



**HEART OF THE CITY**  
**Potluck General Membership Meeting**  
**Café Carpe, Fort Atkinson, WI**  
**January 11, 2010**

Present: Bill Camplin, Nicole Bickham, Bill Johnson, Richard Miller, Jim Pick, Lance Weinhardt, Carena Weinhardt, Maddie Weinhardt, Joan Callan, Kitty Welch, Marie Rubietta, Matt Loup, Leslie LaMuro, Mary Linton, Ann Engelman, Anders Yocom, Cynthia Holt, Kathy Kauffman, Elain Dorough Johnson, Karen Reinhardt, John Ottow, Beth Gehred, Domino & Capri Gehred-O'Connell

**Truth to Power Moment**

- Poetry Moment with Mary – Robert Frost, The Pasture and Wendell Barry's take on it
- Truth to Power Moment – Anders Yocom

Being "Old Enough" to observe a lot of human conflict...between religious groups or people with no religion at all. Evangelicals vs. Freedom of Religion, etc.

Excerpt from Newsweek – Sam Harris and Rich Warren Debate. Letter to the Editor written about it. John Meacham's interview with these gentlemen. A spiritual connection among us all. We are all connected...harm one, harm all...path to righteousness is how mindful we live the life we are given and how we help one another along the way.

- John Ottow – Car Talk Puzzler – what to do with tax return to help the environment? Car tune up vs. new hybrid?

**Agenda Additions**

none

**Treasurer's Report**

Paul Hable sent

Did well on final farmer's market. Around \$4,460 in treasury.

**Committee Reports**

Government Relations – Camplin is running for City Council (Kitty announced).

Energy Independence Community deal – the state has office of Energy Independence (EI) and have a program for EI Communities. By year 2025 get 25% of renewable resource. We tossed it out to various people with no feedback. Wilmet said we don't have a project in mind. Contacted Brian Driscoll. Three questions: 1. Is it worth doing if a council has to ask a city to do it? 2. Loren Gray said, if someone like Brian Driscoll would come speak about it, maybe they would take the initiative. 3. What would be the benefit? (He did not call back.)

Jefferson is going through that process and there was an article in last week's Thursday paper. We can find out what they did. Cynthia- we need to clarify the benefits to the city. Bill – can combine with other communities or do a countywide submission.

Leslie – Get other players involved like Sheldon Mileke or MATC, etc. (Cynthia will contact).

#### Projects:

Craig Ficenech from Town and Country was keen with working with United Way to bring Spanish-speakers info about the community gardens. HOC was going to help with flyers. Maria Perez has offered to assist. Library driveway bids – fundraising to help offset the cost of the permeable pavement vs. regular asphalt. Maybe \$2000 differential. Bids will be in next month.

Cynthia – suggests we dedicate cheese curd sales over the summer to this project.

People invited to think about joining projects committee.

#### Education and Outreach:

HOC is partnering with Sustain Jefferson on screening the Food for Thought film series at the hospital with free popcorn. King Corn on Monday, January 26<sup>th</sup>. At 7 p.m. 62 people came to the last film Monday, January 18<sup>th</sup>, 8:30 a.m. at Beth's house to solidify this movie night.

March – Back to the Land...(this is WI based) looking for places to hang poster.

Infobits – finding a tool of communication has been a challenge. We were talking about creating a Google group. Amy and Beth figured this out today. Can go with old infobits way or the Google way. Infobits comes twice a month whereas Google way is always there. It's by invite only. 212 invited members. Facebook is another option. Kitty created it and is now the administrator of it. You can become a friend and comment on it.

Cynthia created one for the Farmer's Market too.

#### Big Thinks and Fundraising:

Kitty – 501C3 was sent back with questions as to whether we really are one. Cynthia and Jill are working on it. ...just a matter of repositioning ourselves.

How to Eat Fresh and Local in Jefferson County Guide is printed and ready to be passed out.

### **Big Heart Award**

Voting for the Lou Ehinger Big Heart Award for 2010 – celebrating someone or a company that has done something in line with our mission. (Lou Ehinger was a revered founding member of HOC, now late.)

This is our 5<sup>th</sup> year. The nominees are: Josie Gobel (Leslie nominated tonight) community garden work. MATC (Ann nominated) took idea of windmill, worked with city and used it as an educational opportunity and sustainable and giving energy back to town. Fat Boyz (Kitty nominee) donates tips 3 or 4 times a year and the guest bartenders from the organizations fill in. VyMac Corporation (Beth nominee) for willingness to lend building to Farmer's Market and restoration of building. Winner after silent, written vote: MATC for building a wind turbine on their grounds on Fort Atkinson's NW side. Jill Ottow will notify nominees. Karen Reinhardt will present the award to MATC, including having a picture taken and getting a quote to Ed&Out for a media release.

### **Membership**

Pat Belt has led the fundraising of the library expansion, will help with membership outreach which coincides with Earth Day. Jill Ottow is helping with donation thank yous. Need to give membership dues for 2010. \$25, \$50, \$100 or other.

### **Meeting times and places**

January 25<sup>th</sup> – meeting at the movie

February 8<sup>th</sup> – library TtoP Matt Loup and.

March 8<sup>th</sup> – Café Carpe, Potluck Ecumenical and City Council to be invited

April 12<sup>th</sup> – at police station

May 10<sup>th</sup> – Café Carpe, potluck

June 14<sup>th</sup> – police station

Criteria for partnering with other organizations – i.e....we are based very strongly on “A Thousand Friends for Wisconsin” or Town and Country, etc. Which groups do we support, join, partner with, and what does this look like? Decided that this discussion will be a board decision.

Wednesday Feb. 17<sup>th</sup> at UW Extension Stephanie Rearick – Time Banking speech.

### **Old Business:**

#### **Strategic Planning**

Amy Lutzke has offered her home on Heth Street. March 7 – 8 hour meeting with rough agenda and break for lunch. Afternoon SWOT Analysis. Morning – review of mission statement. We started before Farmer's Market, Sustain Jefferson, Arts Council, etc. Hoping for a deliverable with a clear 3-5 year vision. Open to entire membership. Beth would like someone to throw a Superbowl party. Other dates, Feb. 14<sup>th</sup> and March 14<sup>th</sup>.

Cynthia – Send out some sort of feedback for those who cannot be there...a survey.

Beth- How important is it to have a facilitator? Should we pay for someone? Consensus was yes. Up to \$200 was authorized for hiring one, if need be.

Announcements:

Beth handed out list of announcements.

One needs acting on tomorrow – free lecture if you want to start a green business.

Conservation Lobby Days – January 26 at the Capitol. League of Conservation Voters has all the info on their website.

Next meeting is the showing of King Corn. Review action items and make assignments. Cynthia will draft a survey of Strategic Planning.

Paul needs to pay Sustain Jefferson for the film (Beth will do.)

Meeting ended at 8:00 pm