

CO-COM MINUTES – March 12, 2018

Present: CoCom members Madge, Tim, Paul and Lyn; plus Claudia Wenning Facilitator, Lyn; Notes, Madge

1. We approved the minutes of Feb. 19, 2018.
2. Entrepreneurs' forum (aka Turn Passion into Profit, or Make Willits Thrive), Feb. 25: We noted that this event was very successful (SRO crowd!), got good coverage in local papers, and we have an email list to follow-up.
3. 'Main Street – Then, Now & Future' Museum exhibit tour and forum, Mar. 11: Madge reported there was a lot of energy about Willits' future, with few overlaps between our Feb. 25 event and this one. On the subject of cannabis' role in Willits, there is concern that outside buyers are raising real estate & rental prices and displacing local businesses.
4. Coloring our Town: Paul & Claudia spoke about ideas including kids' projects for painting, planting perennials, colorful banners, sculptures, etc. It's noted that such creative ideas are *not* on the Revit-ED agenda. Bill Barksdale, Dusty Duley are on the banner idea. Private actions, plus perhaps Willits Tourism Board, Art Center & City, should keep building momentum on these ideas.
5. April 15 Pollinator event: Paul & Claudia will help Lyn in getting pollinator plant seeds & starts for this event. Lyn will also contact Native Plant Society; maybe Beth R. Lyn will draft a poster and article (with Paul's help); Madge will distribute PR. Claudia notes opportunities to promote & gather help at Wellness Studio's seed swaps Mar. 19-20 (Willits & Laytonville) and Mar. 23 'Juliette of the Herbs' film at the Grange.
6. 3rd District Supervisor Candidates Forums: Ellen Drell is lead on this. If she asks us for input, we agree to communicate only via CC members, since both Janice & Jason need to recuse themselves.
7. WELL Website & web-hosting: Tim explains that web host (Charlottezweb) includes all our email, list-serve data, and website. We can cull out old info (esp. emails & website) or pay about \$50/year for more capacity. Tim will work with Emily Rose and try some culling. Madge & Lyn are willing to help if needed.
Madge reports that Jason Morash & Corne Brouwers have made progress updating & some reformat on sections of our website. (Paul notes that some updates he made got removed; we need to coordinate!) Madge hopes CC members will each take on some topic areas to bring those back to usefulness. This will go on next CC agenda.
8. Membership renewals & growth: An email went to all non-renewed folks on Mar. 1st, with fair response. We now need an updated list from Emily Rose to do phone follow-up (& contact those who don't have email). For membership growth, we need tabling & announcements at related events. (See pollinator items above.) We also agreed to table at the Hometown Celebration on June 22.

9. Healthy Mendocino: Paul & Claudia reported that the county summit on Mar. 8 was well-attended and organized. Suzanne Picetti (with Aves-to-Wellness) is coordinator for Willits. They think mental health is the main focus for Willits, and there's a need for an updated directory for Willits providers.

10. Local Food Pledge: Paul is excited by this growing initiative, which includes a buying club to participate in the Food Hub. They've been meeting bi-weekly; we should continue to attend and promote this!

11. Women's Empowerment Summit, June 9: Claudia is organizing this all-day event drawing women (& men) from near & far. She wants this to be a model that others can use to make Willits a destination for conventions, benefiting tourism. The CC agrees for WELL to co-sponsor this event, providing use of our insurance with a small reimbursement (we need to check our policy on this).

12. Future Events: We are enthusiastic about having Marisela de Santa Ana and Geri Hulse-Stephens lead a tour of mitigation lands. Lyn will follow up to see if this can be a special event (a benefit for WELL members and an incentive for new folks to join), or just a free tour. Also choose a date soon. Some public tours are already being planned in April.

13. Next CC Meeting, April 9: Madge will facilitate, Lyn will take notes. We discussed that the "cc-working list" has grown to 24, with many no longer active. Madge will send a notice. We do want to maintain & grow the CC to the extent possible. (At the Apr. 15 event, Lyn, Paul & Madge are up for re-election; and it would be great to fill our two vacancies!)