



# Willits Economic Localization

## The WELL Bucket

Volume 4 – Issue 6

June 9, 2009

### Schedule of Events

June & July 2009

**June 10 – 9:30 am**

**Coordinating Committee Meeting**  
WELL Office (at the WAG)  
221 D South Lenore in Willits

**June 10 – 6:00 pm**

**City Council Considers**  
**West Commercial Improvements**  
111 East Commercial in Willits

**June 18 – 7:00 pm**

**Film – Asparagus! Stalking the**  
**American Life**  
Little Lake Health Center  
45 Hazel Street in Willits

**June 20 – 11:00 am – 3:00 pm**

**Willits Kids Fitness & Nutrition Fair**  
Recreation Grove in Willits

**June 26 – 5:00 to 9:00 pm**

**Hometown Celebration**  
Main Street – Downtown Willits

**July 4 – 11:00 am**

**WELL Marches in Parade**  
Willits City Park – Parade Line-up

**July 8 – 9:30 am**

**Coordinating Committee Meeting**  
WELL Office (at the WAG)  
221 D South Lenore in Willits

**July 16 – 7:00 pm**

**Film – To Be Announced**  
Little Lake Health Center  
45 Hazel Street in Willits

**July 25 – 2:15 pm**

**2009 Farm Tour & Potluck**  
Brookside Elementary for Carpools

### WELL Marching in the July 4<sup>th</sup> Parade

Get your walking shoes ready. Get your garden costume ready. WELL will be marching in the Willits 4<sup>th</sup> of July Parade this year. Dress as a farmer or as a fruit or vegetable. We will have the WELL Banner and let Willits know how important (and fun) raising our own food can be.

More details will be coming out in the WELL E-mail updates. If you don't see those, just come on the Morning of July 4 to Bud Snyder Park (that's the City Park across Commercial from the City Hall) and line up with the WELL entry. The parade starts at 11:00 am, the line up starts about 10:00 or 10:30. The parade information table will be able to tell you where we are lining up. The parade goes from Bud Snyder Park to Recreation Grove by way of Main St. If you don't think you can walk the distance, find a good spot to watch and cheer as we march by.

**See you on the 4<sup>th</sup>!**

### 2009 Farm Tour

On July 25 WELL is sponsoring our third annual Farm Tour. This year there will be specific times for each of the four farms to encourage people to car pool and to facilitate the tours. After the tours, and at the location of the last tour, we will have an outdoor potluck picnic at Brookside Farm where Sheriff Tom Allman will be the speaker.

Bring your food to the Brookside Farm at 2:15 pm to put it on ice and to join a car pool. The tours will start at 2:30 pm. The picnic will start at 6:15 pm. More details will be put in the July newsletter.

### City Council: West Commercial Improvements?

On Wednesday, June 10, the City Council Agenda starts out with

#### A. Discussion and Possible Direction on Preliminary Design of West Commercial Street and Central Street Rehabilitation and Improvement Projects

This is an opportunity for our community to start down the path to a more walkable downtown, or to just fix the potholes in the pavement. There are five plans on the table. We are especially concerned with the plans for Commercial Street. Plans A or E are good options, but the recommendation before the Council right now is for Plan D. We need you, the concerned residents and users of our streets, to show up and be counted.

The meeting starts at 6:00 pm and this item is the first thing on the agenda after the roll call.

### Grange Breakfast

Little Lake Grange Pancake Breakfast 2009 Calendar:

{NOTE: Price is \$6.00 for pancakes, eggs, ham or bacon, coffee, tea, & juice. Real maple syrup and Thanksgiving Coffee are now available!}

