



# Willits Economic Localization

## The WELL Bucket

Volume 4 – Issue 10

November/December 2009

### Schedule of Events

November/December 2009

**November 11 – 9:30 a.m.**

WELL CC Meeting  
221 E. Lenore Ave

**November 11 – 3 to 6 p.m.**

Community Fruit Tree Planting  
Willits Integrated Services Center  
221 S. Lenore Ave. See page 8.

**November 12 and 19 – 3 to 6 p.m.**

Farmers Market  
Little Lake Grange

**November 12 – 6 p.m.**

City Council Meeting re:  
West Commercial Design  
Willits City Hall. See page 7.

**November 19 – 11a to 2 p.m.**

Souper Lunch & Craft Sale  
United Methodist Church

**November 19 – 7 p.m.**

Now & Then Film Series presents  
*Food Matters* – See page 5.  
Little Lake Grange

**November 22 – 4 to 6:30 p.m.**

WELL Meeting: Goals 2010  
Little Lake Grange

**November 26 – 11 a.m. to 4 p.m.**

Community Thanksgiving  
Willits Senior Center

**November 28 – 9 a.m. to 5 p.m.**

**November 29 – 9 a.m. to 4 p.m.**

Elf's Magic Christmas Fair  
Willits Community Ctr. Call 459-7910.

**November 29 – 12 to 4 p.m**

Willits Toy Run & Party  
Little Lake Grange

**December 3, 10, 17 – 3 to 6 p.m.**

Farmers Market  
Little Lake Grange

**December 20 – 3 & 5 p.m.**

Now & Then Film Series presents:  
3 p.m. *The Polar Express*  
5 p.m. *Planes, Trains & Autos*  
Little Lake Grange. See page 5.

### WELL Potluck Meeting: Help Set Goals and Formulate Action Plan For 2010

***November 22, 2009***

***4 p.m.***

***Little Lake Grange Hall***

Our November gathering will follow up on the brainstorming session that occurred in October at the Harvest Festival where participants presented dozens of ideas as possible projects for the coming year.

The brainstorming ideas fell into five general categories: Local Business (local currency, "Made in Mendocino" store, re-purpose the waste stream, tourist destination, apprenticeships for youth); Transportation (bypass opportunities, walking/biking paths, rail); Health (reducing stress, increasing fitness); Natural Resources (water); Food (garden starts, grains, kitchen, cooking, food for schools, mentoring/apprenticeships for youth).

We want to build on these ideas and entertain others.

The November program will begin with a potluck at 4p.m. It will be followed by a review of current ideas and time for more brainstorming. We will then break out into smaller groups where ideas will be flushed out further.

Our hope is that this meeting will zero in on those ideas that are most viable to undertake this year, identify participants who can lead or participate in a given area, and set some goals and timelines for our tasks.

Please bring your ideas, your enthusiasm, your potluck dish and your utensils! For more information, contact Madge at 459-6675.

### Chamber Calendar:

#### Renewed Community Resource

Willits Chamber of Commerce has updated their website and encourages the Willits Community to use this resource to post events. Avoid conflict with other events by checking this site regularly at [www.willits.org](http://www.willits.org)

Send detailed information about your event to [info@willits.org](mailto:info@willits.org). Be sure to include the following: title of event, date, time, location, cost, sponsor, contact person/phone/email, any further description, and a website if applicable.

## Brookside Farm Needs Funding and Volunteers

Dear Friends of Brookside Farm,

Brookside Farm needs funding to hire essential staff so that we may continue providing healthy, locally-grown vegetables to our schools and community.

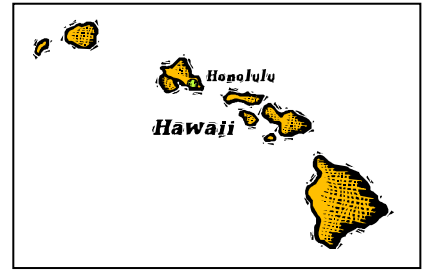
We are calling on you, the organic citizens of the Willits area, who care about the nutrition of our children, who believe that everyone has the right to good food, and who recognize that our children are the future of Willits, to pitch in. You can help in several ways:

- Purchase a CSA share for yourself (\$750) or as a donation to any organization, school program, or family you wish to support.
- Host a farm intern in your home for a month or more.
- Provide monetary support in any amount or contribute a rototiller, yards of manure and/or its transport, hoses, garden implements, gloves, etc.
- Volunteer to work in the garden on a weekly basis.

Your monetary donations will especially help us to build infrastructure such as a greenhouse.

