

## **FIC Org Mtg**

June 2-4 2008

Hummingbird Ranch Community

New Mexico

### **Opening Circle**

Bead Ritual

Shared stories from Org meeting 5,10,15,20 years ago.

#### **Spring 1988.**

3rd board mtg. **Green Pastures (NH)**, at that time an Emissary community. Bill Becker lived there several years. Art Rosenblum was there - no longer with this world. He was from Philly. Did an early video of communities. Stories of shepherding someone from Russia around.

Caroline: I remember having sore arms. Because they got twisted a lot. Not very many women in the group at the time. I happened to qualify.

Harvey: She said "it looks like you need more women on this board."

Laird: Host Tom Starrs, newsletter editor a number of years.

Harvey: 1st mtg we started talking about taking over Cmag. It took 4-5 yrs.

#### **Spring 1993**

##### **Sirius Community, MA**

Laird: Key founders no longer living there. This was before the fire. Peggy was the host cmtty coordinator. Leading up to our big celebration in the fall. Helped erect a huge Swiss carving. Black flies. One wing of big octagon building was finished, just basement elsewhere.

Peggy: It was sort of camping out for a few years there.

Laird: During graduation week UMass Amherst... finding restaurant spots a challenge

Harvey: Figuring out that Peggy's husband Earl was his second cousin

Syd was there.

Had published 1 issue of Cmag.

#### **Spring 1998**

##### **Twin Oaks Community, VA**

Tony, Marty, more were there

Laird: Tony and I rented a car in Keokok "smallest car", 10-year-old daughter "we'll make it fit".

Alternate breathing required.

Development cmtee mtg beforehand at Springtree.

Laird in DC went to see Patch Adams in Arlington. Amazing afternoon.

Agreed to take on Cmty Bookshelf at that time.

Eastwind had been doing it for years.

Oversight Cmtee was created a year before at Edenvale.

Marty: We took side trip to Shannon Farm, saw for first time. I had sense that was going to be my future community.

Tony: Did an Art of Community there.

## **Spring 2003**

### **The Farm, TN**

Jimmy Walter (Walter Homes) showed up and generously contributed to different projects. We collaborated on an event that weekend. Aaron Heitz, Mary Hall  
Ma'ikwe did her first facilitation of closing circle, and she volunteered to step up as onsite coordinator.  
Albert Bates was our host. Great dance party.

### ***Intro from our host at Hummingbird, Jaime Shah***

## **Committee Reports:**

### **NomCom** (Marty presenting)

Members: Ma'ikwe, Harvey, Marty

Nominating Committee

Mission: Nominate people for the board.

NomCom has been working with Oversight, and at last meeting reviewed potential candidates and spoke with them.

### **Selecting Cmag Team** (Marty presenting)

Jenny from Personnel, and Marty as Cmag liaison were the selection team.

Goal: creating a new Cmag Production Team that consists of an Editor, Art Director, and Business Manager. Had a lot of fun last several months. Many talented folks applied for these positions.

#### **Editor**

Alyson Ewald was our interim editor for 2 issues. With the birth of her daughter, Alyson chose not to apply for the editor position.

We had over 12 applicants

Selected Chris Roth (rhymes with both) who lives at Lost Valley Educational Center in Dexter, OR.

He was editor of Talking Leaves, which is no longer being published.

The first issue with this new team will be fall, 2008.

Chris is very proactive. Happy with his activity. Sent emails, soliciting possible themes.

Spent a lot of time thinking about it, working hard at the job.

Chris is empowered to bring in proofreader, copy editor.

Q Has he met with Diana? Contact networks?

A: He knows her and has talked with her. He knows the history.

Chris participated in interviewing candidates for art director.

Art Director

Selected Ginny Blades from Los Angeles, CA

Freelancer, good credentials in both areas. She is also a good communicator, friendly, and with impressive skills.

Business Manager and Ad Sales.

Two strong candidates. Phone interviews.

Selected John Stroup, Sullivan, MO. Publishing business, experience managing. Worked in all aspects of publishing, including working with printers, and doing advertising.

On the job for 1-2 months.

Flexible, cooperative, communicative. Appears to be collaborative.

First time Cmag has had someone dedicated to the business of the magazine.

This new team will meet face to face at the summer summit in MO on the weekend of Sept 5<sup>th</sup>.

