

The Sea Ranch Association Vision Committee Meeting Minutes
Del Mar Center Ranch House - Conference Room 2
November 8, 2019 - 3:00PM to 5:00PM

- I. Call to Order 3PM - Thom Matson
 - Thom called the meeting to order at 3:05PM and distributed “Sea Ranch Volunteer Caps” to those needing them.
 - Attendees: Hanne Liisberg, Ginny Rubin, Carolyn Andrè, Andrea Lunsford, Michaela Suess, Gary Gunsel, Patsy Murphy, Christine Kreyling, Lu Lyndon, Lisa Dundee, Mike Talcott, Thom Matson. Guests for a portion of the meeting: Sea Ranch Board Members Neil Moran and Karen Amiel.
 - Thom shared a handout that he and Mary created that was distributed at the November 2, 2019 TSRA New Member Meeting.

- II. Approval of Minutes from September 6, 2019 meeting - Thom Matson
 - Carolyn provided the first motion to approve the Minutes from the September 6, 2019 Vision Committee Meeting. Andrea provided the second motion.
 - The Meeting Minutes from the September 6, 2019 Vision Committee Meeting were unanimously approved.

- III. Educational Interpretive Panels Project with Sonoma County - Lisa Dundee and Mike Talcott
 - Lisa and Mike distributed copies of the proposal for the 5 panels. They said that while they felt that the layout was acceptable, they believed that the content was too generic (all Committee members agreed). One glaring mistake was the reference to The Sea Ranch as “Sea Ranch.”
 - Next Steps: Lisa suggested that the original owners of each of the panels need to reconvene in order to provide input to the County.

- IV. The Sea Ranch Design Committee Workshop Recap (October 19, 2019) - Mike Talcott and Lisa Dundee
 - Lisa and Mike shared that it was a successful workshop.
 - It was agreed that the Vision Committee will continue to own this workshop. Committee members expressed eagerness to provide as much assistance as possible at future years’ events and will follow Lisa and Mike’s direction.

- V. “Living at the Sea Ranch” Update / “Living at The Sea Ranch” Book Launch Friday, November 29, 3-5PM at the Del Mar Center — Andrea Lunsford and Christine Kreyling
 - Andrea and Christine shared the latest version of “Living at the Sea Ranch,” and everyone agreed that it is extraordinary.
 - The following Committee members agreed to join Mary, Christine, and Andrea as volunteers at the Launch Party on November 29, 3-5PM at the Del Mar Center: Patsy, Gary, Lisa, Mike, Lu, and Michaela.
 - Andrea and Christine said that they hoped that Mary would do a brief introduction at the event, including the history of the project, etc.
 - We discussed distribution plans. A wholesale price has not been established.

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- VI. "Special Project" Idea - Hanne Liisberg, Patsy Murphy, and Gary Gunsel
- Hanne said that the project to create a book and/or electronic document of Frank Bell's *Bulletin* articles would be difficult to successfully accomplish without Frank's involvement, so Hanne, Patsy, and Gary met with Frank and Linda Bell to discuss the project. Frank and Linda were very receptive to and supportive of the idea.
 - Hanne, Patsy, and Gary will continue to lead the project.
 - Frank will go through his *Bulletin* articles and pick out the ones that he would like to be included. He will also do some editing of them (a total of about 50 would be included in the final document).
 - Hanne suggested that illustrations would be a good addition to the document. They are also considering an audio version for the website.
 - We discussed how it might be funded. A digital version would cost far less than a printed version. If a printed version were to be created, we discussed that having TSRA fund it would probably not be advisable. Private sponsors might be secured if this were a chosen path, but this remains an open issue. For now, the document may initially be a digital document.
- VII. Vision Committee Strategic Planning - Thom Matson
- Thom led the team through the first phase of our building a new strategic plan (to replace the plan that the Vision Committee created in April 2016). This included a discussion about our proposed new Mission Statement, going through the existing plan to see which items were complete and which items will continually renew. We also discussed new initiatives to be included in the new plan.
 - All Committee members brought a great deal of energy (and homework) to the exercise.
 - Thom will create a first draft for consideration and discussion at our next Vision Committee Meeting.
- VIII. Adjourn
- The meeting was adjourned at 5:00PM
 - 2020 Vision Committee Meeting Dates (3:00PM - 5:00PM at the Del Mar Center Room 2):
 - January 10
 - March 13
 - May 8
 - July 10
 - September 11
 - November 13