

CO-COM MINUTES – Feb. 19, 2018

Present: CoCom members Madge, Laura, Paul and Lyn; plus Janice Haschak and Emily Rose Smith
Facilitator, Janice; Notes, Madge

1. We reviewed and approved minutes of Jan. 8, 2017 CoCom and the agenda for tonight's meeting.
2. We agreed to be a co-sponsor of the 3rd District Supervisors candidates forums, scheduled for XX
3. Emily Rose presented current status that all advertisers have renewed (except Sanhedrin & Bountiful Gardens, which have gone out of business). All but approximately 50 of our 2017 members have renewed. Madge will send out another email reminder. After that, we should do phone follow-up.
We also discussed ways to expand memberships: presence on Facebook, table at candidates forum & other events, encourage business memberships – perhaps with a listing and featuring businesses in newsletter. This should be revisited next meeting.
4. Emily Rose also presented a financial review and budget for 2018. It's noted that we were \$579 ahead (instead of a projected budget loss) at end of 2017, but need to check on newsletter editor item.
On the budget, we adjusted donations & membership income upward (to about what we've received previous years). On expenses, we estimate data management at \$1,200 (more than previous years, but perhaps we'll want even more of Emily Rose's time as budget permits). The revised finance report and adopted budget will be covered in next newsletter.
5. Janice gave a good overview of the Jan. 21 canna-tourism event at the Grange (also to be included in news newsletter).
6. Next Newsletter: Deadline is Feb. 23, with lee-way to include a report on our Feb. 25 event. Other past or future events to cover include the Farmers Convergence (Feb. 20 at the Farm School), Mar. 8 Healthy Mendo summit, Local Food Pledge meetings.
7. Passion into Profit Forum, Feb. 25: We reviewed the proposed agenda; might move some of the 'entrepreneurs' to 'resources' and allow some give & take. Madge will do another round of e-notices and remind presenters. Emily Rose will propose questions and keep speakers on track! We decided to have some simple snacks (Lyn & Laura) and tea. Come at 3:15 to help set up.
8. Future events: We need a Spring event that also serves as bi-annual WELL membership/ CoCom election meeting. Lyn has identified Chris Inich as a potential presenter plus other groups for a pollinator education forum; will try to pin down a date in time to include that in the next newsletter. Janice, Paul & Claudia may help on this event.

We're also interested in a mitigation lands tour & update. Madge or Lyn will ask Marisella de Santa Ana and Jeri Huls-Stevens about that. Could be instead of a farm or energy tour this summer, or in addition?

Paul suggested a forum on surviving the Main Street construction, but Madge noted that the City and Caltrans will be scheduling public forums to explain their plans to the businesses and public.

9. An item about Jason Morash trading tasks for ad space was deferred since he was absent.

Madge still urges we improve our website and Facebook presence!

10. A loose end from last meeting (not reported but worth noting): The potential Comm'ty Foundation grant request for an artisan showcase evaporated after Heather Gurewitz (new director of EDFC) got a red light from Megan of the CF, who said it wouldn't qualify. The idea might still be pursued; we should partner with the new Willits Tourism Board on such projects.

11. Next meeting March 12. It's Lyn's turn to facilitate.