Laird arranged funding for this summit.

Appreciation was expressed for the work Marty (Cmag liaison) and Jenny (Personnel Cmtee) did in the hiring of this new Cmag Production Team.

### **Events Committee Report (Ma'ikwe presenting)**

We are planning for the next large event which will be in the Bay Area in Fall 09 or Spring 10.

We also seriously considered New York and will look into that for the future.

Peggy will be checking out logistical issues in the Bay Area.

There will be proposals coming about a one day event limited staff road show and topic specific events.

There are also ideas about hiring a person to pursue sponsorships for events.

Ma'ikwe will be looking at and refining the event in a box.

### **Regional Networking report (Raines)**

Some fresh ideas surfaced.

Raines will take over from Fred as convener.

They will be looking into informal relationships with various orgs such as City Repair.

They will be looking to upgrade the regional website at NICA.

The new motto is "It's the people, stupid."

They will be looking into upgrading the Bioneers connection.

### **Logo**

Harvey: Reluctant to make a board decision. Designing by cmtee gets harder the more people you add.

Laird and sister sat down with a professional director and built on Mark's work

Asked Mark Mazziotti at Red Earth Farms to clean it up, make usable.

Cmtee needs to figure out the next step.

A technician could make the further changes.

How we distinguish ourselves from other orgs.

This cmtee has decision-making power. Filter input through the cmtee.  
We have funds lined up to pay for secondary work: flyer templates, different design things for all of our publications. We're right at the cusp of moving forward.  
Cmtee expects to be finished by the end of June. (our hope)  
Budget is \$1k for 3 rounds of design. We agreed to pay Mark some additional for touch-up, still not "at finish line". Could be over budget by \$200.

## **Directory 6** (Tony presenting)

Tony reports that sales are slower than hoped for Dir 5  
He's working with Jenny (Personnel Cmtee) to find a Dir 6 print manager  
We have a few candidates and are just beginning to sort and interview. Not clear if we have anyone good enough in the current pool. We had hoped to be in position to give this person the go ahead at this org mtg, but that won't be the case.  
Since we're behind, we won't be able to produce a book until late 2009. On the good side, it does not appear that we'll run out of Dir 5 before then.  
No Board action needed on this.  
We have hired Kate Adamson to be the Online Dir Manager, and she's now being trained.  
As soon as Kate is up to speed, she'll be pro-actively bringing listings up to date (something that Tony and McCune have not had time to accomplish).  
We printed 1800 of Dir 5 and about one-third have been sold.  
The Directory Endowment is not nearly robust enough to provide the funding for this labor, so we'll need to look closely at how to pay for this.

Q: Does the slower than hoped for sales trends cause Tony to rethink how frequently we put out a new edition?

A: Longer cycles will mean even slower sales in the third year. Probably better to keep to a tighter cycle. While we may not be able make much money from Directory editions (on two-year cycles), Tony feels it can carry its own weight (not lose money).

## **Events** (Ma'ikwe presenting)

Latest Art of Community debriefing

Really Happy. Smooth. A couple moments of stress.

Attendance: Not Great

Financials: Not Great. No Sponsors. No Grants.

1. ABQ not big pop ctr. 2/3 of attendees at conf. not from NM
2. Trouble getting a few key slots filled early. Publicity not my forte. Missed Cmag deadline. Sponsorships role backed out. Syd filled, hard not from local area. Deirdre - overlapped.

Workshop evals: (Ma'ikwe will report separately from the minutes)

Peggy: Lots of work. worth it? Being there brought energy up. Great team. Donna was valuable.  
Rough estimate: Lose some of \$5k seed money (\$750-1200), but overall come out ahead thru

bookstore, auction (\$2300 auction, Bookstore \$2k minus cost of goods. A strong showing for both.)

Q Do we re-evaluate "pulling-the-plug" process? Do we use a different approach?

A Ma'ikwe: 3 weeks ago realized would lose just as much money cancelling. Most registrations come in the last two weeks. We did everything possible to reduce expenses.

A Peggy: We discussed changing venue to lower overhead. In the future: look at contract implications. Are we going to draw enough people in most places to justify that much of an outlay for the venue?

A Laird: I don't have a problem that one way of slicing it looks like a loss when the event produced an overall net gain. Not alarmed at all from a financial standpoint. Mgmt showed prudence, made choices, showed up with what looks like a good energetic event.

