



WRITTEN BY READERS • THE VOICE OF THE COMMUNITIES OF SONOMA COUNTY
 Published Monthly by VESTA Publishing, LLC • Volume 5, Number 11 • November 18 ~ December 11, 2008

A New Twist on Going Local

By Jay Beckwith
 Sonoma County GoLocal Cooperative

More and more we hear how important it is to “shop local.” Most of us get that message and try to patronize our local shops as much as we can. But let’s face it, the allure of going to the big box store and getting so much stuff for what appears to be a lot less money is terribly attractive.

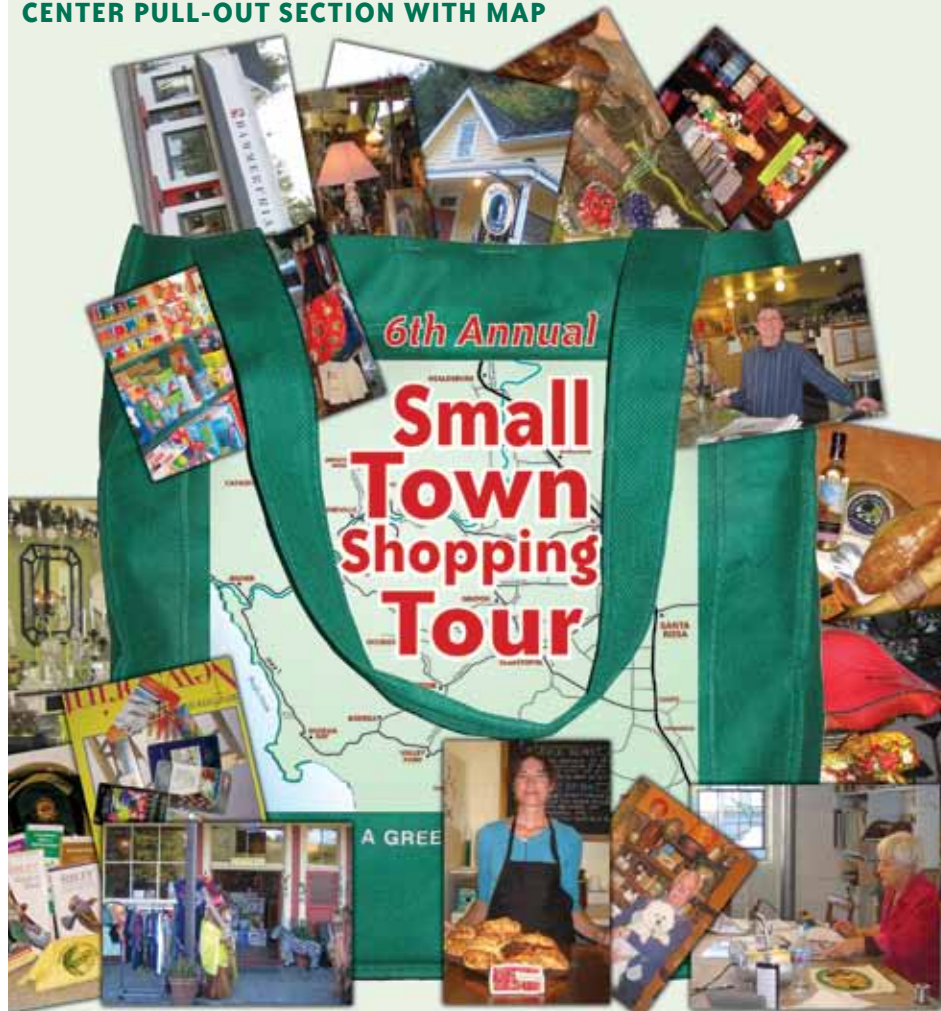
Certainly there are deals to be had at the corporate chains but several studies in the past couple of years have shown that it is often not true that their prices are always lower. And certainly we’ve all literally bought into the “buy in bulk and save” message and been lured into purchases that may not have worked out really well. But we have to face the fact that when there is too much disparity between the price at a big box store and your local shop you have to be very dedicated to resist the bargain. The real bottom line is: We have to find ways to help out local shops find efficiencies, economies of scale and other tools so that they can be more competitive.

To address this issue a collection of businesses, citizens and organizations have come together to launch the Sonoma County GoLocal Cooperative. The project is based on “Think Local

GOING LOCAL cont'd on page 9

OUR Home Towns Economic Stimulus

CENTER PULL-OUT SECTION WITH MAP



SHOP LOCALLY to Keep OUR Communities Healthy

Steelhead Beach... SAVED!

OK - Decision is on Dec. 4 - but it LOOKS like we saved it!

RRWPC Appeals Santa Rosa's Decision on Discharge EIR

Santa Rosa's Board of Public Utilities (BPU) certified the Environmental Impact Report (EIR) for its direct discharge alternatives (including Steelhead Beach) on October 2nd, only ten days after its release. At their November 6th Meeting, the BPU informally recommended to the City Council that continued, but improved Laguna discharge was their favored option. The final decision will be made at the Dec. 4th BPU meeting (1:30 PM at City Council Chambers). Local West County citizens played an important role in that recommendation.

Consultants had made numerous last minute changes to the Final EIR, which included changing the pipeline route one half mile down River Rd. What they didn't do was provide the required analysis to reveal and examine the impacts from this change. Neither did they allow meaningful public review of this action.

Furthermore, they had changed the pipeline entry to Steelhead Beach to the west end of the park, which

STEELHEAD cont'd on page 6

VESTA Publishing LLC
 West County Gazette
 PMB 300
 6490 FRONT ST.
 FORESTVILLE
 CA 95436

PRSR STD
 US POSTAGE
PAID
 PERMIT NO. 10
 FORESTVILLE
 95436

Minority Rights pg 7
Water Warriors WIN! pg 8
Is Faith Naive? pg 13

Local Veggie Farm pg 14
Local Xmas Trees pg 15
Holiday Events pg 38

www.westcountygazette.com