



# Strengthening the Economy

## Convening Session Agenda July 19, 2007 St. Petersburg

- 10:00 a.m.**  
**Welcome and Introductions** Katharine Dickenson, Chairman  
Florida Arts Council
- 10:15 a.m.**  
**Overview and Objectives of Meeting** Katharine Dickenson, Chairman  
Florida Arts Council
- 10:30 a.m.**  
**The Public Value of Arts and Culture** Jonathan Katz, Facilitator  
President  
National Assembly of State Arts Agencies
- 11:00 a.m.**  
**Review of Survey Results** Jonathan Katz, Facilitator
- 12:00 p.m.**  
**Lunch Break**
- Keynote Speakers**  
Kerri Post, VP of New Product Development  
VISIT FLORIDA
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- Bank of America
- 1:00 p.m.**  
**Small Group Discussion and Brain Storming** Small Group Leaders
- 2:30 p.m.**  
**Large Group Discussion – Top Strategies** Jonathan Katz, Facilitator
- 4:00 p.m.**  
**Next Steps** Jonathan Katz, Facilitator
- 4:30 p.m.**  
**Conclusion** Katharine Dickenson, Chairman

**Culture Builds Florida's Future**



*Citizens for Florida Arts, Inc.*