4th Sunday of every month:  
June 28

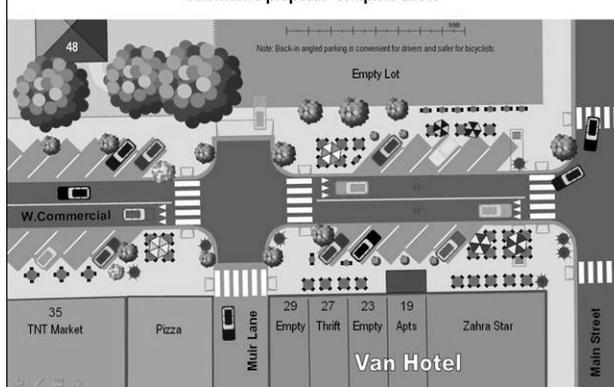
July 26            August 23  
September 27    October 25

8am - 11 am

291 School Street. Willits

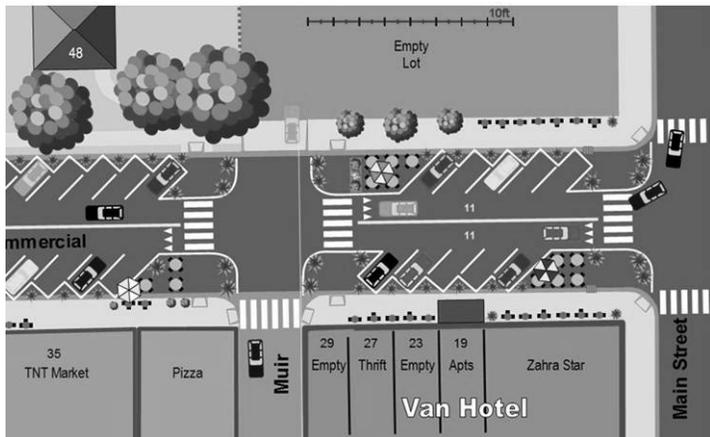
### Plan A Phase 1 Close-Up

Alternative proposal "complete street"



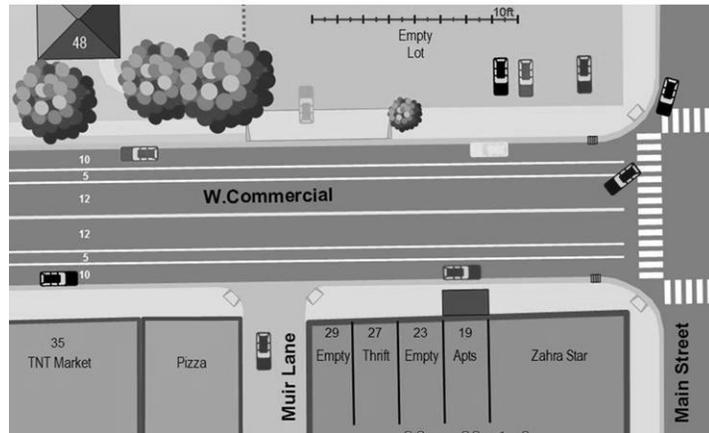
### Plan E Close-Up

Painted sidewalk extensions and diagonal parking, lined by planters



### Plan D Close-Up

Current proposed plan



## Recent Links & Blogs

### The Economy Is Still at the Brink

By Sandy B. Lewis and William D. Cohan in the New York Times June 6, 2009

The storm is not over, not by a long shot. Huge structural flaws remain in the architecture of our financial system, and many of the fixes that the Obama administration has proposed will do little to address them and may make them worse.

Read More at <http://tinyurl.com/pg8amb>

### Industry Ignored Its Scientists on Climate

By Andrew C. Revkin in the New York Times April 23, 2009 with an Editors Note added May 2, 2009

...a document filed in a federal lawsuit demonstrates that even as the [industry sponsored] coalition worked to sway opinion, its own scientific and technical experts were advising that the science backing the role of greenhouse gases in global warming could not be refuted.

Read More at <http://tinyurl.com/lvnl4o>



### 3<sup>rd</sup> Willits Kids Fitness & Nutrition Fair

The Fair takes place at Recreation Grove Park in Willits and is a local event; exclusive to participants whose programs or services are in the Willits area. It is open to the general public and there is no admission charge. Informational handouts and give-aways with the focus on fitness and/or nutrition, interactive activities and entertainment are provided free to all attending. Delicious, nutritious food and Pie Walk tickets can be purchased at the Fair with profits being donated to the City of Willits designated for Recreation Grove Park. The sponsors of the fair this year are Frank R. Howard Memorial Hospital, City of Willits, Bank of Willits, Sparetime Supply, and NCO/Community Action.

