

Geoff Wolf

From: Mark Goehring <markgoehring@cdsconsulting.coop>
Sent: Wednesday, July 30, 2014 5:45 PM
To: Geoff Wolf
Subject: draft process outline

MONDAY - CALL PPL
- KIM & BRIAN

Sample communications plan and decision outline

Letter of Intent agreed upon, signed by DNF board and La Montanita

E-MAIL
TELEGRAPH
HERALD

Press release prepared to go out soon after Wed Aug 6; it's made clear that a deal is in development, it's being enthusiastically recommended by the board, that information sessions will be held and a positive member vote is required to do the deal.

Aug 6

FORMALIZE AGENDA

- In-person meetings with Mark Goehring, Terry Bowling, Robin Sidel
- Answers to predictable questions have been developed and directors are comfortable with them
- Steps to conclusion are clear, including the process to develop and conclude the definitive agreement, DNF member communications plan and setting of member information meetings and a special meeting for a member vote on the board's recommendation
- Informal discussions with key members, to include guests and directors
- Informal discussions with staff members, to include guests and directors
- Communications at this time will emphasize board enthusiasm, key topics, known issues, but might not offer specifics... details will come with the information provided to staff and members following the signing of the definitive agreement. That said, the press release and narrative available on this date will touch on key concepts and intentions.

Aug 6- mid-September

- DNF and La Montanita work on concluding the definitive agreement.
- DNF board continues to meet with key members, building alignment

HAVEST FESTIVAL

- - Perhaps a member meeting is held to share the key concepts and ask for input while the DA is in development. Key issues are talked about. No promises made, input taken and appreciated
- - Save the date promotions for a member meeting
- - Press release available for community newspapers
- - One or two emails sent to members with basic information about what's going on and how to provide feedback
- - Management keeps staff informed by providing staff the emails board sends to members.
- - Early development of the member mailing and ballot takes place

Definitive Agreement signed! Date: _____
 (Assuming that with La Montanita signs the DA that all is well on their end)

Soon after

- - It's clear to all that the board is 110% behind the recommendation
- - DNF mailing to all members with information packet and ballot (not sure what the voting mechanism needs to be; assuming paper ballot)
- - Member meeting for clarification questions
- - DNF board continues to meet with key members, building alignment
- - Meeting with Staff.. maybe with La Montanita representatives

Soon after - How long later? 2-3 weeks, DNF member meeting held for a vote

98% approval!

Next steps ensue....

10/18

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