A Ma'ikwe: the team walks away with nothing the way it is structured.

When we got to the trigger point, we said "how can we make this as financially viable as possible?" Cut sessions needing extra A/V.

Had we advertised the event in Cmag and not been in Albuquerque, it might have produced a better event.

A Syd: Perhaps update event-in-a-box, put our FIC experience into that.

Comments:

Food great. A southwestern picnic would have worked.

Speakers should pay. Cohousing does it that way, with a \$50 store credit.

As steward of event-in-a-box, would be happy to add to that, any electronic data.

Re canceling event in advance, huge hidden costs of canceling: presenters airplane, bad for your reputation. Very pleased and impressed with work done by Ma'ikwe and team when registration numbers were low. Could see they were working hard to reduce liability.

Q Profit-share motive?

A Ma'ikwe: This can create high-quality professional work in the org without high risk. Caring for FIC, and ideally not having a volunteer situation. I don't think this team could have worked any harder. Not about the money. Syd's checklist: we were really all on the same page. Couldn't afford to spend any more on publicity when paid advertising deadlines hit.

Q: Did it interfere with potential help/partners/support?

Peggy: Never expected much profit to share. Giving and giving, you have to balance what you are getting in return for your efforts. People enjoyed it.

Comments:

Even when our events team is not happy, our participants almost always are.

I think the team feels good.

I feel good about the product. Could have been a little clearer about role of profit-sharing as incentive. Not huge expectation. Maybe putting more things in writing.

After Art of Community/Seattle, strong sentiment that milling thing didn't work for some. We opened and closed with it here.

Great to have folks so committed they're willing to do it without being paid. Some more-reliable incentive to encourage more year-to-year energy commitment?

Webinar experiment. Great.

Great. Cool.

Risky. Have backup. Have pre-recorded.

Had a lot of character, could have been taped and identical.

Auction + raffle private videoconference with speakers after

Mixed quality of plenary speakers in terms of large group presentation. Different scaling issues workshop vs. full-room. Teamwork/coordination challenge.

Would video provide a way for people to know they could watch others on video, make money on it?

Team basically functioned well together. Good sense of rapport, care. Honor what you did.

Dynamics worked well. I didn't have anything to do with it - Hurray! No monetary reward?

In moments of stress the team was honest with each other in terms of limitations, what we could commit to, respecting/honoring each others' boundaries, needs.

How to screen plenary screeners more effectively? Better than Seattle, still not there.

We have these tapes, this resource. It would be good to do something with them.

## **Overall Events**

(see events org report)

1. Year-round sponsorships/ (marketing?)

2. Evaluate rotation. No 3rd place has bubbled up.

3. Evaluate formats. Bigger events require longer-distance draw vs. even longer (i.e. weeklong) rarer special events.

## Comments:

How to plan events that will be easy for all. Most cost-effective, least energy expenditure.

Already traveling around the country a couple of times a year.

Original idea of regional networking - have local people all over the country pull in local speakers, participants

FIC would roll through town. 1-2 day event not as big a deal.

We need to do events where people want us to come. Finances always work better that way.

Local energy is better. We need to be opportunistic about our events. We can't impose them someplace.

Frost Valley: very difficult to do planning w/nobody local onsite/available.

1-day events, lower risk, high value. NICA experience: try to find a cmtty that will work with us in the region. We don't have regional reps. We do have cmtties. You could get an initial core of people to work w/FIC, setting up/doing 1-day event. Not always a matter of bringing in "presenters". It does attract. Providing a forum, where people who are enthusiastic about cmtty can come together. Local facilitation workshops

We know enough about geography of people interested in cmtty. We've never done an event where that was not a major part of who comes. That's been our history. Seattle, Northern California. We've had good success in those places. We can expect a different thing when we go to Cedar Rapids or Albuquerque. Different things you can do with different formats. We know enough about our background. Asheville vs. Paducah, KY. Packets. 1-day experiments, basically low-cost low-risk. Willing to try almost anything for a 1-day event. Think about moving it up to a 2-day event. Stick where we have a reasonable population base. 2 factors: contain costs around site thru relationship. And have local people.

If we set up a FIC road show, 6 places to do, pick where to do next event based on where people show up.

This isn't just for money-making, although that's part of it. Service idea. Different audiences for 1- vs. 3-day? 1-day: get people to come who may not know what's happening.

