

# **“Changing the Game” Agenda**

## **Day 1: November 30, 2007**

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|---|----------------------|
| <b>I. Welcome and Framing</b>                             | <b>8:30 – 9:00</b>   |
| A. Brief history of events leading to our session         |                      |
| <b>II. Connecting the Group</b>                           | <b>9:00 – 10:00</b>  |
| A. Capra Circles of connectivity                          |                      |
| B. Introductions of participants                          |                      |
| <b>III. Setting the Context for Our Work – Keynote</b>    | <b>10:15 – 10:45</b> |
| A. Michael Dimock – Roots of Change                       |                      |
| <b>IV. Exploring our Purpose and Passion for our Work</b> | <b>10:45 – 11:30</b> |
| A. Vision Story   |                      |
| B. Small group conversations                              |                      |
| <b>V. Exploring and Learning from Models that Work</b>    | <b>12:30 - 2:30</b>  |
| A. Roundtable Conversations                               |                      |
| 1. Agriculture- Roots of Change                           |                      |
| 2. Timber- Redwood Forest Foundation, Inc.                |                      |
| 3. Localization- WELL                                     |                      |
| B. Conversation Across Roundtables                        |                      |
| 1. Community Resource Mapping Process                     | <b>2:45 – 4:15</b>   |
| 2. Small group conversations                              | <b>4:15 – 5:00</b>   |
| 3. Whole Group Wrap Up and Feedback                       | <b>5:00 – 5:30</b>   |

## **Day 2: December 1, 2007**

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| <b>VI. What’ Possible for Our Resource-Based Community</b> |                      |
| A. Conversation About Core Operating Principles            | <b>9:00 – 10:00</b>  |
| <b>VII. Identifying Possible Strategic Approaches</b>      |                      |
| A. Small Groups  | <b>10:15 – 11:00</b> |
| B. Workshop Method of all ideas                            | <b>11:00 – 12:00</b> |
| <b>Lunch</b>   |                      |
| C. Whole group alignment and focusing                      | <b>1:00 – 2:30</b>   |

VIII. Formation of Leadership Process and Next Steps

2:30 – 3:00

**Conference Attendees:**

<b>Timber</b>	<b>Agriculture</b>	<b>Wine and Grape</b>
Bailey, Kathy	Brown, Carre	Barra, Charlie
Clifton, Estelle	Bruder, Patty	Berry, Ed
Edwards, Mark	Conway, Julia	Chevalier, Pete
Gusti, Greg	Cratty, Holly	Dempel, Bob
Heil, Bill	Cratty, Scott	Dolan, Heath
Higgenbottom, Richard	Featherstone, Julie	Golden, Julie
Hurt, Brian	Goodell, Barbara	Kobal, Dave
Jacobzoon, Randy	Gordon, Miles	Nye, Bob
Little, Jim	Harper, John	Smith, Gary
Perkins, Linda	Kelly, Lisa	Thrupp, Anne
Smith, Steve	McCamant, Sarah	Welch, Mark
Taylor, Vince	Mosel, Doug	
Wilson, Richard	Nieves, Terry	
	Stuart, Jim	

<b>Community Vision Project</b>	<b>The Community Foundation</b>	<b>Other</b>
Dolan, Paul	Gibbs, Katie	Atkins, Alydia
Hance, David	Knott, Heidi	Seward, Jennifer
Harwood, Art	Selim, Francine	
Harwood, Judith		
Le Burkien, Rick		
Magruder, Kate		
Mordhorst, Carol		
Pletcher, Suzanne		
Thornhill, Tim		
Weller, Brian		
Zuieback, Steve		

# Summary of the Notes from the Changing the Game Conversation

November 30 – December 1, 2007

Mendocino College, Little Theater

## Desired Outcomes:

Our overarching goal is to raise the value of our existing resources in a sustainable way (economic, environmental and social equity). To do this we will:

- ✓ Identify a set of unifying principles around a common vision and set of goals.
- ✓ Create a matrix of existing successful county resource based initiatives
- ✓ Identify a set of powerful strategies across the resource sectors
- ✓ Develop an organizing framework and process to continue the work

## Potential Vision Statement

We are a community of people, resources and unique beauty. We produce economic vitality that is highly visible, is good for people and is good for the ecology.

- A healthy community that engages in the ecological, economic and equity issues of our community (E3). Locally sustainable and renewable.
- A community that has a shared identity and sense of ownership for its activities and its commitment to creating a future together.
- A place that mobilizes and focuses its resources toward its future through sustainable practices
- A place that knows how to work together. A place that has an “infrastructure” of effective community engagement and communication processes. A community that values diversity of opinions and culture.
- A community that values education as a way of building awareness and connections to our diversity, our resources and possibilities. We teach the old ways in new ways.

## Potential Operating Principles

We broke up into 5 working groups. The ideas of each group are appended at the end of this document. The ideas across the groups will be reviewed and integrated into a common set of operating principles by a small working group. The following is a very rough working set of principles arising out of our work together:

1. Our strategies simultaneously address the changing economic, environmental and equity (social) needs of our community.
2. We utilize a way of communicating through our differences that is based on strong relationships, shared values and operating on common ground.

