

## LEADERSHIP MENDOCINO

### *Arts & Tourism Day*

April 15, 2011

*Today's Goal is: To gain an understanding of the important economic and social impacts of the creative arts and tourism in Mendocino County.*

8:00	<b>Welcome and Introduction to the Day</b> Ann Cole, Leadership Mendocino Executive Director
8:15	<b>Introduction to Mendocino Arts Center</b> Liliana Cunha, President, Board of Directors
8:30– 9:00 a.m.	<b>Arts and the Mendocino County Cultural Plan</b> Susanne Norgard, Executive Director, Community Foundation of Mendocino County
9:00 – 10:30	<b>Leaders in the Arts</b> <b>Festivals:</b> Michael Fox, Executive Director, Mendocino Film Festival <b>Music:</b> Steven Bates, Local musician <b>Music:</b> Katharine Cole, Local musician and promoter <b>Ceramic Mosaics:</b> Elizabeth Raybee, Ceramic artist <b>Quilting and Family Literacy:</b> Molly Johnson Martinez , Los Hilos de la Vida
10:30 -10:45	Break
10:45 – Noon	<b>Arts Mini-Workshop</b> The class will break out into four groups with the arts leaders serving as mentors for an exercise on arts promotion.
Noon—1:00 p.m.	<i>Lunch Break with optional tour of the Mendocino Arts Center Gallery</i>
1:00—2:00p.m.	<b>Class XVIII Business:</b> Distribute Graduation Invitations Discuss Graduation and Fundraiser Discuss Class Projects (video for fundraiser) Walk to scenic spot in town for group photo and return to Art Center
2:00 - 2:30	<b>Introduction to Tourism in Mendocino County</b> Hal Wagenet, Chair, Visit Mendocino Board of Directors
2:30 - 3:00	<b>Leaders in Mendocino County Tourism</b> <b>Wine:</b> Spencer Brewer, Ringmaster Direct to Consumer, Parducci Wine Cellars <b>Lodging:</b> Cally Dym, 5 <sup>th</sup> Generation Owner, Little River Inn <b>Attractions:</b> Carolyn Cathey, Exec. Dir., Mendocino Area Parks Association <b>Arts:</b> Alyssum Weir, Exec. Dir., Arts Council of Mendocino County
3:00 – 3:15	Break
3:15 – 4:35	<b>Tourism Mini-Workshop</b> The class will break out into four groups. Each group will meet with one of the above tourism industry representatives.
4:35-4:45	<b>Final Announcements and Adjourn</b>