**June 20, 2009**

**11:00 am to 3:00 pm in  
Recreation Grove**

## Help Stop the Masonite Rezone

By Richard Shoemaker of SOLE

We need your help!

The SOLE (Save Our Local Economy) campaign against November's Countywide Ballot "MEASURE A" has begun.

SOLE is local people from all walks of life who have organized to defeat the Masonite Re-Zone Initiative, deceptively qualified by and paid for by Diversified Developers Realty of Ohio. We will be outspent enormously but we intend to wage a person to person, grass roots effort. We will make our point with people, not money.

We need volunteers to help from now until November 3<sup>rd</sup>. Some of the tasks we will need help with are:

**Mailings** – We will be doing a number of mailings with many of them requiring "stuffing and stamping".

**Fund Raising** - by individual asks to friends and colleagues using letters, email and phone calling.

**Identifying Supporters** – by phone calling, door to door, and "tabling" at local grocery stores. This is important and people power will make it work.

Please join the "The Home Team" and make time to help, ASAP. Contact SOLE at [solve@pacific.net](mailto:solve@pacific.net) or go to [NoMegaMall.com](http://NoMegaMall.com) and use our sign up form.

Donations to "SOLE" are gratefully accepted at:

Save Our Local Economy, P.O. Box 1530, Ukiah, CA 95482.

You can also donate using "PayPal" at [www.NoMegaMall.com](http://www.NoMegaMall.com).

**WELL has endorsed the SOLE campaign and will be working with them to defeat Ballot Measure A.**



**Start Here With:**

- Organic and Open Pollinated Vegetable Seeds
- Certified Organic Potatoes
- Naturally & Locally Grown Vegetable Starts
- Fruit & Nut Trees



**Sanhedrin Nursery**  
1094 Locust St. Willits 459-9009



**Serving Our Community One Family At A Time**

**Carrie Avezos ☎ 707-367-2868**



*Authentic Locally Handmade Medallions*  
See our catalog at  
<http://www.quicksilvermint.com>  
**10% discount when you say:**  
"I saw it in the WELL Newsletter"  
459-3094



*Brookside Farm*

*People-Powered Produce*

...would like to thank WELL for its support.

All our shares are now sold.

Brookside Farm welcomes volunteers to work in a beautiful setting and learn how to garden in Willits. Low income volunteers can earn up to \$20 per week in Farmers' Market credits.

Interested? Contact Jason Bradford at 456-0760

**Jolly Roger's Design & Repair Shop**

**Computer repair, metalwork, woodwork, fabrication of all manner.**  
**Greenhouses, bike carts, new rooms, garden layout, solar**  
**-If you can think it, I can create it. -**

**Temporary Phone (310)245-4821**



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**44 Years experience**

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**New Courses!**

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**Introduction to Sustainable Gardening**

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All Online • Get Your Questions Answered

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[ljam@well95490.org](mailto:ljam@well95490.org)

## WELL Coordinating Committee Briefs

### Co-Com Meeting of 5/20/09 - Summary

Kimbal Dodge was unanimously appointed to fill the vacant CC position until the Fall election.

Antonia Partridge is now funded (through an NCO grant) to implement the WHS garden - a boon to our goal of involving youth in food and farming. Ann Weller will be doing cooking & nutrition classes for teens at WAG. WAG is also looking for a volunteer sewing mentor for teens.

The CC discussed the success of the May 17 event (see separate article) and ways to improve future events (such as better recycling; keep on schedule; include more hands-on fun activities).

The revised 2009 budget was approved (see separate article), and ways to raise money and possibly reduce expense were discussed. The CC also approved the Goals & Roles chart that appears in this newsletter. One goal is to expand our presence (& WELL memberships) with volunteer tabling at upcoming events. Call Kimbal, at 456-9128, if you'd like to volunteer.

