



Rotary Opens Opportunities
Le Rotary ouvre des opportunités

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ROTARY CLUB OF WEST OTTAWA
Caroline DeWitt, President

October 20, 2020 Editor: Jill Yarnell

The 16th meeting of this Rotary Year, and 27th on-line, was called to order by **President Caroline DeWitt** at 12:30 pm. After the singing of *O Canada* by the Ottawa Bach Choir, and in the unexpected absence of the assigned presenter, **Frank Cranton** volunteered to provide the invocation. He expressed gratitude for the internet technology (Zoom) that allows us to gather virtually each week.

Toastmaster:

As we were missing yet a second assigned presenter, **District Governor Hadi Mortada** stepped into the breach and proposed a toast to all who participated in the District Conference last weekend and to all who participate daily in Rotary activities. The Conference sessions were recorded and are available to view.

Guests:

Today President Caroline welcomed guest speaker Judy Lincoln, Susan Dalati, Martha Spear, RC of Lake Placid, Mostafa Noury, RC of Sodic West in Egypt, and prospective RCWO member Trish Buller who joined us by phone.

Birthday wishes go to: **Norm Thomas** on Oct. 21 and **Mary Wattie** on Oct. 22

President's Announcements:

Rotary Citation: We are well on the way to complete the goals required this year, notwithstanding Covid. We require only three new members in order to meet our club goal of 80 members. We have already met our service participation requirement by joining the Environment Sustainability Rotary Action Group, and through participation in the District Conference, we have met our district training goal.

The auction of the gift giraffe carvings from the Madzoo Primary School, Kenya will be held at an upcoming meeting, as soon as auctioneer **Graeme Fraser** figures out the online modalities.

World Polio Day is Oct. 24, 2020.

Local clubs have expressed a huge disappointment that our Mums and Calendar projects were cancelled. These two projects are returning next year, along with Music for Humanities.

Succession planning: **Dave Morton** will become club Treasurer while former Treasurer **Linda Flynn** will replace him as Secretary. We need a new chair for the Mums for Thanksgiving Committee.

Consider donating your meeting fees to the Rotary Foundation, food banks, local charities or other foundations. Contact **Linda Flynn** or **Dave Morton** about making payment to The Rotary Foundation.

Governor Hadi has challenged us all to donate \$20.20 (maybe round it up to \$25.00?) when we get a flu shot. The Gates Foundation will match 2:1 every Rotarian donation towards Polio eradication.
(polioplus@endpolio.org.)

ssPresident Caroline showed a slide presentation of the September RCWO-Ottawa Riverkeeper Shoreline Cleanup. That was **Governor Hadi** in one slide, smiling with a garbage bag in hand.

Featured Speaker:

Judy Lincoln, Executive Director, Westboro Village Business Improvement Area (WBIA).

Judy was introduced by **Larry Chop**. For over a decade Judy has worked in social enterprises, retail, and volunteer management. Most recently she managed Ten Thousand Villages in Westboro. She currently serves on the parent advisory council of "one door for care" at CHEO. Earlier this year she joined the WBIA, in the midst of the first phase of COVID shutdown.

Judy explained that BIAs are a Canadian creation of 50 years ago. They are city council boards of management. Board members include all commercial properties, owners and tenants within the designated boundary. Formed in 1979, the Westboro BIA is one of the oldest of the 19 BIAs in the city.

(<https://westborovillage.com>)

Within WBIA are 275 business. Most are small to medium enterprises. WBIA carries out various branding projects including street beautification (e.g. murals), community engagement initiatives, and specific promotional events, such as: 1) "Shop the village" in May; 2) the Fuse Street Festival; 3) "Wickedly Westboro," which usually attracts 1200 children Trick or Treating at the businesses. This year will be a virtual scavenger hunt of pictures hidden in windows in the businesses. (<https://westborovillage.com/event/wickedly-westboro-spooky-scavenger-hunt-2020/>); and 4) "Light up the Village" in December. This year there will be 100 wreaths hung on the streets, lights in the courtyard at the All Saints Anglican church, at the Churchill seniors center, and at Winston Square.

