



**Participants:** Art Harwood, Julia Conway, Carol Mordhorst, Kate Magruder, Rick Le Burkien, , Susan Strom, Micheal Kisslinger, Cliff Paulin

#### NEXT MEETINGS

**Face-to-Face:** April 6; May 4 (Every 1st Monday)  
**Teleconference:** March 23, April 20 (Every 3<sup>rd</sup> Monday) (beginning in April)

#### March 9, 2009 Agenda

##### SUMMARY OF AGENDA ITEMS:

**Operational Team Meetings Clarification:** Team - After much discussion on whether Operational Team meetings should be scheduled on 2nd and 4th Mondays of the month, it was agreed that beginning with April, all future meetings will be on the 1st and 3rd Mondays of each month. Future meeting dates are highlighted above.

**Basecamp:** Susan - All Water Commons people who signed up at the Water Conference in December are now entered in Basecamp. It was agreed that all groups should be listed under the MendoFutures company (except RFFI) and then can be associated with the appropriate project. There was also a clarification that the Company is MendoFutures not Mendocino Futures. Miles Gordon will be sending an additional list to be entered for the Food Localization Group. Several people are now designated as administrators in Basecamp. It would be ideal for Susan to add names to the project in order to keep things consistent. Miles mentioned that he often goes in Basecamp to provide password changes when people say they have forgotten their passwords. Administrators can continue to do things like that but please give Susan names for new people to be added. Susan will develop a tutorial for administrators and users in order to get them up and running and hopefully avoid email overload. There are now 156 names in Basecamp under the MendoFutures company.

The following Team updates were given:

**Core Leadership Team:** Steve Zuieback - working on scheduling a meeting with the Core Leadership Team in order to rejuvenate the MendoFutures initiatives.

**Infrastructure Team:** Estelle Clifton, Steve Zuieback and Carol Mordhorst will be meeting to define priorities and the future of the group. The Infrastructure group can be connected with other groups. For example, there is an obvious connection with the Food Localization Group with issues of land use, biomass projects, etc. The

Infrastructure group could call on the county to support the needs of the Food Localization group in terms of infrastructure required to accomplish objectives of specific projects. Julia Conway gave an example of a dam being built. The Infrastructure group could align their objectives in support of the Water Commons group objectives. Rick Le Burkien expressed a concern about what he believed the objectives of MendoFutures should be and the role it should play in helping each of the groups move forward. There was discussion of MendoFutures as being the vehicle to provide a central place for groups to network and connect. Basecamp is the tool we offer the groups to facilitate communication and networking. Miles and Julia felt that the momentum in the groups would be driven by each project's objectives getting to a critical mass. The energy and momentum of each group would develop as the priorities of the groups determined what they can and should be doing next. Art Harwood also expressed an interest in being part of the Infrastructure team.

**Food Localization:** Miles - There have been a series of meetings going on over the last couple of months to determine their objectives, including the planning of an annual conference. The envisioned theme of the conference is "Growing the Next Generation of Mendocino Farmers" with the idea of being able to connect existing and aspiring farmers with the necessary resources to expand or enter the farming world. After a series of conversations with potential speakers and deliberations within the group, a consensus was reached to push back a large all day event until the fall of 2009. This would allow sufficient time to properly promote and host an event and allow time to enroll key institutional players so that this conference would create an ongoing effort in the county, not just a stand alone event. Given more time to plan, there would be an opportunity to provide an adequate followup after the conference, thus creating a meaningful impact. While the conference has been postponed, the group is proposing hosting a series of afternoon/evening workshops on a variety of topics that would have been covered at the April event. These workshops would provide farmers with assistance before this growing season and lay the ground work for the fall event. The core group will meet again on March 24, 12:00 PM at the Ukiah Brewing Company to report on progress of the teams and work on the workshop planning. Art Harwood reported that he met with a local land trust in Mendocino County. There are 15 different land trusts in Mendocino County with mostly unpaid staff. He sees a role for MendoFutures to facilitate these groups working together better and to see how they might collaborate with the Food Localization group. Art will call Suzanne Pletcher. Michael Kisslinger said there is money coming down from the government stimulus package and thought there might be opportunities for MendoFutures. He will post some items on Basecamp.

**Education and Story Telling:** Kate Magruder - reported on the digital story telling project that she is working on. Four more stories have been funded. She has been asked to write a planning grant to archive community stories. Kate is looking at the Appalachian Story Telling model. To have a look, go to [www.appalshop.com](http://www.appalshop.com). The land trusts also want to tell their stories. There needs to be a central place to keep the stories together. Quoted from previous meetings storytelling is a part of life, intrinsic to Mendocino's culture. Publishing and/or communicating these stories will help people make sense of what's going on, why and hopefully share progress. Our story telling is about our community's experiences, obstacles and successes. These stories can educate, inspire and build relationship. The more we tell our stories the more opportunity there is to gain deeper understanding of who we are and how to facilitate us realizing our vision.

**NextGen:** Cliff Paulin - The NextGen group had a very successful "Green Drinks" gathering at the Ukiah Brewing Co. Forty five people were in attendance. This group is focused on community and networking of the younger generation. They are looking for a way to create a listing of what is going on in the county and how the younger generation may be involved.

**Website:** Rick Le Burkien - website design is going well. He needs pictures from the core team to include on the website and would like a current picture and one from our earlier years. Karen Adair will be working with him with the phase two design process. Michael Kisslinger mentioned the "Bobby.org" website as a way to allow people with disabilities to access the site easily. Rick will look into it. Michael also suggested that we archive presentations on the website for others to access and use. Rick will also be uploading a general use PowerPoint for any member to use and tailor to their respective needs. Although we have limited resources we want to make the website as robust as possible. Rick also requested that two members of the NextGen group be on the website team. Right not its Rick, Steve, Art and Susan

**Water Commons:** Julia Conway - The Coastal Watershed group will have another workshop in the spring. Art Harwood posted a meeting summary for the South Fork Eel Watershed group. Julia has been posting articles and information on Basecamp regarding water issues. Michael wants to be added to the Water Commons Group.

**Financial Status:** Art - \$9000 has been recently deposited in the account. RFFI is holding \$600 of MendoFutures money. Efforts continue to work toward a goal of \$20,000.

**Action Item:** Define a possible co-chair for each team who will schedule meetings and send announcements to group members. This item was tabled from the last meeting to

be discussed at a future date. *The project team leader will be the administrator or appoint someone in their group.*

Art reminded everyone to get the word out on MendoFutures. It is a way to bring people who are working on similar things together.

**Next Meeting's Agenda Items:** *(Next meeting is via teleconference on Monday March 23rd at 7:00 a.m. - Everyone will receive at notice through Free Conference within a few days)*

1. Susan: Continue with Basecamp organization and database entry. Next step on training with team leaders and creating a tutorial for administrators and users.
2. Carol and Estelle: Follow-up on progress in clarifying of Infrastructure Team mission and players.
3. Steve: Schedule meeting to bring Core Leadership Team up to date on MendoFutures progress and initiatives.
4. Kate: Create a summary on the Education and Story Telling project and post on Basecamp.
5. Update on project teams.