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Meeting Minutes January 7th cont'd

Club Donation

RI Convention 2025



2023-2024 Officers and Directors

- Rob Wolfson, President
Wayne Wiebe, President Elect
Anthony Tonkinson, Past President
Dale Perret, Secretary
Vlad Sasarman, Treasurer
- Pam Montgomery, International Service
Dean White, Youth Service
Brennen Pell, Community Service
Neil Beatty, Club Service
Keith Wellon, Club Operations
Peter Bickham, Club Financial
Sharon Fraiman, Membership
John Charrett, Rotary Foundation

RI President Stephanie Urchick
Rotary Club of McMurray, Pennsylvania USA
District 5360 Governor Christina Hassan
Rotary Club of Calgary Fish Creek

Tourism Calgary Alisha Reynolds, President and CEO



Alisha Reynolds joined Tourism Calgary as President and CEO on June 3rd, 2024. Prior to her new role at TC, Alisha spent over 7 years at Northland Properties Corporation, holding senior leadership roles in restaurant and hotel operations, as well as development throughout North America. She was part of the executive teams responsible for Sandman Hotel Group and The Sutton Place Hotels, Moxies, Chop, Shark Club and Dennys. At one point, she oversaw a portfolio of 23 hotels in Western Canada, including all facets from operations to sales, HR, marketing, and revenue management. Alisha's professional background includes golf and country clubs, banking and law, but her passion lies in hospitality. She holds a Bachelor of Commerce and Juris degrees from the University of Saskatchewan, a certificate in Hotel Real Estate Investments and Asset Management from Cornell University, and a Master of Business Administration from Queens University. She currently serves as Board Chair of the Tourism Industry Association of Alberta.

Prez Rob introduced our speaker, Alisha Reynolds, CEO of Tourism Calgary.

Alisha noted that Calgary's Visitor Economy is as follows:

2019	8 million visitors spent \$2.2 billion
2023	8.4 million they spent \$3.1 billion
2024	8.4 they spent \$3.2 billion

The goal is to double visitor spending to \$6 billion by 2035.

Business Plan — Strengthen Calgary's reputation through brand

- become a year-round eventful city
- elevate Calgary to be a top convention city
- build community and collaboration

Tourism Calgary's (TC) premier event this year is the Rotary International Convention, June 21-25. TC and the Host Organizing Committee have been working together since 2017. In 1996, the convention hosted 26,000 delegates. Calgary has the reputation for "the best Rotary Convention ever"!

It takes a village to make it work, as follows: TC, Host Organizing Committee, Rotary District 5360, Calgary Hotel Association, City of Calgary/Calgary Transit, BMO Center at Stampede Park, Scotiabank Saddledome, and local Civic partners.



Tourism Calgary's Role:

- provide expertise wherever needed
- help drive attendance
- provide referrals and connect local businesses and service providers to Rotary

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Attendance

30 at our meeting today, including 6 guests who were introduced by our greeter, Dean White:

Rod Warnoch (Brennan), John Botanti (Brennan), Dave Weatherall (Rob), Alisha Reynolds (speaker), Shelley Zucht-Shorter (speaker), and Cassandra Graves (speaker).

- 1998 Former White House intern Monica Lewinsky signs affidavit denying she had an affair with President Bill Clinton
- 1999 President Bill Clinton's impeachment trial begins in the US Senate after the House voted to impeach him for lying about his affair with Monica Lewinsky
- 2021 Facebook Chief Executive Mark Zuckerberg blocks President Donald Trump from Facebook and Instagram til January 20, following suspension of his other social media accounts the previous day

Announcements

- Thanks to Stephen and Anne for their continued work on the Arch.
- Dale Perret broke her arm in a fall on ice.



Prez Rob opened the meeting with an Indigenous Fact and 'On This Day in History'.



Indigenous Fact

While Christmas was a religious event for the Métis, New Year's was a grand social celebration. It was not uncommon for several households in a community to hold a feast and dance on different nights so that people could visit and celebrate for many evenings in succession around New Year's Day.

On This Day In History

- 1927 Harlem Globetrotters play their 1st game in Hinckley, Illinois
- 1929 'Tarzan', one of the first adventure comic strips first appears
- 1964 Bahamas becomes self-governing
- 1982 TV series 'Fame', based on the film of the same name, starring Debbie Allen and an ensemble cast, premieres on NBC TV



Birthdays & Anniversaries

Paul G announced January Birthdays ...
Bruce B, Dick S, George VS

Wedding Anniversaries ...
Bill & Maria Stemp, Vlad & Aida Sasserman,
Haim & Josette Fraiman

Club Anniversaries ...
Anthony (38 yrs), Sandy Swan (33),

Bob M (29), Stephen (24), Garth S (17), Michael S (7)

Chase the Ace

Neil won \$63, the Club gained \$84, and the pot of \$1,634 lives for another day!





Strengthen Calgary's Brand & Reputation

Tell the Blue Sky City story

Share our city's culture and unique experiences

Be a destination of exciting possibilities (and a basecamp for adventure)

Celebrate our city's diversity

Year-Round Eventful City Seasonal Anchors

- Winter: Chinook Blast, Winter City Sport and Major Event Boost
- Spring: Culinary, Beer and Spirits
- Summer: Stampede, Festivals and Attractions
- Fall: Music, Art and Culture

Attract exciting events to Calgary and position the city as a vibrant, diverse destination with lots to do.