3. We build on and support what already works in Mendocino County and reinforce this by telling stories of success.
4. We put the interests of the community first. When necessary, we will suspend our personal interests and biases for the emergence of the greater good.
5. We make decisions from the perspective of our long term vision and plan.
6. We utilize our relationships to proactively engage and connect people with divergent ideas.
7. We build a strong internal coalition through 'glue people' to move forward Mendocino issues in the county and state.

### **Strategies For Achieving Our Goal and Our Vision**

The challenge to the group was to develop a set of initial strategy ideas that build on existing community assets and move us to accomplish our goal and vision, while modeling our operating principles. The overarching goal is to "raise the value of existing resources in a sustainable manner (3 Es)".

Five small groups identified 4-8 ideas each. These ideas were posting on a large 'sticky' board. These ideas were grouped into similar themes or strands. Each strand was given a label, and the labeled categories were prioritized. The results of this process are on the following page. The numbers correspond to the voting process of the participants present in the exercise.

Following the prioritization process, each person was given the opportunity to advocate for the category that was most important in achieving our goal and vision. People then divided into these categories based on their personal expertise and passion. Each small group was asked to achieve the following tasks:

1. Articulate their strategy statement
2. Identify a short term goal for the strategy group and evidence of success.
3. Identify immediate next steps for each team
4. Prepare a contact list for each team

The articulation of each strategy statement along with contact information appears on page 4.

## Initial Brainstorming Strategies and Categories

Success Stories (3)	Branding (14)	Education (14)	Sustainable Infrastructure (5)	Water (20)	Process of Engagement (16)	Distribution (14)	Resources Assessment (5)	Investment (8)
Telling transformative stories of working across differences for the greater good	Branding our vision of sustainability	Recognizing & building on FFA programs 4H programs towards sustainable futures	Building infrastructure as a foundation for sustainable futures – e.g. zoning – rail central distribution	Restore the rivers to non-impaired status	Expand coalitions around tough issues – team up with existing groups in order to influence policy	Become an exporter of value added products	Pooling resources for cross marketing – recycling water  Groups working together	Purchase more forest land and manage it using the RFFI model
Identify, expand awareness of and promote our county's success stories	Common branding and marketing strategy – for the common good of the county	Educating all levels of our youth to be responsible stewards of our land	Energy self-sufficiency	Taking on water with our principles & 3 Es in mind	Local community forums (Mendo Futures) to assert our vision – all communities working on same issue simultaneously	Develop local food distribution and marketing plan – i.e. coop; meat processing, school training in use of local products	Website to connect ourselves & link to others – educate others about what we are doing	
Telling all the success stories of survival and legacy	We will create "Brand Mendocino" that adds value to our products, that meets local needs and the 3 Es	Education to expand stakeholder group and build a shared identity around our resources – benefits local economy		Strategy to change policies around water use – business, homes, ag	A positive process for reaching consensus on tough community issues – eg meat processing – grading ordinance		Inventory local assets and connect to business opportunities and employment	
Raise local level of faith in the future				Change water practices	Through trust building – large numbers to influence our representatives			
				We need to include marijuana issue into frame of conversation and education about water resource mgt.	Community involvement in general plan – water planning			
					Expand the Mendo Futures sphere of influence			

## **Articulation of Core Strategies:**

**Brand “Mendocino Futures” as the identity of Mendocino County. Person must be from Mendocino County and must be part of Mendocino Futures.**

**Reclaim our ‘area of origin’ water rights.** List detrimental impacts to ecology, economy and equity if we go dry. Create a working group – “coalition” of small business owners, realtors, farmers, agencies, environmental groups, employer councils, developers, no growth advocates in facilitated sessions similar to the Changing the Game process

**Through conversations and experiences we will create a coalition around water issues that are critical towards achieving our vision for a local sustainable economy in a way that influences the political process.**

**Gathering and sharing inspiring stories of success that illustrate and promote our vision. Place ‘success stories on Mendocino Futures website and train and coach others on how to construct instrumental stories.**

**Identify the infrastructure necessary to support our vision for Mendocino County and develop a plan to provide for the development of infrastructure that is necessary to meet our vision of the county.** To map all the existing critical infrastructure that serves the county and overlay needed infrastructure that is need to fulfill the vision

**Develop a plan for marketing and distributing local food county-wide.** We will develop a prototype strategy for distributing fresh produce county-wide, by Spring 2008.

**Using Mendo Futures "3E" education as a vehicle for instilling values that lead to action benefiting all diverse elements of our county.**

## **Input to the Leadership Team About Next Steps**

- The leadership teams want notes from the retreat and to be updated on the progress of various teams. Use of Basecamp by all members will facilitate this.
- We want an education campaign to support the progress of all projects through our network and outreach links
- Send out group contact information for all participants
- The interrelated issues like water need to be supported by all participants
- We should get back together again in 1 month for 1 or half a day.
- We all should commit to practicing the Mendocino Futures approach in daily life. This means living our values, principles and declaring our commitment to our goal and vision
- Expanding this circle by reiterating this process on a regular basis.
- When inviting new people, its important to prepare the psychological ground of future participants first, as we have done for this event
- Action-Send Basecamp program to all participants with guidance on how to get started. Judy Harwood will be the point person for this.

