

**Participants:** Art Harwood, Julia Conway, Miles Gordon, Carol Mordhorst, Estelle Clifton, Kate Magruder and Rick Le Burkien

## NEXT MEETINGS

**Face-to-Face:** February 9<sup>th</sup>; March 9<sup>th</sup>; April 6<sup>th</sup>  
**Teleconference:** January 26<sup>th</sup>; February 23<sup>rd</sup>; March 23<sup>rd</sup>

## January 12, 2009 Agenda

1. Team updates
  - A. Core
    1. Coordinator
    2. Funding
  - B. Water
  - C. NextGen Leadership
  - D. Story Telling/Branding/Communications
  - E. Website
  - F. Infrastructure
  - G. Food/Healthcare
2. Basecamp
3. Concerns, issues, new business, new ideas
4. Schedule next quarters face-to-face and teleconference Meetings

## SUMMARY

**Water** – Julia Conway: Julia recapped the summary that was distributed via Basecamp. Watershed list on basecamp. Steve and Rick have revised Basecamp to more accurately represent the watershed participants. : Steve, Art and Julia will map out next steps for Water Commons. The Coastal group is planning on conducting another large scale replication of the December 11<sup>th</sup> workshop. The team defined the goal as developing a comprehensive water strategy watershed by watershed with the plan that it becomes the Mendocino County Water Strategy. People are quite excited. The challenge now is to build on that momentum.

Central item/common thread throughout the workshop and the water community in general is illegal diversion. Art's watershed group decided diversion is the hot topic illegal or not. In order to effectively and more efficiently create a solution we must enteratin allowing the pot growers feel part of the bigger picture. Marijuana may well be the common demoninator with water. We need to formally address this positively through the water commons. It isn't about what you're growing it is about diverting the water needed in other areas. It was also mentioned that Districts need to be invited to work in partnership with the watersheds along with teaming up with Sonoma.

**Coordinator** – Art Harwood: A lengthy discussion re: there being another very well qualified candidate surfacing and that Mendofutures would be remiss not to consider.

**NextGeneration** – Steve/Kate/Rick: The intro meeting is January 16<sup>th</sup>, 10am @ Parducci Scale House. The purpose is to bring together a core group of young leaders in their own right to explore some form of succession strategy for MendoFutures.

We started with just two people and now the core has grown to about eight or so. The agenda is to provide a brief on MendoFutures and turn over building the agenda to the group. The role of Kate, Rick and Steve Z. is merely to mentor and coach if necessary. We are hoping they immerse themselves in the current categories as well as possibly developing a MendoFutures youth organization in the Mendocino County school system. Paul and Carol mentioned that we might want to tap into Leadership Mendocino for candidates.

Art supported the initiative by sharing that his experience along with what he's hearing is that the past X-Gen of 20 to 30 year olds are now becoming interested in the types of things MendoFutures is doing. The group proceeded to recommend other possible candidates to invite. E.g. Zack Shats, David Kobell, Lydia Atkins.

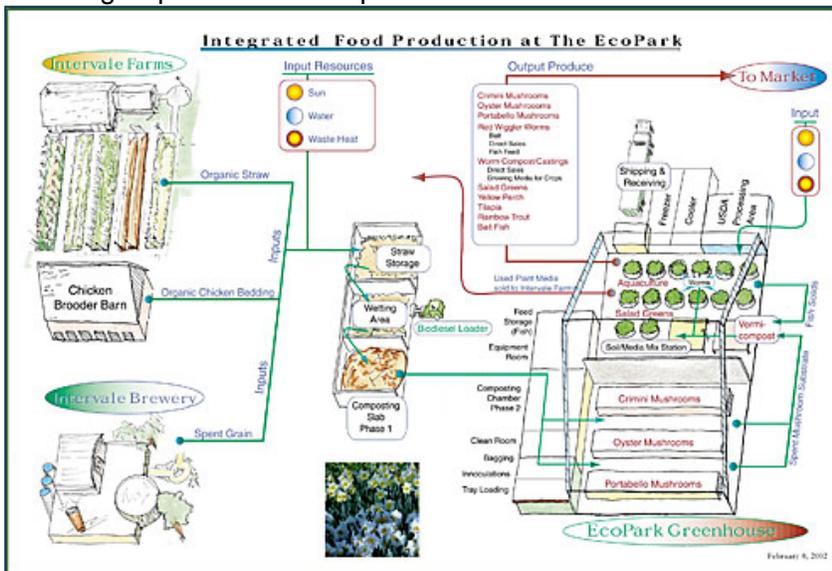
Story telling – Kate M.: Kate scheduled a meeting for the 14<sup>th</sup> @ 130 pm. Location TBT. It was suggested that the Story group reach out to Scott Crady. Kate also mentioned that they wanted to use digital story telling in order to place more of a face on food. We are attempting to engage Roots of Change and trying to overcome any distrust. Something basic has to occur. As mentioned in prior meetings it was suggested that a series of dinners around the state, around the county occur. Maybe we pilot this idea in Mendocino County. Who would be the 15 stories needed? What are the issues, points of tension, misunderstandings? Kate is also interested in writing a proposal for funding. She believes this might be a good bridge between Ag and new thinking, new partnerships.