The CC agreed to serve as co-sponsor of a Willits flea market that is expected to start operating on Saturdays 8-3, beginning July 18. Sponsorship allows them to be covered by our insurance, and we'll have a booth at the events.

The CC endorsed SOLE (Save Our Local Economy) and opposes the DDR ballot measure for a mega-mall at Masonite site. Presentations on this issue will be included in future CC and public meetings, as well as in the newsletter.

Our WELL website (well95490.org) has been updated, but a major redesign is in the planning stages. Look for exciting improvements over the next few months. This is another area where volunteers can help. Contact Roger at (310) 245-4821 or roger@jollyone.com .

Plans for the Farm Tour on July 25th are developing. In addition to tours at four farms – all close to or in town – we'll end with a potluck picnic at Brookside Farm. More info in next newsletter.

Planning way ahead, the Harvest Festival will probably have a feast – with guest speakers - on Friday evening Oct. 5th, and then workshops on Saturday.

*Complete minutes of meetings will be posted to the website.*

## How Does Your Garden Grow? With A Lot of Local Expert Advice!

On May 17 WELL gathered at the Little Lake Grange to hear a panel of local gardening experts on the best ways to make our gardens lush and productive in Willits now. Over 40 people were in attendance (and brought enough good food for everyone to eat) as we listened to a variety of trained and experienced gardeners from our area.

There were six people on the panel:

Ursula Partch and her husband David run the Community Garden at the WISC center. She says that their gardening style is largely based on permaculture, with a healthy dose of what works. She stressed that what works for one garden will not necessarily work for another one. Each garden has its own unique combination of soil, water, insects, and micro-climate. Becoming familiar with what works in your garden by experimentation (and patience) is key to making your garden flourish.

Max Meyer directs the Mendocino Ecological Learning Center on Pine Mountain. Using the Permaculture methods, he says that the primary products of their garden are water and soil. By concentrating on making soil and keeping water in the garden where the plants can use it they get the byproducts of delicious food. Max is especially adept at contouring the ground to capture and concentrate water. He is also involved in a new project with Ukiah High School to raise fish and organic garden produce in a closed loop system that promises very high yields without the need for prime agricultural land.

Ellen Bartholomew is the director of the Golden Rule garden, which works closely with John Jeavons' Ecology Action. She agreed with Max that water and soil were the first products of their garden. She uses the Biointensive method, but she and Max kept agreeing on things throughout the evening so I think the methods may have a lot of common soil. Ellen was especially emphatic about the need to grow crops in different places each year as well as the need to grow plants specifically for compost. Another of the points that she and Max agreed on was growing comfrey for compost and also for mulching while green. Cut it down several times each year (don't worry, it will grow back) and use the leaves for mulch to keep your garden moist.

Karen Gridley and her husband Wolfgang Ronnefeldt have a large home garden (doubled in size this year) that they have been growing for a number of years. She reflected on how she would garden differently if she were to

**Continued Page 5 - Garden**

**Coordinating Committee Members**

Jason Bradford - 456-0760 - [jcbradford4@gmail.com](mailto:jcbradford4@gmail.com)  
 Madge Strong - 459-6675 - [mstrong@willitsonline.com](mailto:mstrong@willitsonline.com)  
 Jane McCabe - 456-9067 - [janesjet@hotmail.com](mailto:janesjet@hotmail.com)  
 Roger Wilson – 456-4111 - [roger@jollyone.com](mailto:roger@jollyone.com)  
 Ann Waters Weller – 459-1002- [abweller@pacific.net](mailto:abweller@pacific.net)  
 Richard Jergenson – 459-6362 - [rjergenson@saber.net](mailto:rjergenson@saber.net)  
 Kimbal Dodge - 456-9128

**The Rebuild Store**

You already recycle glass, plastic, and aluminum...what about windows, cabinets, and that extra roll of tar paper in the shed?

Do you want to put in double pane windows to save energy, and save money too?

The Rebuild Store is a project of North Coast Opportunities that takes your used items and sells them (cheap) to people who can use them.