Thank you for helping us to sustain Willits' small local energy farm so that we can continue to provide quality food for our schools and community. Please check out our website at <http://archive.energiefarms.net/willits> to learn more about what we offer the community. **Send contributions to Brookside Farm c/o WAG, 221 S. Lenore Street, Willits, CA 95490 or call 707 456-9005 to contact us regarding the CSA or volunteering.**

Sincerely,  
Antonia Partridge  
Farm Manager



## WELL Member Gives Hawaii Presentation on Localization

by Ann Waters

On Wed, October 28th, I gave a presentation on Localization to a special consortium of local sustainability and permaculture groups on the Big Island of Hawaii. I gave a similar presentation three years ago in the area and am pleased to see how interest in the localization of food and energy, and emergency preparedness has increased since then.

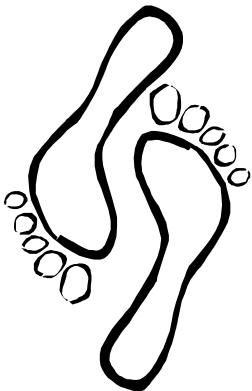
As the local alternative news covered the event, the lively discussion continued out into the parking lot. Several participants were very pleased to have made contact for the first time. With so many people living simply and sustainably already, more networking is required. There is much wild food available, any number of organic farmers, many skill sets and knowledge of best practices available to share.

The Hilo County Government is currently funding a project to do an inventory of food sources and also is asking for citizen input on the future of island agriculture. So it is a good time to put localization of the food supply on the table.

On the subject of energy, every new housing development is now required to have a solar hot water installation. Residential water collection is becoming more common, thus saving energy to move district water supplies around. Transport is rural which creates a challenge but a FREE bus system was recently instated by the county which connects many rural roads to the towns.

As a further note, there are about 200k residents now, and before the advent of imported food, the island supported a population of 300k, a potentially positive transition.

A more detailed summary of the presentation and event is available if anyone wants to contact me at 459-6362.



## Big Turnout For WHAT?

On October 24, 2009, more than 375 men, women, and children walked the 10,000 step path through Willits sponsored by WHAT, Willits Healthy Action Team. Those steps amount to around 5 miles!

The WHAT walk coincided with 5200 worldwide events to reduce carbon emissions into the atmosphere for a healthier planet.

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- Naturally & Locally Grown Vegetable Starts
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**Mendocino Organics  
Winter CSA**

Support a local Biodynamic farm & receive vegetables December through April

<http://MendoOrganicsCSA.wordpress.com>

**Sign up now to lock in your half or full share!**



*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 Antonia at 272-1395

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

Computer repair, metalwork, woodwork, fabrication of all manner.  
Greenhouses, bike carts, new rooms, garden layout, solar  
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**Jed Diamond, Ph. D.**

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**The UnCrash Course**

Get Ready With People From Across the Country  
Taught by Experts  
All Online – Get Your Questions Answered

**PostPeakLiving.com**

**Laytonville EcoVillage**

Seeks founding members to buy in and co-create sustainable community. Three 2-acre parcels for sale. \$155K for the two raw land parcels, \$299K for 2 acres w/2unit farmhouse. Each parcel includes access to four acres of community land, perfect for cooperative solar grid, gardens, common house, etc. Land is walking distance to local schools. Founded on permaculture ethics and principles with a fertile blend of structure and flexibility. Laytonville EcoVillage is an affordable way to live your vision and values.

**Contact Cassandra for more details. 707-228-8400**  
[www.regenerativerealestate.com](http://www.regenerativerealestate.com)

## WELL Coordinating Committee Briefs

### Co-Com Meeting of 10/14/09 – Summary

1. **Brookside Farm**, like many localizing projects in Willits, is not directly part of WELL but was spear-headed by WELL founder Jason Bradford and received support from WELL seed grants. With Jason's move to Oregon, Antonia Partridge has become farm manager, and she needs help (both money and people) to maintain the farm. (*See article elsewhere in this newsletter.*) The CC voted to authorize use of WELL's mailing list for a fund (and volunteer) appeal for the farm, and suggested other ideas for promoting it.

2. **Election of Officers and CC Terms:** Richard and "D" volunteered to serve six month terms (to avoid a lopsided number of CC members up for election bi-annually), and we elected the following officers:

Jane McCabe – President

Richard Hincker – Treasurer

Madge Strong – Secretary

3. **Finances:** About \$1,500 has come in so far from the renewal/fund appeal mailing; hopefully more still coming. We will have a year-to-date financial report and draft budget for 2010 at our next CC meeting.

