

**April 6, 2009**

**Sustainable First Monday Forum – “Strengthening Our Economy”**

**Table Talk – Notes**

Question to address: *What do we need to do to create a “local living economy” here, for the long term, and in the short term? (Consider economic, environmental and social elements.)*

**Table 1**

- Connections/Networks
  - Food growers
  - Food buyers
  - Retailers
- Finding like-minded values
- Raising awareness
- Address issues of higher prices
- Open dialogues
- Identify leaks
- Asset mapping
- Education of real costs of “Walmart” shopping
- Promote local with our sounding self-serving
- What value are individual businesses offering?
- Green, greener, greenest – local, localler, locallest
- Businesses talking to each other – advise
- Education – social, environmental costs
- Manufacturing needs
- How to serve bedroom community – “shop where you sleep”
- NOW
  - keep dialogue going
  - inclusive to all interested parties
  - Talking to others on the same path
    - Listen
    - Feedback
    - Peer Review
- Leadership
- Prepare for Winslow Way reconstruction

**Table 2**

- It has to be “good” first, and also local
- How do you build community around your store?
- “Shift like you mean it:
- What would a BALLE Network do for local living economy:
  - Rally the business and citizen community to care
  - To make a better party

- To bust the Bainbridge bias: “business is bad”
- Local fresh food → local farming → local character → local business is cool
- More choice? Or more local, e.g., local food
- Decide what “local” means: Does it include a franchisor?
- Realize that there are different flavors/degrees of local
- Intention to succeed, e.g., Derek’s decision to buy local
- Provide something that people want; better yet, things people need
- Tell the truth about cost/mark-up/living wage/health care
- Is cheaper better? Save money by buying less, even if price is higher
- Don’t buy on the internet

### **Table 3**

- Education on the possibilities of a durable economy
- Initiate repair of environment
- Emergence of thriving small businesses, artisans rather than corporate

### **Table 4**

- On demand side – a preference and benefit for buying local
- Access to alternatives [variety]
- Meeting basic needs
- Awareness of triple bottom line: people, planet and profit
- Reasonable spread – living instead of maximum return on investment
- Identify organizations and opportunity for collaboration
- Community conversation
  1. What do you love about living here?
  2. What kind of community would you like to see in (5 years)?
  3. What do we need to do to get there?

### **Table 5**

- People need to change; they are brainwashed by commercials
- Awareness of how much is enough
- Need PR campaign
- Community connections
- Sign to identify the businesses that belong
- Message – more transparency from business

### **Table 6**

- Foster spirit of audacity and entrepreneurship
- Quality – values

- Ethical leadership
  - create enabling structures
  - the disenfranchised are out of the loop – the dissenting voice (justice)
- Collaboration and cross-sectoral leadership
- Agriculture
  - Local
  - Reconnect people with nature
  - Homeowners with gardens
  - Build intelligence – altruism, awareness of web of life

### **Table 7**

- Reasonable prices
- Re-skilling issue
- Make stuff
- Grow stuff
- Do stuff
- Export as much as import (long term goal)
- Partnership with the big local players (real estate, developer, land owners)
- Re-educate the community: 3-day weekend skill-training workshops
- Identify and amplify local assets (already existing)
- Long-term goal: all land owned by community; business lease properties (Margaret Kennedy: in 30 years community would own the land)
- Change values: no more, who has the most/biggest, etc.
- Building community would make us feel safe, not so much need to consume to impress others

### **Table 8**

- Community commitment
- Store note it for customers
- Networking – Communication
- Show me – awareness – how do I do it?
- Getting people to understand the value
- Building resources