The Impacts of Covid-19

1. Early Days. March was devastating. Thus far, four businesses have closed, one has gone completely virtual, and 3 have relocated to larger venues. Uncertainty persists. Many companies have adapted, to include curbside pickup, restaurant take out, use of outside patios, revised menus, ecommerce, and the development of new revenue streams.
2. Current impacts. These are changing daily. We are now in a modified stage 2 shutdown. All feel the loss of foot traffic. Staffing evaluation is ongoing. The Government has announced new programs to help businesses, but these are not yet available.
3. The path ahead will focus on the small locally owned businesses as they concern themselves, their staff, and their customers with staying safe and healthy. We are reminded to support them, and be vocal about it. Follow local business on social media, and always leave positive comments.

Judy concluded by telling us that she is a former Rotary Exchange student and that her parents have been involved in Rotary for years. Her mother is a former DG and father was president of his Rotary Club. She replied to **Clive Talbot's** subsequent question about her time as an exchange student in South Africa, to say that she had been involved with two Rotary clubs (Evan and Margate), and that she returned in 2001 for an International Studies program.

During questions, **Ron Doll** asked about the situation with Mountain Equipment Coop. Judy replied to confirm they are a major anchor business and WBIA wishes to focus on support for their staff at this time. Ron also asked if the Farmers Market will be coming back. Judy confirmed that the Byron Linear park lies outside the WBIA, but the market has a strong relationship with the BIA and it is not competition. She hopes they will return this year.

Andrew Young noted that the Rotary Clock is in the Westboro Business Area. Judy knew that, and took the occasion to remind us that it needs a touch-up or two around the base.

Jennifer Ahde compared her own exchange student experience with Judy. They both went out in 1998. Jennifer also asked what was the greatest concern that businesses express to the WBIA. The answer was office rent. Fortunately, a new rent program will be available from the government, to be administered through CRA, but no details are available yet.

In reply to **Bob Harrison**, Judy said that the website [Westborovillage.com](https://westborovillage.com) includes a business directory. She confirmed that retailers feel the impact of less foot traffic most acutely. The cost of Delivery services for example eat up 30% of restaurant bills. Fortunately, the Alcohol and Gaming Commission allows restaurants to add liquor to take-out food orders.

Linda Flynn commented that she had been a former global grants scholar in 1980, and agreed with Judy that the experience was very rewarding.

Larry Chop thanked Judy on behalf of the club, saying that her talk was both very interesting and frightening.

Happy Dollars: Fred Christie managed the process this time, and announced that he had already paid \$25 to the club for his happy dollar comments along the way.

Larry Chop donated a dollar to thank Judy, a dollar to announce he has milkweed plants to share with anyone for planting, and a dollar to celebrate his flu shot. **Susan Diening:** The Rotary Masks have arrived and will be delivered to those who have paid. You will be emailed if you have not yet paid.

Bob Harrison: \$57 to celebrate his marriage of 57 years as of Oct. 12.

Graeme Fraser: He has received End Polio car flags and encourages all to watch the virtual concert for polio this Sat at 7:00 pm. Thanks are owing to Brian Foster for making this concert happen.

Hadi Mortada: October 24 is World Polio Day. Meanwhile, donate \$20.20 when you get your flu shot to the Rotary Foundation End Polio campaign.

President Caroline had a great experience at the District Conference. She reminded us to inform **John Kersley** if we attended any sessions so that credit for a make-up can be given.

Closing Remarks

Next week's agenda is a Club assembly. We will hear from the International Service, Youth Services, and Music Committees.

Support local business. Remember our sponsors of the Cash Calendar. They have supported us in the past. Let's do our part and support them now. Meeting adjourned at 1:31 pm. Stay safe. Keep Well

Tuesday, October 27, 2020

CLUB ASSEMBLY

Reports from

Robert Harrison - *International Service*

Jill Yarnell - *Youth Services*

Rod Holmes - *Christmas Music Program*

Invocation: Jeremy Klein

Toastmaster: Joe Parkinson



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