

2007 Mendocino County Arts Summit
sponsored by the Arts Council of Mendocino County

“Arts Promotion & Marketing”

Friday, April 20th, 2007
Grace Hudson Museum, Ukiah
10:00 am – 2:30 pm

- 10:00 am **Welcome**
- Sherrie Smith-Ferri – Museum Director, Grace Hudson Museum
- 10:10 am **Who’s in the Room? Let’s Meet Each Other!**
- Jan Stephens – Board Member, Arts Council of Mendocino County
- 10:30 am **Launch of the Arts Promotion Partnership**
- **gomendo.com Website and In-County Promotions:** Richard Le Burkien – CEO, Mendocino County Promotional Alliance
 - **BID and Out-of-County Promotions:** Jeff Stanford – Co-Chair of the Marketing Committee, Mendocino County Lodging Association
 - **How the Partnership Works for the Arts:** Anna Kvinsland – Executive Director, Arts Council of Mendocino County
- 11:30 am ***Paying the Rent* – Marketing and Public Relations for Artists**
- David Wayne Floyd
- Noon **Lunch / Opportunity for Networking**
- 12:45 pm **ACMC Programs – An Overview**
- Anna Kvinsland
- 1:00 pm **ACMC Board of Directors Panel & Discussion – “The Role and Purpose of the ACMC”**
- Jay Gordon, David Hance, Danielle Hurt, Bruce Jones, Trudy McCreanor, Robert Rhoades, Jan Stephens
- 1:45 pm **Group Work Sessions** led by ACMC board members – *What can the Arts Council do for you? What can you do for the arts of Mendocino County?*
- 2:30 pm **Adjournment**