

Policy Highlight February 2024

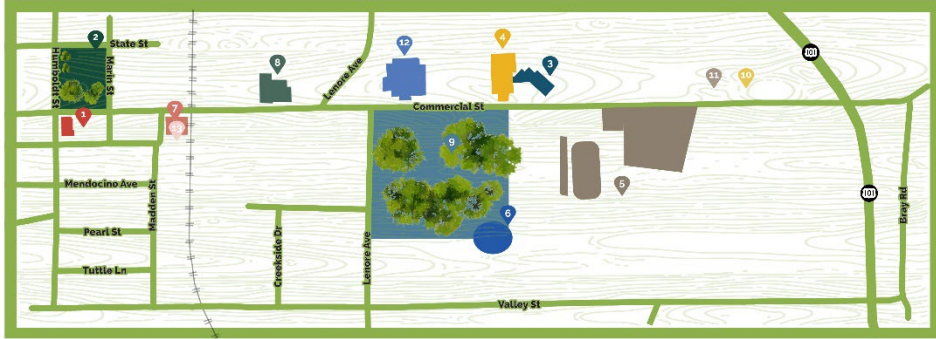
2024 North Coast Farmers Convergence

Celebrate the arrival of spring at the 2024 North Coast Farmers Convergence, themed "(Re-)Building Our Local Food Web," on Tuesday, March 19th from 8 am to 4 pm at Ridgewood Ranch, 11700 Orchard Lane, Willits, CA 95490. The event offers a day filled with inspiration and insights from local farmers and others actively shaping the local food ecosystem. Attendees will enjoy a light breakfast and a hearty farm-fresh lunch, with an optional mixer featuring locally crafted mocktails and hors d'oeuvres from 4 pm to 5 pm. Tickets are available on a sliding scale, allowing participants to set their own price, and generosity is appreciated in support of this community-driven initiative.

The convergence promises a diverse range of discussions and activities centered on strengthening the local food network. Participants can expect engaging panel discussions led by local farmers, as well as roundtable sessions covering topics such as the future of food hubs, medicinal and locally adapted plants, farm-to-school relationships, community discussions on food access, direct marketing strategies, farmer wellness, and much more. Through interactive sessions and presentations, attendees will gain valuable insights into various aspects of sustainable agriculture, food policy advocacy, land access for farmers, and strategies for stable scalability in farming operations.

The event organizers encourage early registration to secure a seat and to stay informed about program updates and schedule announcements, including details about the opening speaker and workshop leaders. Those interested in contributing to the event's success can volunteer on the day of the event or the day before by contacting Lucy Bartholomew via email at lucy.bartholomew@sharecare.com. Supported by a dedicated cohort of volunteers, the North Coast Farmers Convergence relies on ticket sales and generous donations from participants to fund its collaborative efforts in fostering a resilient and vibrant local food community.

Follow [this link](#) to register!



- 1 Willits Community Center/ City Hall
- 2 Willits City Park
- 3 Roots of Motive Power Museum
- 4 Mendocino County Museum
- 5 Willits Rodeo Grounds
- 6 Willits Integrated Service Center Community Garden
- 7 The Skunk Train
- 8 Mendocino College North County Center
- 9 Recreation Grove Park
- 10 Willits Skatepark
- 11 Frank Grasse Dog Park
- 12 Willits Library
- Chamber of Commerce

Light background / dark overall text
 Introduction of subtle landscape / topo
 POI as color coded + numbered
 POI rendered as literal shapes



RECREATION DISTRICT



Willits High School first held classes in September 1904 in a room on the second floor of the Main Mercantile Building on the corner of Main and Commercial Streets. Three years later a new high school was built in the city's west hills at Pine and Maple Streets and classes were held there until it fire consumed the structure in November 1907. The next year construction commenced on a new campus at the school's present location near the corner of Main and North Main Street. It was first remodelled in 1958 and again more recently in 2008. The inaugural graduating class in 1904 consisted of just four students, while in 2008 that number had grown more than thirtyfold to 223 in relative proportion to the population growth of the community in that time (sourced from Wikipedia).

Full topographic / aerial view background / (rough working concept shown)
 Introduction of out of area directionals / POI color coded with historic reference included
 Lends itself well to embedded QR codes as means of historic reference



NORTH WILLITS DISTRICT



- Dark background / light overall text
- Latent modern pattern
- POI individually referenced in context of map
- POI rendered as abstract shapes
- Lends itself well to embedded QR codes

DOWNTOWN WILLITS

