

Steering Committee Meeting Minutes
Willits Economic Localization
July 3, 2006

Attendees: Jason Bradford, Lanny Colter, Marc Grail, Suzie Gruber, Spring Senerchia, Diane Smalley, Liam UiCearbhaill, Brian Weller, Annie Weller, Tim Gregory, Maria Brooks, Richard Jergenson

Facilitator: Marc Grail

Liam opened with a poem.

Marc invited each of us to briefly check in.

WELL Financial Report

Spring presented this month's financial report. Fund raising needs to be a priority.

Steering Committee Meeting Location

Jason indicated that from now on Steering Committee meetings will be held at the REDI office.

ElderSpeak Agenda

Annie & Brian gave an update on the agenda for ElderSpeak, the event coming up on July 10 at the Grange. Kristin Bradford will facilitate and the Willits News will provide some publicity. There will be three speakers. Lanny suggested that a pre-interview be conducted with the speakers. Annie will coordinate interview questions. Marc volunteered to conduct the pre-interview. Diane, Marc & Annie agreed to show up early to help set up.

WELL Website Revision

Suzie discussed the Post Carbon Institute offer to let WELL use the relocalize.net technical framework to rework the WELL web site. Under this proposal WELL would retain complete control of the content and its domain name. The framework will allow us to add e-commerce, news feeds, & blogs as well as provide a more professional look to the web site. Post Carbon would provide technical support. Suzie proposed to proceed by meeting with Liam and Brian Smith to craft the new site, Suzie would then set the new site up and then bring it before the Steering Committee prior to its launch. The proposal was accepted unanimously. Jason requested that all guidance documents be updated based on the new documents that have been produced.

Remco Update

Maria discussed the Remco consent decree and its lack of provision to clean up all of the environmental damage. She also discussed the Mendocino County Board of Supervisors' approval of the precautionary principle and their political reconfiguration due to the June election.

SolFest

Jason let us know that SolFest wants WELL to present again this year at the event on August 19th & 20th. Discussion ensued about whether or not to present this year. Marc volunteered to head a committee to make this presentation happen. His proposal was unanimously approved. Maria volunteered to sit at a table to collect information to promote networking among localization groups.

WELL Liaison Group Formation

Liam presented Mary Zellachild's vision for and desire to form the WELL liaison group prior to the July 22nd Future of WELL meeting. She also wants someone to work with her on this. Annie discussed the urgency of forming this team and suggested announcing at the next WELL meeting the request for a volunteer to help Mary. Spring proposed that either Liam or Mary work to find that volunteer. Liam agreed to make an announcement on Monday at ElderSpeak.

Ukiah Meat Processing Plant

Jason announced that a couple of businessmen may be forming a meat processing plant in Ukiah and they will be interviewed by Els Cooperrider on "The Party's Over" radio show. The localization benefits of this plan were discussed. It will be announced in the newsletter.

WELL/Post Carbon Institute Relationship Update

Spring provided a brief summary of Laura B.'s (Post Carbon Institute) visit to WELL. Spring detailed WELL's relationship with Post Carbon Institute. Post Carbon is paying Spring's salary, Brian & Jason are working directly with Post Carbon to create a localization manual, and Brian is independently consulting for Post Carbon. Spring would like to formalize WELL's communication with Post Carbon particularly around WELL business so that Post Carbon receives a consistent message. She also mentioned that Post Carbon will fund two part time positions available, one to cover Spring's maternity leave at WELL and the second to help Brian and Jason with a research project for Post Carbon. Spring noted that a few people have mentioned that there are concerns about how much time Jason and Brian are spending away from Willits and WELL. Additionally, there was mention that there appears to be a gender balance issue within WELL. Annie proposed that a meeting occur to discuss the gender issue. Maria proposed that if the Post Carbon localization manuals are printed that a local printer who is willing to print on green paper be found.

Brian detailed his personal work with Post Carbon and Jason and Brian's standardization of the localization process. Brian indicated that he and Jason want to bring this localization information home to Willits and hold a day long workshop. Liam thanked Brian for his role as "ambassador for WELL" and wondered if there is a way to formalize this role. Jason indicated that he and Brian want to be more transparent within WELL and Willits about their external localization activities and they want feedback from the Willits community on their information. Brian stated that they want to train people how to deliver a presentation on localization.

Spring questioned whether Brian and Jason are doing outreach for WELL or are they acting as independent professionals. Jason and Brian stated that when the present outside Willits, they are co-founders of WELL but they are presenting as individuals.

Tim proposed a specific endorsement from the Steering Committee to demonstrate support of Brian and Jason's work. A discussion ensued about how to proceed. The committee agreed to send a statement to Post Carbon that the Steering Committee fully supports Brian's independent consulting work with Post Carbon and wishes them well with their journey on internal reorganization. The committee also agreed to table the issue of sending a statement to Post Carbon regarding Jason & Brian's work on the localization manual.

Steering Committee Lessons Learned

Marc requested that a future meeting addressing the Steering Committee lessons learned in preparation for the adoption of the new guidance documents. Spring proposed that this discussion happen at the first Steering Committee meeting after the Future of WELL meeting on July 22nd.

Inconvenient Truth Event

Brian indicated that "The Inconvenient Truth," Al Gore's movie, opens on Friday July 7th and will run for a week. Brian proposed a WELL sponsored showing including a discussion after the showing. The Willits News has agreed to publish an article in Friday's paper and the event would also be announced at ElderSpeak. A discussion ensued. The committee agreed that WELL's night will be Wednesday, July 12th.

Marc asked everyone to arrive on time to create a prompt start. He requested that each person call the facilitator if he or she is unable to attend.

Liam will facilitate the next Steering Committee meeting on July 17th.