We could pinpoint a dozen? locations where we could have something with a cmtty involved.

Draw more by focusing small.

3 things FIC does: info about IC's. We work well w/energy. We go into an event to create some form of connection based on cmtty. We are well-positioned to set up how to integrate different elements around sustainable living, new life paradigm. Economic, environment, w/our expertise more social. Willing to experiment. You want to build on your core of success.

Want to nurture events team. Doing pretty well.

Before we leave this mtg, let's suggest where we would want to be in 18 months, and expect to make profit. We have time, and want to build on the momentum.

Go where we are wanted vs. go where we are meeting and create markets. It would be great if we could ID places that would like us.

We talked about being an org that wants to facilitate collaboration. This would be a great testing ground, beginning to ID orgs not focused on cmtty but are focused on sustainability, work in partnership basis. Collaborating not easy, but we do have to work on it. Another strategy to test. Screening cities based on who shows up for a smaller event vs. speculating based on what we think we know.

How do we find the right places?

How do we find people who want us?

How do we find local support? Specific people willing to help.

#### Comments:

Listening to local needs, greatest potential to serve, and customize to local needs.

Would like to map out locations, cmtee mtg, bring back proposal to group before end of mtg.

Focus on marketing/publicity/sponsorship.

Q Are folks open to adding a commissioned staff person to the mix?

A: Laird: Not attached to that solution

A Tony: Board-level discussion or events team decide?

A Hiring outside the model?

A: Talk to Personnel?

Wait to see what comes out of the cmtee

Q: What to do with tapes?

A: Talk tech. Take a peek during next two days?

Interested in events: Laird, Caroline, Mandy, Ryan, Harvey, Raines, Vince, Peggy, Too many?

Raines, Jorge: Interested in local/regional particular focus.

## **Board Selection** (Marty presenting)

Three board member terms expiring this year: Raines, Caroline, Marty. All willing to take on another term. Nominating Jorge to rejoin the board after a year's absence.

**AGREED:** Slate of 4 for 3-year terms

ID's some strong candidates for the future to follow up with: Michael McIntyre, Deborah Altus Parke Burgess, and Alyson Ewald.

Deborah Altus will try to come to Rutledge Org Mtg.

## **Finances** (Tony Presenting)

We have numbers for the first 4 months of this year.

Points to note:

Bookshelf is doing well mostly through mail order and we will have a big jump from the recent event.

Expenses are being kept in line as to what was expected.

We are expecting some profit for Bookshelf.

We're still using some of the earmarked donations for Cmag.

We had a large number of returns/destroyed and aren't sure why but suspect it's a bookkeeping anomaly.

It could be that some of the recent titles didn't sell well.

Subscriptions are doing well. We got a good response to a mailing saying the price would go up and folks got in on the lower price. This might result in lower numbers for following quarters.

Advertising numbers are low. This might be due to issues created by the switch to a new ad person.

There is a concern that we won't meet our income targets.

Expenses are low or on target.

We allocated \$2500 for travel to board meetings but might not spend that since we are doing a summit.

Consensus books were probably projected too high so this will affect our bottom line since we won't meet this.

Development has done well in terms of earmarked donations (Cmag summit, redesign).

Membership is doing well and is connected to a specific mailing.

Unrestricted donations are slow.

Dir5 sales are slow.

The initial surge was shorter than expected.

We have begun a combo deal with Cmag and may see results.



Auction income will be higher than budgeted as we had a good result at the event and there will be another event and the Cohousing conference.

Office labor budget was lowed but we are, so far, spending more than expected. Last year supplies, postage, and fulfillment were very high and we don't know why. This year the numbers are significantly lower and it's not clear exactly why. We suspect that we have a surplus of supplies from last year.

Videos are selling at a constant rate.  
The new video is expected before the end of the year and we'll have to decide how many to make.

Website income is down a bit.  
Labor expense is down as Tony billed some of his hours from last year.  
This will go up with the hiring of a directory db manager.

We have some earmarked funds which we have combined to purchase CDs.  
However we don't have all the earmarked funds available as they should be, but this isn't a problem as it's less than 10% and we didn't borrow the money as expected to print dir5.

Website:  
We are reaching the limits of our software and server space and will need to upgrade at some point.

