

LEADERSHIP MENDOCINO

Arts & Tourism Day

Friday, April 16, 2010

Today's Goal is: *To gain an understanding of the important economic and social impacts of the creative arts and tourism in Mendocino County and that each of us has a role to play.*

- 8:00—8:40 a.m. **Class Project Time**
- 8:40 – 8:45 a.m. **Introduction to the Day**
 Suzanne Pletcher, Executive Director, Leadership Mendocino
- 8:45 – 8:55 a.m. **Introduction to the Mendocino Arts Center**
 David Alden, Executive Director, Mendocino Arts Center
- 8:55 – 9:15 a.m. **Arts Everywhere! The Creative Community as a Cultural and Economic Force in Mendocino County**
 Anna Kvinsland, Executive Director, Arts Council of Mendocino County
- 9:15 – 9:35 a.m. **Poetry Reading**
 Theresa Whitehill, City of Ukiah Poet Laureate
- 9:35 – 9:45 a.m. *Break*
- 9:45—Noon **Group Arts Immersion with Mentors: Music, Painting, Theatre**
 Music: Sid Hillman, director, Sid Hillman Quartet
 Art: Janet Self, artist; founder, FLOCKworks; and
 Theatre: Dan Kozloff, director, Jumpstart! TeenScenes theatre program
- Noon—1:15 p.m. *Lunch Break with optional tour of the Mendocino Arts Center at 12:45*
- 1:15—1:30 p.m. **Check-in and Announcements**
- 1:30—3:00 p.m. **Tourism in Action: Follow the Money**
 Alydia Atkins, Director of Communications, Visit Mendocino
 Cally Dym, Innkeeper, Little River Inn
 Richard Strom, Director of Tourism Development, Visit Mendocino
 Betsy Wildberger, Project Director, Mendocino Winegrape & Wine Commission
- 3:00—3:15 p.m. *Break*
- 3:15 – 4:30 p.m. **Debrief: Tourism's Cultural and Economic Impact in Mendocino County**
 What did I do and what impressed me most about Mendocino County when I first visited? What do I take visitors to see and do?
 What possibilities for tourism did I learn from my homework interview?
 What aspects of culture and tourism would you promote, and how?
- 4:30 – 5:00 p.m. **Project Progress Update, Wrap-up**