



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Valarie Wafer**

RI President: **Ron D. Burton**

Week April 09, 2014

Board 2013-2014

President: Michael Bell, Secretary: Ron Miller, Treasurer: Don Edwards

April 16, 2014 – Big Ideas Forum Community Engagement Led Rotarian Toyin Dada, Crooked Cue, 7.00 PM

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Special General Meeting - Toronto Ribfest Update

- Money raised
- Citizenship Ceremony
- Etc.

What's new in Food?



Toronto Ribfest Co-chairs Hugh Williams began by asking

“What makes our Toronto Ribfest awesome?”

- Free beer (for Hugh)
- Volunteers
- Good weather = sunshine
- Canada Day = Justin's Birthday
- Fireworks

- ✓ **Variety Pack** with front of the line access. The plan is to create a special opportunity for our patrons to purchase a “variety pack” of ribs and also have “premium lines” for them so they bypass the long lines. The variety pack would consist of a 1/3 rack of ribs from 3 different ribbers (the customer's choice). They would go to the premium line at one, then to the other and to the third. The cost hasn't been finalized yet but the idea might be to charge \$30 with \$22 to the ribbers and \$8 back to the Club. This is a potential money maker.
- ✓ **Gourmet Food Trucks** – Hugh asked Jack Fleming to talk about the food truck venture. Jack said that in addition to our 16 ribbers there will be 2 gourmet food trucks this year. They will be Caplansky's “Thundering Thelma” Food Truck, and “Me N U” food truck.
- ✓ **Celebrity Judging** – Hugh said they are working to get Celebrity judges for the event. Judging will take place “on stage” Saturday (chicken), Sunday (pulled pork) and Monday (ribs and sauce). He said they are looking to fill 8

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of the 12 positions with celebrities from the media, sports, entertainment, the food community and Rotary. The other 4 positions will be “auctioned” to “regular people”. He added that they already have a few Olympic and Paralympics athletes lined up.

What's New in Fundraising?

- ❖ **Beer Sales** – Hugh asked Co-Chair Justin DiCiano to talk about the Beer Sales. Justin emphasized that the focus this year will be to ‘modernize the delivery of beer to the patrons’. We will not be having the beer tents as we have in the past as they have a “not as professional” image. Justin said they are spending money to build “professional looking” bars that have “easier flow” for the patrons. They will be in the centre of the park instead of at the opposite ends of the grounds with “satellite” facilities in other areas of the park. Carlsberg will be the sole beer supplier this year (they are paying more to be here). Justin added that the World Cup will be happening during Ribfest. Four years ago the World Cup interfered with attendance during some of the keys games. Since Carlsberg is the beer sponsor for the World Cup they are setting up screens that will have satellite feeds of the games during Ribfest. They are also setting up a giant “foosball” game on the field that should be a great attraction. The beer will be all in cans (Carlsberg/Carlsberg Light/Kronenbourg/Kronenbourg Blanc). Justin feels that this should all result in higher beer sales.
- ❖ **Entrance Program** – Last year the entrance program was handled by the Toronto Rotary Club. We charged \$2 and took in \$130,000 that was split

50/50. However, there were still many people that circumvented the gates and did not pay. This year there will be 4-foot fencing all around the entrance area with patrons being funneled through the entrance which will be manned by volunteers at the gate collecting the \$2 entrance fee. This should ensure a larger return.

- ❖ **Merchandise** – Hugh said that we had made “some attempt” at selling Ribfest merchandise previously with only limited success. However, Theresa Sherwood has been working on some new ideas that look good including BBQ aprons and t-shirts. These are “high quality” and “look terrific”. As well, since all the beer will be in cans this year, we will also be selling beer cosy’s. The merchandise will be sold out of the Rotary Pavilion.
- ❖ **Caricatures** – Our member Amir Avni will be doing caricatures in the Rotary Pavilion. He will be doing them for \$20 with the money going back to Ribfest. This should also be a fun attraction

What's New in Attractions?

- **World Cup Round of 16** – As mentioned the World Cup Round of 16 will be taking place during Ribfest. Arrangements have been made to have the games televised via satellite to screens in the park.
- **Seniors Day** – Opal Rowe is making arrangements for having a “Seniors Day” for local seniors on Friday.
- **Opening Day Kickoff** – An opening day ceremony “on stage”.
- **World Pride Affiliate Event** – For the first time ever in North America, World Pride will be held in Toronto this year and will take place during Ribfest. It will overlap with Ribfest on the Friday, Saturday and Sunday. Over 2 million people will be

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attending. Since this is a conference on "human rights and world peace" it was asked if we wanted to be listed as an affiliate event along with other venues such as the ROM and the AGO. In the past we have supported the Arts Etobicoke QMAP program which is an arts project for LGBTQ youth. In conjunction Arts Etobicoke will be displaying some of these art works in the Rotary Pavilion during Ribfest. Initiating a collaborative agreement with the village office

What's new in media?