Total income is a little behind but this is not unusual due to cycles.  
We've had a lot of non-operating budget income.  
This results in a 4k profit at this point, but a lot of the money is targeted.

Development Review:  
How much time does Laird have for development?  
His work has focused on creating targeted mailings which have broken even with the expectation that results will carry over.  
The other focus has been on the video project funding. This went very well and he followed up keeping donors informed.  
Other projects have been waiting for logo design and production of other promotional pieces.  
The next focus will be on the directory endowment.  
Most donations are targeted and don't flow into the general fund.  
He would like to do "house parties" and is trying to get a couple of those scheduled.  
Jorge is willing to work with Laird on getting the directory endowment campaign.  
As time goes by, we may want to move to a full time development person who can either make inquiries or do the preliminary work and turn the contact over to Laird or someone else in the org.

## **Ads on ic.org** (Tony presenting)

For the most part we don't have paid advertising.

We did an experiment on the community buzz section.

We have been using Google ads which are not necessarily a values match, but there have been no complaints. They give us ads based on keywords on the page. There is limiting ability to control what ads are displayed. We can give negative key words, but it's tricky to control.

We could make 10-20k by selling ads or using other ad services.

Do we want to use advertising on our website and do we want to hire someone to sell ads.

We have standards for advertising in Cmag which are largely determined by the person selling ads.

We're already selling ads, so extending that to other parts of the org seems like it might be logical.

For Cmag we created standards for the proportion of ads/content. We also tried to used advertisers who are values matched.

We have had almost no complaints about having ads or any particular ads.

We've had a couple of controversial ads or questions about potentially controversial ads.

There is a question as to whether we want to have the same standards for cmag and web ads.

We are not doing careful review of classified ads currently and would need to develop a system to review the ads.

Just making the site available is not enough, we have to do marketing.

We aren't sure how Cmag and web marketing would affect each other.

It's possible that it would reduce the incentive to advertise in Cmag.

It would be nice if the same person could manage Cmag and Cmag website advertising.

There doesn't seem to be a question as to whether advertising on the site is ok.

75% of traffic on the site is Directory.

We believe that visitors to this area are more "community" oriented while "buzz" visitors are more random.

Google ads change every time the page loads and are to some degree connected to the user.

We can experiment with Google ads on other parts of the site for discreet time periods and define carefully where they will appear.

We are willing to experiment with a Google ads type of service on areas of the site other than community buzz.

**Agreed:** We are OK with ads that have values match. We are willing to experiment with ads from a service on various areas of the site where there is less or no control. We are giving Tony leeway to manage this. We want to coordinate advertising on Cmag and the Cmag site, which might or might not be done by the same person.

Tony is willing to manage this experiment, but is not interested in selling ads.

There are services other than Google that might be a better fit for us to use.

We could send a note to “all” that we are doing this and soliciting comments on the experiment regarding values and/or whether they are intrusive and annoying.

We could also announce it on FIC E-Newsletter.

We should also be placing house ads on our site.

### **Values Discussion:**

Should we pursue advertising placed in our venues with large businesses such as Whole Foods? We have placed Cmag in the stores and natural food stores are a good placement for our publication.

Whole Foods has done a lot to bring organic foods to general awareness and to more consumers. On the other hand they have put a lot of small coops out of business.

Cmag business manager has asked if it is appropriate to approach them to advertise in Cmag.

We are not sure if there would be a negative reaction from our readership.

We don't have specific information about them putting small coops and small natural food stores out of business, but the anecdotal evidence supports this and we know that this is the perception of our constituency.

One of the issues for our constituency is that money is being taken out of the local community rather than supporting local businesses.

Is the issue our sense of perception, or objective analysis of data which we don't have?

While Whole Foods supports local farmers, they have a negative effect on local businesses so are not supportive of local community.

Should we take money to support our effort from a business such as Whole Foods while retaining the right to publish why they are not the right business to use?

Whole Foods is known as being anti union.

On the other hand we are a national publication so are not likely to get ads from competitors which operate on a local level. This is not true of web advertising which can be regionalized.

Should we obtain objective data to help make this decision?

The publisher's note in the next Cmag will address this issue in terms of identifying how difficult an issue this is. We could have a sidebar which asks for feedback from our readership directing people to Laird's blog.

Either way we come down on this issue; there will be people who will be critical of our choice.