Their show room is open several days each week at:  
**75C Kunzler Ranch Road in Ukiah (707) 671-6581**

**Garden – Continued from Page 4**

start over today. Her primary point was to listen to the garden instead of dictating to it. Your garden will show you the best way to tend it. Volunteers should be tended in place rather than uprooted or transplanted. Weeds are only weeds if you don't want them where they are. Enjoy your garden, get to know it, listen to how it wants to grow and you will get a lot more out of it.

Richard Jeske and his wife own a small parcel on East Hill Road. Richard has been concentrating on growing fruit for over twenty-five years. He has more than one hundred varieties of table grapes, a large variety of fruit trees (planted close to each other and summer-trimmed to keep them small enough to avoid ladders). His advice to fruit growers is "don't be in a rush to get the plants in the ground". Take time to prepare the soil, be certain that the location is good (almost all fruit needs full sun) and plant at the right time of the year for the fruit in question. You want vigorous growth the first year. If you don't get such growth the first year, you probably won't ever get it from that plant. Think in the long term. Many fruit trees will still be bearing a century from now, take the time to do it right.

Antonia Partridge has her degrees in horticulture and maintains a large garden on her property near Shimmons Ridge. She teaches classes in town and advises local gardeners. She echoed many of the points made by the other panelists and made a suggestion that really caught my attention. Put your garden in your normal walking paths on your property. Place it between your parking and your front door or just outside your kitchen door. If you walk through the garden on a regular basis, not just on garden business, you will be aware of when the tomatoes are ripe and when the aphids are attacking the corn. If your garden is only a step away from your kitchen you are much more likely to use the fresh basil in that spaghetti sauce.

All of these experts can be reached for further advice. When you see them in town, say hi and ask your question. Many of them are also available for professional consultation on your garden. The more food we grow, the less we are dependant on the trucks coming over the hill.

**How does your garden grow?**

**Now & Then Film Series**

*Presents*

**Asparagus! Stalking the American Life journeys to the heart of asparagus country to discover why one little vegetable matters so much."**

"For 30 years, Oceana County Michigan has been the Asparagus Capital of the World. Now its spear-struck residents and family farms take on the U.S. War on Drugs, Free Trade and a Fast Food Nation, all to save their beloved roots."

*Is imported Asparagus & other veggies putting our farmers out of work & ruining communities? Free Trade, the Drug War, Fast Food..they are all implicated in this award winning film..*

*Unveiling the connections between community identity, farming, politics & trade.*

