spring Program & Beyond: Madge reported that Dave & Jenny Watts are still uncertain about their timing (contact them again near end of January) but would gladly be honored and present their wisdom in a WELL Spring program, along with us promoting 1000 Sunflowers and pollinator education.

Paul (who missed the meeting due to flu) will keep pursuing ideas for future guest speakers. We will also need to begin planning if we want to do a summer farm or energy tour.

7. Next CoCom is Feb. 12, with Janice facilitating. Some items for that agenda: finance & budget review; future programs; membership renewals and growth; next newsletter.