There is a concern about potential liability, but if the factual statements are true, there should not be a liability problem.

### **Buzz Blog**

In Austin we developed the idea to create this.

Tony gets notified by Google when articles with key words appear.

He posts relevant articles with minimal commentary at the rate of one every other day.

There are about 150 subscribers and has drawn other visitors to the site – about 100/day.

There has been good feedback.

We don't have the critical mass where readers are linking us to other sites.

There is work connected to draw readers to the site by writing summaries that bring results from search engines.

Tony is looking to hand off the management of the site. This would involve someone(s) receiving notification of articles, reviewing the articles, and placing them on the blog with a summary.

Ma'ikwe may be willing to take on the ecovillage part.

Michael Johnson or Ganas might be candidate for the cooperative part.

We could check out the subscribers to the site to see if there is interest or advertise for a volunteer on in our eNewsletter.

Tony is willing to work on finding volunteers to manage the site.

He will probably not be willing to continue managing the site beyond the next few months.

### **EDE (Ecovillage Design Education)**

Over the last approximately 6 years there has been an attempt to explain to the world what ecovillage design is about.

The first certification course in the US has just been completed.

There appears to be a lot of crossover with FIC, so the question arises as to how the 2 groups can collaborate.

A quarter of the curriculum is relevant to sustainability. The course is mostly delivered as a "how to start a community" style course.

There is a very detailed account of the curriculum online.

What is the entity that FIC would collaborate with?

Ecovillage Design Southwest (Ma'ikwe, Robert, Rich) (EDS) delivered the course in Albuquerque and has been operating under the umbrella of EDE.

To deliver the course approval is needed from GEN.

So, the entity FIC would work with is EDS.

This would open up the possibility of FIC doing a subject specific course.

ENA is not a functional entity.

This is an opening conversation re: collaboration with the ecovillage network in general and the local org specifically which could trickle up.

GEN has developed the Gaia educational network which has created the curriculum used by EDS.

The purpose of the network, as seen by the local group, is to empower people and encourage the formation of community.

There is no fee for using the curriculum. It is available online.

However, they certify people to give the course to give it credibility and there is no fee.

The curriculum is in its 3<sup>rd</sup> generation and is formed by groups of educators and EDE uses feedback from courses to refine it.

The effort seems to have significant overlap with FIC efforts. FIC does not want to be seen as endorsing specific answers to spirituality or economics.

FIC sponsoring courses by providing mailing lists, advertising, etc.

Does FIC have anything to add to the curriculum? Can any of our resources be used to add to the curriculum?

We should focus on collaboration with the local group and then see what happens.

We need to be aware of any precedent we are setting to open the door for other groups.

There has been some collaboration with some people from FIC and has helped by helping them with processing financial resources.

The objective is to develop a university level curriculum using ecovillages as campuses and to use whoever has expertise to offer and add to the knowledge base.

Historically GEN has not been interested in what we offer.

There has been interest from the local group.

There appears to be strong overlap between FIC and the local group so it appears to be appropriate to assist in ways that we can.

Is the FIC open to collaborating in courses put on by EDS on a case by case level and encourage support and collaboration with the discretion of Oversight?

**Resolved:** The FIC has a desire to encourage, support, and collaborate with EDS and invites EDS to bring specific proposals for collaboration which oversight is authorized to approve with its discretion.

We have more alignment with the social aspects of the curriculum. As an org the FIC does not have curriculum except for the information in our publications.

### **Geoph Kozeny Networking Award**

The suggestions based on the interim meeting sounds like a lot of work.

We might not have the organizational resources to go through an extensive selection process.

The ability to select someone and to give an award to someone could be good for the org and help publicize the org.

NASCO and CSA provide a model of several awards, not all of which are given out each year.

Honoring someone outside the immediate FIC circle would connect to more people and organizations.

We might be able to tap into new resources to handle the administration of the award.

Is there general support for moving forward with the establishment of an award system with Geoph's legacy being one component of it? Details will be determined by oversight.

Ma'ikwe is willing to help in the implementation.

### **Laird's Blog**

Laird has been writing every 2-3 days and has about 60 entries.

There are about 15 online readers per day.

Four young people came to the recent conference as a result of reading it.

Laird has found that he enjoys doing it and finds that it helps clarify his thinking about relevant issues and gets an endorphin hit from doing it.