4. **WELL Future Programs:** We'll have a 4pm potluck general meeting on Nov. 15 to follow-up on the Oct. 4 brainstorm. The goal will be to prioritize and identify implementation steps (and volunteers) for many of the brainstorm ideas.

In addition to what comes out of the brainstorm process, we could consider some of these program ideas for 2010:

(Jan.)	Speakers re: local currencies
(March.)	Film Festival
(April.)	Starting Gardens (panel, workshops, work parties)
(May/June)	Water (& maybe Transportation)
(July)	Farm Tour
(Sept-Oct)	Harvest Festival
(Nov.)	Brainstorm for 2011
(??)	Speaker from Transition Towns

Next CC meeting set for Wednesday, Nov. 11, 9:30 at the office. Janice will facilitate.

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

**October 3<sup>rd</sup> Membership Meeting Election Results:** There were 29-31 adults at the Oct. 3 WELL meeting, of whom 23 were voting members.

The six candidates for Coordinating Committee were all elected: Kimbal Dodge, Janice Gendreau, Richard Hincker, Holly Madrigal, "D" Maurer, and Madge Strong. (7<sup>th</sup> CC member Jane McCabe's term continues until spring.)

Two Bylaw changes were approved: allowing non-voting memberships for people from out of the 95490 area, and allowing the CC to set membership dues. The 3<sup>rd</sup> proposed change, to allow the option for members to vote by mail, received 17 of 23 votes, which is short of the 80% required to pass.

### **\*\* CONGRATULATIONS ON MEASURE A DEFEAT \*\***

Measure A, the ballot initiative to rezone the Masonic site and build a megamall, was trounced at the polls with a final vote count of over 62% opposed to slightly more than 37% supporting. Our "thanks" go out to all who volunteered their time and gave money to defeat this measure that WELL had opposed.

**Coordinating Committee Members 2009 -2010**

Kimbal Dodge	456-9128	<a href="mailto:office@WELL95490.org">office@WELL95490.org</a>
Janice Gendreau	459-1204	<a href="mailto:janicevg@comcast.net">janicevg@comcast.net</a>
Richard Hinker	456-9086	<a href="mailto:hincker@mcn.org">hincker@mcn.org</a>
Holly Madrigal	459-0447	<a href="mailto:one_visionary@yahoo.com">one_visionary@yahoo.com</a>
"D" Maurer	456-1095	<a href="mailto:mravenn@gmail.com">mravenn@gmail.com</a>
Jane McCabe	456-9067	<a href="mailto:janesjet@hotmail.com">janesjet@hotmail.com</a>
Madge Strong	459-6675	<a href="mailto:mstrong@willitsonline.com">mstrong@willitsonline.com</a>

**HARVEST DINNER: BEST EVER?**

It took many people to create the local and organic Harvest Dinner that we enjoyed on October 2<sup>nd</sup> in the Great Hall of Little Lake Grange. We thank each of them from the bottom of our hearts...so many hours of loving work and donated foods created an unforgettable evening for over 120 lucky Willits residents. The food was fabulous, the music divine, and the company, absolutely excellent! It was also a financially successful fundraiser to support Grange improvements in 2010.

**Thanks to the following...**

Patty Rede, Head Chef, Karina McAbee, Assistant Chef, Richard Jergenson, Logistics Wizard.

**Generous food donations:**

Ellen Bartholomew and the Golden Rule Garden, Frey Winery, Clover Dairy in Petaluma, Marin French Cheese Company, Wendy Wilmes and Chris Baldo, The Gleaners, Sweetie Pies.

**Volunteer Crew:** Janice Gendreau, Lulu Shido, Rodney, Ursula Parch, Kimball Dodge, Greystar Studios, Joyce Diane and many other volunteers, without whom this event couldn't have happened.

Gratefully,

Ann Waters, Producer

Editor's Note: Little Lake Grange and WELL Coordinating Committee would like to offer our special thanks and admiration to Ann Waters for producing this stupendous event and our immense gratitude to all her capable volunteers.

**As part of their effort to reduce their global footprint, the port of Ghent in Belgium has established a "Vegetarian Thursday" asking all of its 237 thousand residents to go meatless every Thursday.** – The Editor

**From  
Now & Then Film Series*****FOOD MATTERS***

November 19, 7 p.m.

