



Mendo Futures

Changing the Game

Sponsors:

Community Foundation

Savings Bank

Mendocino Wine
Company

Mendocino Forest
Products

Mendocino College

RFFI

Paul Dolan

Sara O'Donnell

Synecotics

**Mendocino Community
College**

Little Theater

**November 30th & December 1st,
2007**

Outcomes for Panel

- 1. Provide overview and history**
- 2. Present our vision and principles**
- 3. Our economic development thoughts regarding resource-based industry**
- 4. Open conversation with Board**

Our Super Ordinate Goal

By involving the community in a new way of operating, we will create new and varied connections and conversations that result in systemic and sustainable solutions for Mendocino County.

Brief History



1. Idea from Paul Dolan, Tim Thornhill, David Hance and Art Harwood about a vision for Mendocino County – July 2006.
2. We gathered the “early adopters” over many meetings and identified vision, principles and project selection criteria
3. The initial focus of our work is to “raise the value of existing resources in a sustainable way” – 3Es.
4. We convened our first community meeting November 30 – December 1, 2007
5. We are also working on improving the access to quality health care – February 2008



Our Initial Planning Team

Paul Dolan

Art Harwood

Marty Lombardi

Tim Thornhill

Kate Magruder

David Hance

Sara O'Donnell

Brian Weller

Suzanne Pletcher

Jesse Burnett

Rick Le Burkien

Anne Oliver

Doug Mosel

Steve Zuieback

Supporters:

John Shaeffer

Britt Bailey

Jim Mayfield

Carol Mordhorst

Jennifer Seward

Vision Statement

We are a community of people, resources and unique beauty. We produce economic vitality that is highly visible, is good for people and is good for the ecology.

- **A healthy community that engages in the ecological, economic and equity issues of our community (E3). Locally sustainable and renewable.**
- **A community that has a shared identity and sense of ownership for its activities and its commitment to creating a future together.**
- **A place that mobilizes and focuses its resources toward its future through sustainable practices**
- **A place that knows how to work together. A place that has an “infrastructure” of effective community engagement and communication processes. A community that values diversity of opinions and culture.**
- **A community that values education as a way of building awareness and connections to our diversity, our resources and possibilities. We teach the old ways in new ways.**

Operating Principles

- 1. Our strategies simultaneously address the changing economic, environmental and equity (social) needs of our community.**
- 2. We utilize a way of communicating through our differences that is based on strong relationships, shared values and operating on common ground.**
- 3. We build on and support what already works in Mendocino County and reinforce this by telling stories of success.**
- 4. We put the interests of the community first. When necessary, we will suspend our personal interests and biases for the emergence of the greater good.**
- 5. We make decisions from the perspective of our long term vision and plan.**
- 6. We utilize our relationships to proactively engage and connect people with divergent ideas.**
- 7. We build a strong internal coalition through ‘glue people’ to move forward Mendocino issues in the county and state.**

What We Learned From You...

**Wine &
Grape**

Transportation

Marketing

Water

Food & Ag

Distribution

**Marketing –
logo**

Water

Education

Timber

Fragmentation

Marketing

**Water /
Grading
Ordinance**

**Working
landscape**

Raise the Value Strategies

- 1. Education and Branding**
- 2. Infrastructure and Investment**
- 3. Water**
- 4. Localization of Food Industry**