The FIC website links to it from the community link blog.

It is not an FIC blog, but a private blog.

We have not had the time to promote it.

We don't have the time to evaluate the value of all the community related blogs.

We could create a page on the site that lists all community related blogs.

The feedback is generally good and encouraging for Laird to continue.

### **Help Needed** (Tony presenting)

FIC needs help:

Marketing/promoting website (social networking tools, links)

WIKI content participation

Work on website enhancement and development

### **Creating Community Where You Are**

Feedback on the workshop Harvey gave last night:

Could add a piece asking folks what they would do next to facilitate community

Got everyone involved

The breath of scope was good

Could do an exercise in the workshop even as small as singing together

Checkout circle for people to say what they learned or a couple of minutes for people to write something for themselves

The interactive style was conducive for learning

We spent more time on why community doesn't get created than how to do it

Tie negatives into how to create positives.

Recognize the different levels of effort for various steps including big step/high effort things that could be done

What can FIC do to help people create community where you are that would be reflective of the expertise of FIC?

Consensus training and conflict are basic things that groups need help with.

Tying in community to sustainability

Work with community efforts on all points of the “community” spectrum  
Connect with social change networks as well as specifically community groups  
Add a positive where there was nothing before  
Transition something that is negative into something positive  
Help individuals come to grips with where there inspiration around community, at whatever level, is and how to manifest it.  
Using the internet to facilitate conversations about challenges people and communities have.  
Continue to define what is at the core of community and what is the purpose of community and how it relates to larger views  
Use the internet to put our ideas and theory and invite response and dialog.  
Encourage, by recognizing, other entities that help create community like CSAs and community gardens and neighborhood networks and what they do for their larger communities.  
Incorporate media pieces into the website that can lead to larger learning pieces and workshops.  
Elucidate the history of the org and the movement  
Do some analysis of the real affects and benefits of community on individuals and on the larger community in which they exist.  
Share approaches that work  
Include the workplace as a place to build community  
Don’t ignore the value of new media like YouTube where accidental benefits can happen.  
Mini courses on YouTube like venues  
Community to deal with crisis  
Share stories of successes and how community gets created in the real world.  
Reach out to PBS with some of our presentations  
How can people in intentional community people interact with folks in more casual levels of community?  
WebTV networks  
Recognize and address the cultural diversity that is growing in the country  
Connect to the coop movement and other non IC movements

We should recognize other groups who are doing this work and figure out how we can work with them, such as City Repair.

Collaborate with each other to write books about the value of community in the coming world  
Use our video team to record short community lessons that can be posted and made available.

We could present a “track” of workshops in a conference that could be dipped into — community in the workplace, in the churches, etc.

Develop something about the different scales of community that Harvey talks about

Hear what others have to offer and be able to incorporate the lessons into our presentation and help them recognize the power of what they have to offer

Put an enhanced version of the outline of Harvey’s workshop on our website

We can’t forget that the individual creates community and we have to know who those people are.

What’s next?

Who will shepherd the development of this effort?

We need to break down this list and figure out how we can move forward.  
 Marty, Harvey, Betsy volunteer to work with this list and break it down into parts and grouping like ideas and activities together.

Personal initiative will be vital in creating the pieces that will manifest action on this front.

Greg is interested in developing community in the workplace and in educational institutions.

**Adding bead to necklace:**

Jamie chose a bead in the shape of a Hummingbird that was added to represent the spring 2008 Org Mtg at Hummingbird Ranch.

Evaluation

+	Could be better
Level of participation from host community	Prior meeting for oversight was difficult
Great food	Distance of site from event was difficult
Less coordinated feel	No functional printer
accommodations	FIC buy a printer
High level of passion	Less coordination for meeting
Checkins	Could shorten sessions or find better venues in reaction to heat or fatigue
Opportunity for host community to get involved	Altitude might have been a subtle energy drain
Attracted people from the event	No schedule available
Fred and Nancy modeling dealing with tough personal situation	Announce agenda at meals
Awkward timing on event feedback	
New networking connections	
New comers were great	
Bios got done	
The natural environment	
Good progress made on difficult issues	
Availability of FIC personnel to newcomers	
Flexibility of schedule	
Stayed on board level topics	
No cmag talk needed	
Board meetings being open to guests	
Open and safe environment created	
Facilitation that services the board but also takes input from guests	