

LEADERSHIP MENDOCINO

Arts & Tourism Day

Friday, March 20, 2009

Today's Goal is: *To gain an understanding of creative arts leadership in Mendocino County, how creative endeavor builds community, and how tourism impacts local communities and their economies*

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| 8:00—8:45 a.m. | Class Project Time |
| 8:45 – 8:50 a.m. | Intro to the Day
Suzanne Pletcher, executive director, Leadership Mendocino |
| 8:50 – 9:15 a.m. | “Leadership in the Arts in Mendocino County”
Anna Kvinsland, executive director, Arts Council of Mendocino County |
| 9:15 – 9:25 a.m. | <i>Break</i> |
| 9:25 – 9:45 a.m. | “Poetry in Mendocino County and Poetry Reading”
Fiona Perkins, Poet Laureate, Pt. Arena
Joe Smith, Fort Bragg Poet |
| 9:45—Noon | “Group Arts Immersion: Music, Painting, Theatre”
With mentors Spencer Brewer, musician;
Janet Self, mural artist; and
Dan Kozloff, Mendocino theatre director |
| Noon—1 p.m. | <i>Lunch Break</i> |
| 1:00—1:45 p.m. | “State Parks and Mendocino County Tourism: A Quiz”
Kendall Smith, 4 th District Supervisor
Marilyn Murphy, District Superintendent, California State Parks |
| 1:45 – 2 p.m. | <i>Break</i> |
| 2:00 – 4:30 p.m. | “Mendocino County Tourism Overview and Group Exercise”
Scott Schneider, chair, Mendocino County Promotional Alliance
Richard Strom, innkeeper and past chair, County Lodging Association
Betsy Rodgers, project director, Mendocino Winegrape & Wine Commission |
| 4:30 – 5 p.m. | “Open Discussion, Project Progress Update, Graduation Discussion”
Whole group |