



Meetings: Tuesday 12 Noon, Bella Vita Restaurant

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## DECEMBER IS DISEASE PREVENTION AND TREATMENT MONTH

Today: **Christmas Lunch & Gift Exchange**

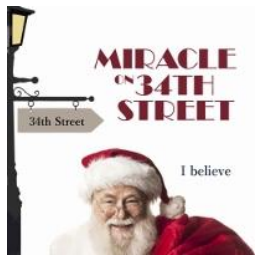
Next Week: **No meeting on Dec. 27**

<b>Happy Birthday</b>	<b>Happy Anniversary</b>

### CALENDAR OF CLUB AND DISTRICT EVENTS:

Date	Time	Event	Venue

### Theatre in the Country



Saturday December 10, we went with quite a group of members, friends and family to the Theatre in the Country performance of Miracle on 34th Street.

Starting with a pre-performance social, which included delicious appies at Angie and Dwayne's beautiful home.

Thanks so much Angie for having us, love your new home!

Even though it was a cold and somewhat slippery evening, just about everyone showed up and we had a lovely evening.

The theatre performance itself was described as really great to "debatable"....and everything in between.

The fact that we can travel to 272nd Street and find a wonderful community dinner theatre in the middle of a residential area is an amazing experience.

Great Club social, completely organized by Adrienne.....Thanks so much Adrienne, it was really nice to see so many of our members with family members visiting with each other in the spirit of Christmas.



### CHRISTMAS CYCLAMEN & POINSETTIA SALE:



We Thank You everyone for buying your Christmas Cyclamen and Poinsettias through the Meadow Ridge Rotary Club this year.

We sold 110 plants this year (most ever!) – made a little less money than usual, as the Poinsettias are considerably more expensive to purchase and consequently we don't make as much money as on the Cyclamen. Still, we made a little over \$900, almost enough for 2 Starfish Backpacks!

We delivered 16 Cyclamen to McKinney Creek on Friday, where they were received with open arms. All patients will have a Christmas plant with a Christmas card, which included a handwritten message from our Club, on their bedside table. Thanks to everyone, who purchased plants to be donated to Hospice, they were certainly very much appreciated!



Thank You also to those of you, volunteering in Ridge Meadows Hospital last Wednesday; we sold 15 plants that day!

Thanks again for participating in this annual fundraising project.



## LAST WEEK'S MEETING

Presidents Quote for the Day by Reba McEntire:

*To succeed in life you need 3 things,  
a wishbone, a backbone and a funny bone.*

### Cheque Presentation

**Mike Davies** presented a cheque for \$1,000 to the Salvation Army in support of their Christmas dinner. Accepting the donation on behalf of the Salvation Army was their public relations coordinator **Amelia Norrie**. She advised that bell ringers are still needed for two-hour shifts between now and Christmas to man the Christmas Kettles. Any volunteers?



### Meadow Ridge Rotary Christmas Luncheon and Gift Exchange

Remember to bring a specially wrapped gift to our Rotary meeting on **Tuesday, December 20** (maximum \$10) when we will celebrate together the last Rotary meeting of 2016.

### Guests (in addition to Amelia Norrie)

**Ashley Miller**, a member of the **Rotaract Club of the Fraser Valley**, visited to enlist our support of their activities. Ashley went to RYLA, and admitted (with the tongue-in-cheek) that she wasn't sure she would go because they didn't allow cell phones.



[As Rotarians know, RYLA stands for Rotary Youth Leadership Awards, which is "an exciting opportunity for young adults, between 18 & 30, to participate in a four day, leadership camp with like-minded individuals

where participants will form lasting friendships, hear from professional speakers, develop as a leader, grow as a person and have fun - at no cost."]

**Matt Seligman**, a repeat guest, who was originally invited to our meetings by Doris Gagel.

After the meeting Matt offered to maintain our Facebook page.

Thank you Matt!

And it is in good hands, as Matt is a website developer!

### Happy and Sad

**Brian Bekar** gave a loony just because we have a very noisy (and happy) meeting.

**Adrienne Dale** threw some money [aka bucks, dough, bread, tamales, scratch, moolah, smackers, ducats, and spondulix, or as they might say in South Africa, some "kroon"] into the pot, thereby enriching our Club's coffers by a "20 spot" to be exact [or in South Africa, would that be called a "choc"?], in remembrance of our Club's attendance at the Theatre in the Country's production of "Miracle on 34th Street" last Saturday.

**Mark Vosper** is off to England over the Christmas holidays to visit family and friends.

**Walter Volpatti** confirmed that tax receipts will shortly be in the mail for those making donations to the Rotary Foundation.

**David Rempel** reminded us that silent auction items are going to be needed for the Wine Festival, which is going to be held on April 22, 2017.

### Today's Speaker - Lino Siracusa - Economic Development Officer



Lino is the Economic Development Officer for the City of Maple Ridge. He is also a former Rotarian. He previously worked as the Economic Development Officer for the city of Richmond, following which he worked for Central Mortgage and Housing Corporation, including a seven year stint as manager of the Granville Island Market, which was developed by CMHC. Lino joined the city of Maple Ridge in September 2015.

Part of Lino's portfolio is "Tourism Development". Lino posed three questions: "Why do we need it?", "How do we do it?" and "What will we do?"

#### **Why do we need it?**

Lino said that we have not yet taken full advantage of tourism development to support job creation within the city. In the Province, tourism accounts for approximately 127,000 jobs, and \$825 million in tax revenue to the provincial government. It is estimated that \$41 million is spent in Maple Ridge on tourism, and approximate 360 people in Maple Ridge work in the tourism industry. Tourists spend money when they come to visit, and if visitors come the community will grow.

#### **How do we do it?**

We have great natural resources in terms of mountains, rivers, parks, lakes and trails to offer visitors, and which are a source of community pride. It is better to think in developing a "visitor" strategy rather than a "tourism" strategy, because a lot of people come to Maple Ridge who are visiting, but are not necessarily tourists. The vision is to promote outdoor and rural activities. We want to build on nature and focus on the next four years.

#### **What will we do?**

The vision is to emphasize four areas:

- outdoor recreational activities
- festivals
- a walkable city center
- agro tourism



The strategy is to:

- Develop collaboration, as all businesses need to be involved. For example, Canadian Tire sells camping equipment, to be used by tourists who spend their time at Alouette Lake – both benefit.
- Consider having a hotel room tax. Maple Ridge is one of the few communities which do not have a hotel room tax, which can then be funnelled back into development of tourism.
- Create exceptional visitor experiences. For example, to promote fishing of salmon on the Fraser, we could encourage the development of a charter boat rental for this purpose within the city. We could develop something similar to the Gross Grind, and market the great white trails that we have.

One area that we have a weakness in is hotels and similar accommodation, which are in short supply.

President Ineke thanked our speaker, and advised that we would be donating a book in his name to our library project in Nunavut. She also noted that the slogan or motto of the Business Improvement Association is “Ours to Share!”, which is in keeping with the development of tourism.



50-50

**Patrick O'Brien** will had the first chance at a new deck of cards, but failed to match **Betty Leven's** feat of last week when Betty pulled the Queen of Hearts out of the same deck. Patrick managed only the 9 of Hearts.

President Ineke's Closing Quote of the Day

*The speed in which a woman says "nothing", when asked "what's wrong?" is inversely proportional to the severity to the coming storm.*

**Submitted by Laurie Anderson**