

Dissemination and Publication of Quality of Life Indicators Project Blue "Booklet"

To help our decision making about the mailing of the summary Booklet of the project results, here are some facts as I remember them.

. Background, (or the Remarkable and Quite Tedious History of "The Report," Its Birth, Profitless Adventures, and Near Death)

The 8-page summary booklet is on the Web and appears as a pdf file that can be downloaded with Adobe Acrobat (thanks to Lisa Burton and Norm Bundik), for those who have this free software. However, our Project's preliminary conclusions spelled out in the Booklet are invisible at this point to the public.

I have heard it said that we are not confident or proud of this Booklet of preliminary conclusions and should therefore keep publicity about it low key and distribute it narrowly. I for one am very proud of this final product and we all should be.

It is my understanding that we were doing months of revising and condensing to craft a version that we could distribute widely instead of mailing out the big Report, or the shorter version, or a one-page, tri-fold flyer we once talked about producing. That the Report itself may never get on the Web was another factor I believe in our plans to mail the Booklet broadly. (Lisa Burton has reformatted all of The Report and prepared it to be edited; Todd is mulling it over.) During this period Ruth Hibbard and I, with the Council's direction and help, continue to compile a Project-specific mailing list for such a broad distribution effort. You directed me to include the Ag, Survey stakeholders, the Faulkner Farm group, etc, and Roma checked and added some names and organizations. Ruth found as many names and addresses as she can. (It should be a good list, with no name duplicates.)

It's right here that there is a glitch. Jerry believes that he was to direct Ruth to order mailing labels through the Mailing Club and, I discover just the other day, she spends considerable time getting the list to them. Was this something we decided? What sort of selection of addresses has Ruth or Jerry or the Council made? I do not remember this at all. Will the Mailing Club handle the mailing and the printing of the Booklet? Why should Ruth not print out the labels herself? I am clueless and need your help to figure out what I missed.

I proceed with the idea that we are mailing to everybody, and the Council directs me to make new copies of the slightly revised Booklet and to copy a cover letter I draft and which you approve as well. Now how many copies am I to make? Well, the answer, I think, is the number on Ruth's evolving list, now approximately 600+.

At this point, the Treasurer questions my actions, charging me with usurping the Council's authority and countermanding his efforts to direct Ruth, and I stop the process.

Subject: Re: Old & New Business

Date: Fri, 28 Dec 2001 10:50:57 -0700

From: Jerry Beckerman <jerryb@CommunityPoll.com>

To: vcoao[cc@csun.edu, Collart Todd <collart@west.net>

Bob and Todd,

This situation with Ruth is apparently solved with Bob's unilateral decision in the matter. While it solves the instant case, it is a waste of my time to have constructed a considerate and professional reply to Ruth only to have it ignored or overruled by Bob.

More, I do not recall the Board empowering any of us to make \$400 decisions. As Treasurer, I feel our Board's collective responsibility was inappropriately usurped. There was a matter on the table which required discussion; discussion was initiated by my email on the subject; Todd replied that Ruth's purchase was UNauthorized; Bob did not respond with discussion (to me anyway), and instead made a decision. We all know how to conduct ourselves under a reasonable (however loose) set of rules and discipline, especially when it relates to money.

Bob, your action here, in the long term accomplishes exactly the OPPOSITE of what you have requested (less time on the day to day). By unilaterally responding to Ruth in this way, you are in effect telling her to take up these matters with you only (there being no reason that she needs ok from anyone else if you are going to circumvent our understandings). I only know with certainty that I was not in the loop on this decision; don't know who else was. In the future, you are also in effect telling ME that I should just have anyone like Ruth contact you directly rather than waste any time on such matters (thereby increasing your work load). While I would be happy to just forward any emails to you such as hers, it seems to me that, as treasurer with fiduciary responsibility, I can not. My only two options, then, are to insist that you not take such unilateral decisions in the future (until some Board-agreed rules to allow such are in place), or to resign as treasurer (which I do not want to do) so that another more pliable member can be elected to the treasurer position.

In the past, I don't recall such unilateral decisions about our funds. This email is a private alert to you (Bob/Todd) that we stop such practice now and establish some clear guidelines for the future.

The last thing I want is to go down this spiral with you again, Bob. I have enjoyed my renewed respect and increased closeness with you. Please receive this note only with the alarm in which it was intended, as treasurer, and not as a personal challenge to you.

Best, jerry