## Appendix 1: Notes from Visioning Small Groups

The following are the flip chart notes from the 5 small group conversations on the vision statement:

### Group 1

1. Engaged/Proactive  
Equity
  2. Sustainable
  3. Knows how to work together
- Engaged/Proactive
  - Supports small business – entrepreneur
  - Next Generation
  - Training – career path
  - Community involvement/voice
  - Land/Resource connections/protections
  - Form coalitions to bring \$\$\$/people and resources together
  - Energy – local resources
  - Create demand for local economy

### Group 2:

- Education in true economics that bring sustainability and encourage contribution not just consumption
- Makes choices-free market
  - Informed decisions for the common good
- Diversity – healthy diverse community
- Locally sustainable/renewable
- Government and business is proactive in supporting sustainable enterprise
- Tolerance/allow other voices/perspectives
- Tells itself stories of success plus win/win situations (equally compelling as conflict)
- Decentralize the conversation to go to their uncomfortable places where values diverge

### Group 3

- Our vision of the future
- We are a healthy community that values the diversity of our opinions and culture.
  
- Through dialogue and education we build trust and true communication.
  
- Through our actions we are being economically responsible stewards who preserve and enhance the natural beauty of Mendocino County.

## Group 4

### Most Resonates

- Health
- Working together for common good
- Putting community first

### What's missing

- Concern for working family
- Education as a connection and support with community
- To help shape the community
- Community organized information sessions
- Teach old ways in new ways
- Building a strong internal coalition to connect with State on Mendocino issues
- Protecting diversity
- Long range plan for growth
- Resource management , Community based – distance from outside resource

## Group 5

- Think long-term
- Set past behind-learn from the past and accept focus on the future
- Set aside personal views/benefits for greater good
- Use short term steps/resources to achieve ideal long term (may not be economically profitable and might need to subsidize)
- Create way for majority to have a voice – local experiences – pathway to local opportunities/careers/equity
- Living wage/housing issues
- Support for small businesses

## **Appendix 2 – Notes from Operating Principles Small Groups**

The following are the notes from the 5 small groups meeting on operating principles:

### Group 1

- Our strategies simultaneously address the economic, environmental and equity (social) needs of our communities
- We consistently reaffirm and re-evaluate our operating principles throughout our work together.
- We seek common ground communicating through our differences. We will establish strong relationships and our shared values using agreed guidelines for meetings where facilitation truly reflects the views of participant's whist resisting facilitator bias.
- We put the interests of the community first. When necessary, we will suspend our personal interests and biases for the emergence of the greater good.
- We operate using a network of glue people that represents the diversity of our county.
- (We recognize and celebrate the work of people from previous and existing organizations like FFA and 4 H, who have contributed towards the goals and vision we are advocating)-this was discussed and agreed in group 5 but was not presented to the conference. I feel it is important to mention this-Brian

### Group 2

- We make short term decisions from the perspective of our long term vision and plan.
- We are a community that tells itself "stories of success" of our shared vision
- We utilize dialog and education to build trust and true communication. We seek to use our relationships to proactively engage and decentralize the conversation and go to uncomfortable places where values may diverge.
- We build a strong internal coalition of through 'glue people' to move forward Mendocino issues in the county and state.
- We put the interests of community first. We set aside our personal interests and biases for the greater good.

### Group 3

- Concepts to add to principles

- Ever changing 3 E needs
- Education as a full system approach
- (3/6/12/education strategies
- “respectful” working with differences
- Interface with government and governance to understand how we fit together
- To provide bold examples of (success) where we are the models educating the whole system

#### Group 4

- That our strategies simultaneously address the ChANGING economic, environmental and social needs of our county
- We put the long term interests of the community first, setting aside our personal values and biases for the greater good and making bold decisions based on long term vision and plan
- We talk through and respect differences to build and maintain strong relationships, trust and work toward a common goal
- We commit to using our relationships to proactively engage and connect people with divergent ideas

#### Group 5

- 1, 2 as written, 8 as rewritten with community discussed in terms of meaning-across all cultures and ages
- 9-Overarching assumption with deletion of “short term”
- 2. We utilize dialogue and education as a way of communicating through our differences. This communication is based on strong relationships, respect, shared v cultures and ages
- We affirm the need for local communities to conduct forums, using our principles to assert our vision/needs to our representatives.
- All communities encouraged to work ‘simultaneously’ on same issue (e.g. transportation/rail) delegating authority to a committee that works for them at the county level (MAC)
- The business community needs to be more represented in our work Mendofutures
- We need to pool/gather our resources for shared/ common interest needs like cross-marketing (MCPA)
- #1 as is and add “we will”
- #8 We put the interest of communities first. We recognize our personal values and biases for the greater good and remain open to rethinking our position.
- #7/10 We build and support what already works in Mendocino County by telling our selves stories of success
- 32/11 we utilize dialogue and education to build trust and true communication that is based on strong relationships and shared values. We seek to decentralize the conversation and go to uncomfortable places where values may diverge.