**Website** – Rick: Reconnected with Dave Jordon, MendoFuture's Webmaster and initiated a short-term and more long-term upgrade. Updates include, but are not limited to: New method of archiving and looking at design, ease of use, copywriting, Interactivity, use of technology, innovation and content. Other recommendations included:

1. New logo on each page and lots of photos
2. Who We Are, What We Do, What We've Achieved
3. Categories – Point people and profiles
4. Organizational Structure
5. Who's Who – Profile a MendoFuture member per month
6. Spotlight: Event Calendar e.g. Survey Results
7. Stories
8. Communities
  - a. Education and Story Telling
  - b. Food Localization
  - c. Health
  - d. Infrastructure and Investment
  - e. MendoFutures

- f. Water Commons, Coastal, Middle Russian, Navarro, South Fork Eel, Upper Eel, Upper Russian, Willets Outlet Creek
  - g. Next Generation MendoF Leaders
  - h. Website
9. You Tell Us – Community members have an opportunity to make recommendations, provide new ideas, feedback
  10. MendoBlog (use basecamp or set up MendoFuture's blog)
  11. Recruitment, become a member, donate
  12. Leadership Meeting Summaries
  13. Workshop and Conference Summaries
  14. Sponsors
  15. Featured causes and Networking Opportunities/Links
  16. Featured Members
  17. Basecamp Tutorial
  18. Archives

**Infrastructure** – Carol/Miles: Art will talk to Steve Smith to confirm engagement and next step. Miles will have discussion with Willets group re: investment, models and maybe combining with food group. Miles will provide feedback this week. Miles also shared a 350 acre Food



Production EcoPark model located in Burlington, VT. These are the types of models we want to bring to the table to stimulate further discussion and planning. We have already made a connection with the Executive Director.

**Mustard Seed** – Steve Z. will update. There is a challenge with a degree of politics involved re: disclosure of confidential health record data.

**Access Project** – Health insurance is a primary concern. Carol encourages we go to their link <http://www.project-access.org/> to gain new data. We are looking at a grant looking that may assist small businesses to afford health insurance. We believe lots will bubble up to Obama Administration but the more information we have the better. The program is very successful in Mendocino County. There have been significant improvements.

**Basecamp** – Art/Rick: Art attended a major conference where the discussion led to the best of the best re: inter/intra group communications. It was unanimous that Basecamp is the best. We just need to maximize the software where we're using it as effectively as possible. <http://www.basecamphq.com/tour>

Carol requested documents from November 30<sup>th</sup>, 2007 re: Summary and handouts. Rick will have by Friday, January 16<sup>th</sup>.

**Concerns:** Art- People, dealing with state funding and grants, lives are getting turned upside down due to the cutbacks, lay-offs and furlows. The operative phrase is, "we have a cash flow problem." Art asked if MendoFutures might want to weigh in on the subject. What role can MendoFutures play? Could we be a broker of some kind? Right now RFFI has contacted Congressman Thompson re: shovel ready initiatives. However, these are short-term highway type of projects. When they're done, they're done. Art is interested in creating more of long-term solution, creating permanent jobs.

Art, Steve and Rick will put together a Case Statement for Congressman Thompson and possibly Senator Wiggins. This document could be used for each of us to better provide an "elevator" talk on what we do. Today, it appears briefly describing MendoFutures is a challenge. Art will draft an outline. MendoFutures is a model. We are on the leading edge of what much larger communities are doing and we want to spread the word.

### **Next Steps**

1. Set a final hiring date
2. Connect with Susan
3. Rick connects with webmaster re: archiving on website, makes some short-term revisions and retrieves 2007 documents
4. Story Telling meeting January 12, 2009
5. NextGen meeting January 16<sup>th</sup>
6. Case Statement outline
7. Complete Basecamp Watershed entries