- **Enroute Magazine** – Enroute magazine, the Air Canada magazine, will have a feature article on the Toronto Ribfest on all of their flights in June. This will introduce people from all over Canada to Ribfest. Hugh also feels that this will give us "a stronger case" to approach the Ministry of Tourism for grant support.
- **Hotel Programming** – There will be electronic kiosks in the park that will allow patrons to check on local hotels, etc.
- **Small media radio** – Hugh said they are "vigorously" pursuing the small media radio market.
- **Mobile Social Application** – There will be a new mobile social app for Ribfest.
- **Patron Survey** – A random survey of patrons will be made to help keep Ribfest viable to the public.

What's coming?

- ✚ Point of Sale and Online ticketing – Justin says they are looking at both options in hopes of alleviating some of the patron flow problems of the past.-

Staffing/Volunteer Program Implementation (100 +)

- Hugh asked Liz Reid, the Ribfest Volunteer Coordinator to talk about the Staffing/Volunteer program.
- Toronto Ribfest is a 5 day event that hosts 30,000 or more people a day. Staging this event involves 2 days of setting up, 5 days of hosting the event and 1 day of tear down - a total of 8 days!! To run this year's Toronto Ribfest easily and well, we need to fill over 1500 volunteer shifts. Over the 5 days of the event that average to 300 volunteer shifts a day, with two dozen or more also required on site during set up and tear down!
- Membership in Rotary Etobicoke brings many advantages - friendship, education, the opportunity for networking - but a primary purpose of the Rotary club is to raise money for community causes. Toronto Ribfest is this club's primary fundraising event and it is the responsibility, indeed the duty, of every member to contribute to its success!
- Our volunteer motto this year is 100 + 1.
- We need 100% of the membership to participate in Toronto Ribfest 2014. We are also asking every member to commit to getting at least 1 other person to commit to volunteer to Ribfest. You can ask to work together if you wish.
- Toronto Ribfest is planned and organized by a small but extremely dedicated group of members who have been working hard since the fall to make it happen. Now, they need the help of every club member to host it!!
- Volunteering at Toronto Ribfest is work, but it is also a lot of fun! There is great music and entertainment and a wonderful sense of collegiality that grows with the number of days you are there. So, we need you to volunteer as

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much time as you are able to give. Why not consider taking time and starting your vacation at Ribfest. Use a day, use two days, or maybe even an entire week to support this great event!

- The club has an Online Volunteer Registration System, which we are asking everyone to use to sign up. The system will tell you when and how you can help. Your registration will help us get organized and will also help you stay in the communication loop. To sign up

...go to torontoribfest.com
...click on the Volunteer tab
...and follow the link!

If you have any questions, you can email Liz at volunteer@torontoribfest.com

Come out and help us make this the most successful Toronto Ribfest ever!!

What's back?

- **Entrance Program** – the entrance program will again be “Working with our partners to Eradicate Child Hunger – Nutritiously”. This will be prominently displayed at the entrances.
- **Big cheques with Community Groups** – We will be doing ceremonial cheque presentations “on stage” with the community groups that we have supported.
- **Canada Day** – The Citizenship Ceremony, fireworks, etc.
- **Hero's Day**
- **VIP Treatment** – Special attention to our visiting VIP's

- Little Peter and the Elegants
- George Oliver with John Finley and Liberty Silver
- Maolin
- Marshall Dane
- Tone Dogs
- Fiddlestix
- Sultans of String
- Jay Douglas
- New Hollywood
- Flash Teeter and Men from Mars
- Irene Torres and the Sugar Devils
- Danny Marks
- Paul James
- JW Jones
- Jack DeKeyzer
- Salida Project
- Silverbacks
- Jane Bunnett and Cuban Band
- Heavy Weight Brass Band
- Slime Dogs
- Skip Tracer
- Mason Dixon

Etobicoke Youth Rugby Team Jerseys:



Music (so far)...some of this year's entertainers! Climax Jazz band

- High Gate Road

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The Club supported the Etobicoke Youth Rugby Team by buying team jerseys for them to wear at an upcoming rugby tournament. Justin DiCiano brought one of the jerseys to today's luncheon to show the members what we had purchased.