"Our friends in Michigan are having a tough time. Not only are thousands of union members out of work, the government is helping other countries grow asparagus as part of the war on drugs, creating unfair competition for farmers in Oceana County, once the Asparagus Capital of the World. But Michigan farmers are not giving up! Taking on fast food, free trade and the U.S. drug war, these indomitable Michiganders struggle to find creative ways to save their livelihood and their beloved roots. This fascinating, award-winning film, called 'oddly brilliant' by New York Magazine, unveils the complex connections between community identity, farming, politics and trade."

~~~~~  
**7:00 pm, Thursday, June 18**

**Little Lake Health Center**

**45 Hazel St.**

**Enter by back door in parking lot**

***Free Admission! Everyone Welcome!***

**Suggested Donation of \$5 to Help Build WELL Film Library**



Gardening Discussions on May 17

| <b>Well Goals &amp; Roles For 2009</b>                             |                                  |                                                           |                                                                              |
|--------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------------|
| (Though we are always open for volunteers and new ideas from you). |                                  |                                                           |                                                                              |
| <b>Lead</b>                                                        | <b>Others</b>                    | <b>Task/Project</b>                                       | <b>Goal</b>                                                                  |
|                                                                    |                                  | <b>Food Projects:</b>                                     |                                                                              |
| Jason                                                              | Madge                            | Assist in granary buying club                             | Min. 100 members                                                             |
| RJ                                                                 |                                  | Assist in community kitchen                               | Construction underway                                                        |
| Annie                                                              | Jason                            | Promote edible gardens<br>(‘Little Red Wagon Project’)    | 25 new gardens<br>12 volunteers to help build                                |
| Michael S.                                                         |                                  | Outreach to potential farm landowners                     |                                                                              |
| Madge                                                              | Jane, Kimball,<br>Pat, Mary, etc | Local farm tour                                           | At least 4 farms; 100 “tourists”                                             |
|                                                                    |                                  | <b>Public Educ./ Youth Outreach</b>                       |                                                                              |
| Kimbal                                                             | Jason                            | Distribute food security info sheets                      |                                                                              |
| Jason                                                              | Annie, Mary                      | Educate on local food issues                              | At least 4 WELL events<br>Presentations to other groups                      |
| Annie /RJ                                                          |                                  | Show films/ speakers at WHS                               | Recruit vol’s for building gardens                                           |
|                                                                    |                                  | Organize a youth food summit -<br><i>Postpone</i>         | At least 50 participants                                                     |
| RJ/Annie                                                           |                                  | Film Series                                               | Continue                                                                     |
| RJ                                                                 |                                  | Films for rent                                            | Film section at Main St.                                                     |
|                                                                    |                                  | <b>Membership/fundraising:</b>                            |                                                                              |
| Madge                                                              | Membership<br>Comm.              | Renewal letters & fund appeals<br>(Also mail newsletters) | Renew all 300 members<br>At least 20 sustainers (\$100/year<br>each or more) |
| Kimball                                                            | “ “                              | Table/leaflet at all public events                        | Add at least 120 new members<br>(avg. of 10/mo)                              |
| Liam                                                               |                                  | Recruit newsletter ads                                    | Newsletter self-sustaining                                                   |
| Roger                                                              |                                  | Items for sale                                            | Calendars or other?                                                          |
|                                                                    |                                  | <b>Admin./Oversight</b>                                   |                                                                              |
| Madge                                                              | Jane                             | Budget oversight                                          |                                                                              |
| Roger                                                              | Harry, Liam                      | Website                                                   | Update regularly                                                             |
| Jane                                                               | Madge                            | Office tasks oversight                                    |                                                                              |
| Jane                                                               | Madge                            | Propose & follow-up on strategies/tasks                   |                                                                              |
|                                                                    |                                  | <b>Issue “Point People”</b>                               |                                                                              |