Food Matters discusses how the food industry makes modern society sicker and the importance of Nutrition & Natural Therapies for preventing and reversing chronic illness. The film shows which foods and therapies are ideal for optimal health and have been proven to help with **Heart Disease, Diabetes, Depression, Cancer** and many more Chronic Illnesses and everyday conditions. 80 minutes.

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***THE POLAR EXPRESS***

December 20, 3 p.m.

A warm-hearted animated tale of a young boy with shaky faith who makes his way by train to the North Pole where he finds reason to believe, not only in others, but most importantly in himself. Incredible images, interesting and compassionate characters including a magical train, a mysterious hobo, Santa elves, smart children, and more. A truly family film for all ages. Stars an "animated" Tom Hanks in several roles. 100 minutes (2004)

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***PLANES, TRAINS & AUTOS***

December 20, 5 p.m.

A man must struggle to travel home for Thanksgiving, with an obnoxious slob of a shower ring salesman his only companion. Stars Steve Martin and John Candy. 93 minutes. (1987).

Little Lake Grange  
291 School Street, Willits

*Suggested donation \$5.00 to help us build a  
Willits film library.*



Photo: David Partch

Gary Owens loads the back of a truck with a grocery cart among other debris collected from the Willits/Outlet Creek on September 19<sup>th</sup>.

## Creek Clean Up Brings in Big Catch

By David Partch

The Willits/Outlet Creek Watershed Group, in collaboration with the Mendocino Land Trust, the City of Willits and Tom Woodhouse, held a creek cleanup event in Willits on Sept. 19 as part of the Coastal Cleanup Day organized by the California Coastal Commission.

The cleanup took place along three stretches of creeks passing through town. The first stretch was along Willits Creek between Mill Creek Rd. and the High School. Noel Woodhouse led his soccer team along this stretch with some other volunteers rounded up by his father, Tom. The second stretch was along Broaddus Creek from the bridge where Hwy. 101 crosses the creek in the middle of the old downtown all the way to where Broaddus crosses Hwy. 20. The third stretch was along Baechtel Creek starting behind Burger King (to the East) and working back toward the Skunk Train line behind Safeway.

Approximately 45 volunteers participated in the event, gathering at JD Redhouse in the morning and finishing well before noon. We loaded debris into pickups, trailers and a dump truck provided by the city. Willits Solid Waste Company graciously waived the fees for the loads that weighed in at a total of about **4500 pounds**, accounting for almost half of the total tonnage for Cleanup Day in all of Mendocino County. This amazing amount was due largely to the heavy items pulled out of the creek beds, including tires, shopping carts, a water heater, bicycles, the top of an old coin-operated washing machine, wet cushions, bed-springs and various other metal objects.

**Many thanks to all of the volunteers.**

## BIKE INITIATIVE 2010

By Roy Krausen

This summer many of us attended a City Council Meeting showing support for a more pedestrian/bike-friendly City of Willits. Next step is to actually accomplish something that will take us down this path.

Here's my plan. Let's put together a meeting ASAP to select one positive, tangible, achievable goal that will promote a more bike-friendly City; one that can be completed by next fall. Many citizens have already studied this issue and have ideas and expertise in this area. They need to come to this first meeting to help us choose what we want to achieve. (And if you don't think they will be alerted by this email, please take the liberty to call them and let them know about this planned action). I propose that at our first meeting we select one achievable act with resources that are available now. Okay, we are in a period of scarce public funding, but I believe at this time we've got an abundance of energy, creativity, and persistence right here in the Willits community to get things done.

In my view, it's about taking one step at a time, no matter how small, that will lead to a larger vision.

Anyone interested in attending this first meeting, please respond to this announcement. My email is below. If you know of someone who doesn't use email, please let them know what we're up to and include their name and telephone number in an email to me and we'll figure out a way to let them know the details of the meeting once we choose a time and place. This doesn't need to be an exclusively WELL initiative, the more help we get the more effective our efforts.

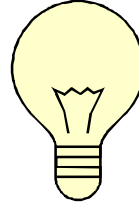
Those of you who signed-up at our table at the WHAT Walk will be contacted about our first meeting.

You can contact me at [roykrausen@gmail.com](mailto:roykrausen@gmail.com).



