

Transition Amherst Initiating Group Meeting – August 16, 2012

Present: Rick M. & Steve F. (cofacilitators), Emily P., John W. (stacking), Gabor L., Molly F. (timekeeper), Jon K., Betsy K. (notes)

Next Meeting: Thursday, August 30, **We Need a Place to Meet!!** Facilitators: Emily and Gabor

Announcements: Skill share: canning peaches, Saturday August 25, 3 – 5.
Walk: Sustainable Forest walk on WD Cowls land. Sunday, Aug. 26, 1 – 3.
Film showing: Transition 2.0, 2nd Tuesday in September, 9/11 7 p.m. Bangs Ctr, Rm.101.
Rick will talk on his recent Middle East trip on Sept. 18, 7 – 9 at Media Ed. Ctr in Northampton

All Things Local: Still looking at two possible locations – Watrobas and Maplewood Farm. Probably Watrobas - all set up and lowest cost. After decide on this, write business plan, begin to look for funding.

Website: Gabor gave a mini workshop on how to post on the Website. Easy to make a comment by going to transitionamherst.org, scroll down on pages, and type in comment in space and hit enter.

To post as a blog, from your gmail account (if you have one) enter the email address transitionamherstblog@gmail.com (or click the link Gabor sent out). Username: [transitionamherst](http://transitionamherst.org). Password: C0mmun1ty!

Post to any category. Hover over “post” and add new. If uncategorized, send email to Gabor. Enter title of post, area, either publish or store. To add photos, click on “media”, and “upload insert.”

Homework: everyone do something on the website before our next meeting!

All Things Community:

Rick passed out his draft flyer. All but Steve can be there October 13. Tina and Bernard only ones who have attended a Great Unleashing. Who can be our speaker: Tina? (conflict with training in Longmeadow). John Gerber?

Greeters all day as people arrive, help 'em to jump in. Transition 2.0 running all day?

Questions about outreach flier: Gabor: It should include website. John W.: Need to mention issues we're addressing. Emily: Shouldn't use “initiating group”. Can see lots of ways to improve. Use phrase “join global movement”. Rick: Transition US & TransitionMass. websites have graphics about “from the mess we're in to where we're going.” Needs we are addressing are scary, but real. More schedule on flier? Archivist Tavis: back in 1837 wanted to: grow more food locally, more walkable down town, local currency, etc. Re-localize. Include more detailed information, variety of projects: Business, food, recreation, family. Attract variety of people. Group decided to have a small group work on flier before next meeting; Emily, Steve and John W. Gabor suggested subcommittee work via a Goggle Doc so all can chime in.

Schedule for Day: Length of program? Hands on vs sitting and talking/listening? If people are engaged, 5 hours not too long. World Cafe and Open Space both participatory. Danger if speaker talks too long. Betsy has some ideas for music – HS Jazz band, Ben Grosscup (NOFA) (maybe too political.) Contra bands? Jim Fownes? Ask Farmers Market people.

Who will do what? Defer a meeting or two. Assess space and material needs. Steve will get floor plan and post to website. Molly will organize a visit to facility at Middle School. Jon and Betsy also interested.

Outreach and Co-sponsors: Invitations/publicity – send out to other groups' mailing lists. John: need to have at least 2 cover letters. State what our intentions are. Focus on either co-sponsor & help us fund, or invite our allies and spread through their mailing lists. Basic templates then tailor to particular groups. Senior Spirit deadline is soon. School principals? A small group will talk about cover letters – John W. will take the lead.

Outreach at events: Idea: global warming balloon – since heat/fires/drought and melting are on people's minds.

Outreach lists need to be reduced. (retain current lists since they are resources for those looking to be connected.) Emily: divide up the lists and each take responsibility for sending out emails. Get together and make it fun. Molly will invite people over to work on refining lists. Fill in email and phone contact info.

Different categories of outreach: Other organizations with mailing lists
Sponsors: may help with funding
Individual People to go to directly
Allies: significant mission alignment
Resources: might have tables at our event (CISA, Hitchcock Ctr, CET etc.)

Outreach will be a collective endeavor. **TIME IS OF THE ESSENCE!**
Betsy will make a list of events coming up at which we might do face-to-face outreach. We might leave our materials with allies like Dorie at Kendrick Park Farmer's Market.

Have names we collected been added to our Transition Google List? Has Patty been doing this? How do others of us do this? How can others of us see the list? Many of us do not know how to do this.

Respectfully submitted,
Betsy Krogh