| Partches                                                           |                                  | Water                                                     |                                                                              |
| RJ                                                                 | Jed Diamond                      | Transportation                                            |                                                                              |
| Roger                                                              |                                  | Energy                                                    |                                                                              |

### Beekeeper's Guild Meeting

June Meeting: Wednesday, June 10th 6pm  
 Where: Willits Library Meeting Room, 390 East Commercial  
 This is an open meeting, bring a friend  
 Lee Bryant will send us a list of bee-plants to base our June discussion on pollination...he has also been building & experimenting with hives and wants to bring his top bar - observation hive next month...we will also leave time for general discussion & current questions  
 Bring finger food to share, plus your own plates, etc – and Your Hive stories!!  
 Bee Happy Pollinating,  
 Annie Weller - 459-1002

### There is a lot to Eat Locally

Where can you get it?

- The Farmers Market on Thursday in City Park from 3:00 to 6:00.
- Green Uprising Farm Stand Daily.
- WISC Garden Stand
- CSA's: Brookside Farm, Green Uprising, Happy Belly, Live Power Farm, and others.
- Many products at Mariposa Market and Ray's

Local producers will produce more food as long as they know you will buy it. Local food production makes us more secure, and it tastes good!

**WELL Needs Your Donations!**

While the State and Federal governments swim in red ink, and grant funds shrivel, WELL has tightened our belt. Our total expenses are only about \$1,000 per month. Nonetheless, we too are slightly in the red, since our estimated income is about \$850 per month. As shown in the accompanying budget, that leaves a projected deficit of almost \$2,300 for the 2009 year.

There are only limited things we can do to further reduce expenses. The Coordinating Committee is continuing to consider every such option.

The best solution, however, is to expand memberships and increase income from donations. We will do a fund appeal and membership renewal drive in September, but it would be really helpful if supporters who can afford it would send in donations now. We also welcome volunteers to help table at events (such as the Hometown Celebration, June 25) to reach new members.

Any other ideas for fund-raising are welcome!

Beginning this fall, we will raise basic membership to \$15-25 per person or \$25-35 per family (sliding scale) and ask everyone to renew for the 2010 year. Folks living outside Willits can also join as non-voting members. And we're asking those who get the newsletter by mail to add \$10 to cover that extra cost.

Our volunteers are able to accomplish a lot with our small budget, including: holding informative community meetings; promoting home gardens, the granary-bulk food buying club, and the community commercial kitchen project; coordinating with other groups; and educating about local issues such as the Masonite mega mall, pedestrian & bike improvements, local land uses, water conservation, and much more.

**Please help us keep  
localizing alive and WELL!**

| WELL BUDGET - 2009           | Jan-Apr Actual | Est. Monthly | Est. Annual   |
|------------------------------|----------------|--------------|---------------|
| <b>INCOME</b>                |                |              |               |
| Individual. Donations        | 160            | 50           | 600           |
| Direct Appeal                | 1,420          | 350          | 3,500         |
| Memberships                  | 810            | 250          | 3,000         |
| Program Events               | 192            | 75           | 1,200         |
| Ad Sales                     | 300            | 100          | 1,200         |
| Merchandise (Net)            | 55             | 30           | 360           |
| Fundraising Events           | 290            | 50           | 300           |
| Interest/Misc.               | 8              |              |               |
| <b>Total Income</b>          | <b>3,235</b>   | <b>905</b>   | <b>10,160</b> |
| <b>EXPENSE</b>               |                |              |               |
| Contractors                  |                |              |               |
| Newsletter editor            | 450            | 150          | 1,800         |
| Bills & record keeping       | 784            | 280          | 3,360         |
| Tax accounting               |                |              | 150           |
| Other                        |                |              |               |
| Supplies, Office expense     | 91             | 30           | 360           |
| Communication                | 548            | 125          | 1,500         |
| Postage (not incl. newsltr)  | 147            | 30           | 360           |
| Occupancy                    |                |              |               |
| Rent                         | 400            | 100          | 1,200         |
| Storage                      | 300            | 75           | 900           |
| Meeting Space                | 70             | 20           | 240           |
| Printing (not incl. newsltr) | 144            | 15           | 180           |
| Newsletter expenses          | 156            |              |               |
| Printing                     |                | 45           | 540           |
| Postage                      |                | 28           | 336           |
| Food, catering               | 30             | 10           | 120           |
| Equipment                    | 150            | 30           | 360           |
| Insurance                    | 63             | 70           | 840           |
| Bank fees                    | 18             | 6            | 72            |
| Other fees, taxes            | 40             | 10           | 120           |
| Other (suspense)             | 350            | 0            |               |
| <b>Total Expense</b>         | <b>3,741</b>   | <b>1,024</b> | <b>12,438</b> |
| <b>Balance</b>               | <b>-506</b>    | <b>-119</b>  | <b>-2,278</b> |

**NASA Records of Arctic Sea Ice 1978 to 2009**

Since 1978, satellites have monitored sea ice growth and retreat, and they have detected an overall decline in Arctic sea ice. The rate of decline steepened after the turn of the twenty-first century. In September 2002, the summer minimum ice extent was the lowest it had been since 1979. Although the September 2002 low was only slightly below previous lows (from the 1990s), it was the beginning of a series of record or near-record lows in the Arctic.

Read more and see the graphics at <http://tinyurl.com/p86lkx>

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Where Willits Is Today



Where WELL Wants Willits To Be

Art by Linda MacDonald

**The blunt truth about the politics of climate change is that no country will want to sacrifice its economy in order to meet this challenge, but all economies know that the only sensible long term way of developing is to do it on a sustainable basis.**

***Tony Blair – Former Prime Minister of the United Kingdom***

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