## RESOURCES

- **Leadership Institute for Ecology and the Economy**, located in Santa Rosa, offers training that teaches how to create public policy that integrates ecology, economy, and social equity into sustainable community. The seminar-style courses, held once a month from August through May, inspires current and future leaders through field trip presentations by local and regional experts, panel discussions, hands-on exercises, and a group leadership project. Website [www.ecoleader.org](http://www.ecoleader.org). Phone (707) 578-9133
- **Mendocino Renegade** is a Mendocino Organic Network that offers an inexpensive Local 'Beyond Organic' Certification for the farmers and business owners of Mendocino County. Their program, run by farmers, not bureaucrats, is designed to promote local organic farming and processing, provides excellent information, help and advice from veteran farmers. The Network was responsible for initiating GMO Free Mendocino, the successful campaign that made Mendocino County the first GMO-Free zone in America. Website: [www.mendocinorenegade.com](http://www.mendocinorenegade.com). If you would like to help them out, they are looking for a volunteer webmaster. Call Bill Radtkey at (707) 462-1776.
- **Van Eck Forest Project** is the first project registered and certified under the California Forest Protocols for carbon banking for climate benefits. Located in Humboldt, the Van Eck Forest has 2,200 acres of working redwood forestlands sustainably managed to provide a carbon bank of 500,000 tons of CO<sub>2</sub> over 100 years. You can calculate your carbon footprint and purchase carbon offsets by going to Pacific Forest Trust's website at [www.pacificforest.org](http://www.pacificforest.org) and click on Van Eck Forest Project. Follow the icon "Be Green."
- **Worldchanging.com** is a nonprofit media organization headquartered in Seattle, WA, that comprises a global network of independent journalists, designers and thinkers. They cover the world's most innovative solutions to the planet's problems, and inspire readers around the world with stories of new tools, models and ideas for building a bright green future. In the five years since its founding, Worldchanging has produced more than 10,000 visionary articles and one book, and has become a go-to source for forward thinking, solutions-based journalism that takes a big-picture approach to sustainability.
- **Mendocino County's Local Food Guide** has just come out with their second edition. Pick it up at the Farmers Market, the WELL office at 221 E. Lenore or look for it at other locations around town.



### Share Your Ideas, Resources, Links, Blogs

Let us know what you know about localization, climate change, sustainability initiatives around the world and everything related so we can print it here in the WELL newsletter. Send articles and info to [janicevg@comcast.net](mailto:janicevg@comcast.net)

We Need Every Body To

### Attend Willits City Council Meeting

Thursday, November 12 at 6:00 PM

Why? On June 10, 2009, the Willits City Council approved Plan E for improvements on West Commercial Street. The plan was developed with wide-spread community input including that from the Willits Healthy Action Team (WHAT), the West Commercial Design and Implementation Committee, the down-town business community, and students from Willits High who want to make it safe to walk to and from school.

After hearing from people who packed the City Council Chambers, the Council voted 5-0 to approve plan E and directed staff to develop a specific implementation plan.

Now some Council members are reconsidering their support for this important project. The Council responds when a lot of us stand up for what is right.

I believe this plan needs to be implemented. More expensive plans were proposed, but this one is the least expensive option that meets the requirements for a "complete streets" solution that takes into account the needs of walkers, bicyclists, those in wheel-chairs, as well as drivers.

If you still believe in a walkable Willits, show your support, November 12, 2009 at 6:00 at the City Council Chambers.

Jed Diamond, Co-Founder  
Willits Healthy Action Team

**PLEASE RENEW YOUR MEMBERSHIP**

Name (s) \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Please send my newsletter as follows: Attachment to my email \_\_\_\_; In Message Text via email \_\_\_\_; By mail \_\_\_\_.

Membership dues: Sliding scale Regular \$10-25\_\_ Family \$20-50 \_\_ Other (whatever you can afford) \_\_\_\_

Additional donations are always appreciated \_\_

*Note on renewal: To simplify our bookkeeping, all memberships are due in October. If you have paid recently, you can pro-rate your dues. For example, if you paid in February, then deduct one quarter (4 months) from your membership dues.*

**Mail to: WELL, P.O. Box 42, Willits, CA 95490**

**Come One, Come All...Family and Friends To A Community Fruit Tree Planting Event For The Willits Integrated Services Center Facility By The Wonderful People of Common Vision**



Wednesday, November 11, 3 to 6 p.m.

Willits Integrated Services Center, 211 S. Lenore Ave.

In each major community Common Vision looks to collaborate on 2-3community tree planting events. Events happen at community centers or in low-income neighborhoods. With a crew of 25 planters, educators, performers, drummers, and three colorful, vegetable oil-powered tour buses, Common Vision turns an event into an experience the community will never forget.

Check them out at [commonvision.org](http://commonvision.org)

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Willits Economic Localization (707) 459-7076 E-Mail: [office@well95490.org](mailto:office@well95490.org) Website: <http://www.well95490.org>



**Willits Economic LocalIzation**  
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