Build Community & Collaboration

Lead Calgary's visitor economy by building inclusive relationships to improve the destination through alignment, collaboration and sharing.



We are excited to welcome the Rotary International Convention back to Calgary after 29 years

- Tourism Calgary and the Host Organizing Committee have been working together since 2017
- In 1996 we hosted 26,000 Rotary delegates
- Calgary holds the reputation as being the "best convention ever!"

It Takes a Village

- Tourism Calgary
- Rotary International (RI)
- Rotary Host Organizing Committee
- Rotary District 5360
- Calgary Hotel Association
- City of Calgary/Calgary Transit
- BMO Centre at Stampede Park
- Scotiabank Saddledome
- Local Civic Partners group

Tourism Calgary's Role

- Provide expertise wherever it's needed
- Support RI, HOC and District 5360 and all other promotional committees around the globe
- Help drive attendance
- Provide referrals and connect local businesses and service providers to Rotary
- Offer exceptional experiences to delegates and their families so they share the story of Calgary and come back again
- Lead our community and hospitality industry to be Rotary Ready for June 2025
- Support the Rotary 2025 Volunteer Program with on-site and remote

Calgary is Being Promoted Around the World



Welcome to the Blue Sky City

Our reputation as the ultimate hosts and the friendliest city starts from the minute Rotarians arrive.

Visitor Services & Deals for Rotarians

Explore More Pass

- Calgary Explore More Deals Pass for delegates (digital)
- Access to our team of Visitor Service experts before and during the convention.

Our Factors for Success

- Support of Rotary International, the Host Organizing Committee and Rotary 5360 to host the best and most memorable convention in history.
- Engagement of Calgarians to welcome Rotarians, learn more about the magic of Rotary, and be ultimate hosts to our guests.
- To ensure that our local tourism & hospitality partners share in our success and are well prepared to roll out the red carpet.

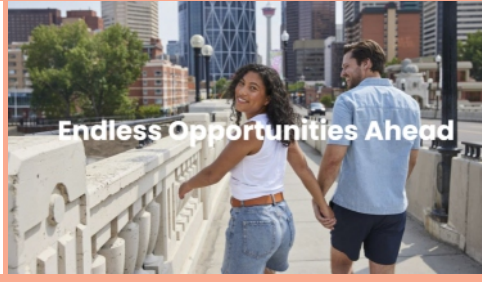
Our Ultimate Outcome

"That conference was the best yet!"

"I can't wait to return to Calgary - and you should come with me!"

A Legacy in the Making

- The conference is projected to generate over \$81 Million in economic contribution to Calgary
- Sharing our culture of Western heritage and multiculturalism with the world
- Inspiring the community through Rotary's leadership



Vocational Service Month

January 21st
January 30th

Mackenzie Murphy, Corporate Communications Coordinator, Calgary Airport Authority
Evening Meeting at The Point @ 5:30pm

Peace Building and Conflict Prevention Month

February 4th
February 18th
February 27th

Directors' Updates
Shaundra Bruvall, Director of Communications, AlphaHouse Society
Evening Meeting at Village Brewery @ 5:30pm with Calgary East Club

Water, Sanitation and Hygiene Month

March 18th
March 27th

Jordan Guildford — Gems for Gems
Membership Mingler at Carriage House Inn @ 5:30pm



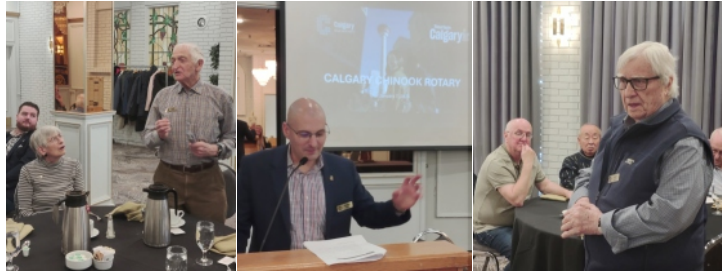
Meeting Minutes *... cont'd from page 2*

Good News

- Hank for another New Year's celebration
- Rob for Christmas with his kids

Sad News

- Bart for loss of a friend, Al McNeil, former coach of the Calgary Flames



Guest Speaker

Prez Rob introduced our speaker, Alisha Reynolds, CEO of Tourism Calgary

Tourism Calgary *... cont'd from page 1*

- lead our community and hospitality industry to be Rotary ready by June 2025
- support the Rotary volunteer program with training expertise

“WE WILL RE-AFFIRM OUR REPUTATION AS THE ULTIMATE HOSTS AND THE FRIENDLIEST CITY FROM THE MOMENT ROTARIANS ARRIVE.”

A Legacy in the making ...

- the conference is projected to generate over \$81 million in economic contribution to Calgary
- sharing our culture of western heritage and multi-culturism with the world
- inspiring the community through Rotary's leadership

Rob presented a polio certificate as thanks for an excellent presentation.



English was invented by people, not computers, and it reflects the creativity of the human race, which, of course, is not a race at all. That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

PS ...Why doesn't "Buick" rhyme with "quick" ?

Club Donation

Neil Beatty and Joe Hooper presented a check for \$1,000.00 to the Horton Road Legion #285. This was for their support of senior activities.



RI Convention 2025



MAGIC ALL AROUND

21-25 JUNE 2025 • CALGARY, CANADA

Register today at convention.rotary.org

#Rotary25