Secretary's Announcements



**Monday April 14, 2014 – Board Meeting,
6.00 PM. President Michael's Residence.**

**Saturday April 19, 2014. Rotary
Leadership Institute (RLI) – Levels 1, 2, & 3
– Seneca College, 1750 Finch Ave E,
Toronto. Contact Ron for details and
Registration.**

**Saturday May 03, 2014 – BMO Institute
for Learning, 3550 Pharmacy Ave, Toronto.
7.30 AM – 2.00 PM. Contact Ron for
details and Registration.**

The Rotary Club of Toronto – Forest Hill "President's Gala 2014":

Our Club members are cordially invited to join the members of the Toronto – Forest Hill Rotary Club in celebrating their "President's Gala 2014" at The National Club Toronto Friday, April 25th (registration 6:30 – 7:00 PM; dinner & dancing 7:00 – 11:30 PM). Tickets are \$85/person and include the Reception, Wine & 3 Course Meal. Music provided by the Igor Babich Band. To register, please contact Kathy Verduyn (Kathy.verdun@ontario.ca or 416-305-9834).

Superior Court Justice Cory Gilmore - Scarborough Rotary Club – Tuesday, May 13, 2014.

The Scarborough Rotary Club has invited our members to attend their meeting on Tuesday May 13th at the Scarborough Golf Club (12:30 PM) when the speaker will be Superior Court Justice Cory Gilmore. She is the daughter of Judge Stan Long, a long-time member of the Rotary Club of Etobicoke. She is one of our Bilingual Judges who practiced law in Alliston specializing in Criminal and Family law. They are hoping to have as many members as possible from our Club attend.



50/50 Draw

Earlene Brown – 7 of Clubs. So the pot grows...



Visitors & Guests

Visitors and Guests:

- **Anne Wood** – Guest of Donna Cansfield
- **Michael Chudy** – Guest of Maati Lahroussi – Potential new member
- **Matt Belvedere** – Guest of Michael Bell – Potential new member

Attendance:

Members 22
Visitors & Guests - 03
Total - 25

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HAPPY BUCKS

Jack Fleming – Jack was happy to say that he will be attending the luncheon with Lieutenant Governor David Onley in Oshawa on May 5th. He has been busy trying to confirm dates with the LG regarding the Rotary at Work event the Club is planning. Jack was also happy to say that he attended the MicroSkills 30th Anniversary open house on Monday. He said that Donna Cansfield was there in an “official capacity” and that Theresa Sherwood was also in attendance. Jack was able to say a “few words of congratulations” at the event. As well, Jack was happy to say that he had Secretary Ron send out a “blast” saying that he was looking for a few more members to volunteer for the mentoring event planned at SHEA (Scarlett Heights Entrepreneurial Academy). He said he quickly received 3 phone calls from Brock Buchanan, Keith Theodore and Dr. Jay Carey who agreed to become mentors for the event. They will join Jack, Martina Ernst, Peter Dusek, Theresa Sherwood and Maati Lahroussi at SHEA. Jack wanted to thank all of them for volunteering.

Hugh Williams – Hugh noted that before he moved he used to go jogging but do to work, the move, the weather etc, he hadn't continued. However, he was now happy to say that he was jogging again and that he was back up to 5+ km runs. He said he now realizes “how much happiness kicked in by accomplishing his goal” and says he can now relate to how the kids in the Cameron Helps running program feel after their 13 week session. The running program helps the kids deal with depression through this “feeling of accomplishment”. As well, Hugh was happy to say that he was at a meeting last for the Rotary Food Initiative put in by the Rotary Club of Toronto that was attended by representatives of all of the food initiative groups.

Hugh added that there are a huge number of kids who go to school without having breakfast and the “a hungry teen is an angry teen”. This is something that Rotary wants to do something about.

Michael Bell – Michael was happy to recognize Donna Cansfield for wearing her pink jacket today in support of “Anti-bullying Day”. He said that he had worn his pink shirt today for the same reason.

Invitation to Luncheon with the Honourable David Onley, Lieutenant Governor of Ontario:

Members are invited to attend a luncheon with the LIEUTENANT GOVERNOR OF ONTARIO, the Honourable David Onley, in Oshawa on **Monday, May 5, 2014**. This visit will be an outstanding event in the city's social schedule and attended by the civic leaders in all fields of business, education, the arts, NGOs, the military and government. Hosting this special event is The ROTARY CLUB of OSHAWA and co-hosted by UOIT. It will be held at the University Of Ontario Institute Of Technology Downtown Campus in the recently renewed and updated facilities of the historic Alger Press building near the GM Centre.

The Lieutenant Governor's mandate is to raise awareness for accessibility or “that which enables people to achieve their full potential.” Like Mr. Onley, who experienced polio as a child and who now lives with post-polio syndrome, the Rotary Club of Oshawa and Rotary International work to eradicate polio world-wide and to provide support for community organizations that improve accessibility.

Monday May 5th, 2014

12 Noon

2nd floor, UOIT Charles St. Building

61 Charles

Oshawa, ON

Invitations are being sent to recognized community leaders. This event is expected to sell-out. We have a limited number of tickets available. To reserve your seat please contact **Dr. Teresa “Tess” Pierce** at **Teresa.pierce@uoit.ca**. Cost is **\$25.00 a plate**. Advanced purchase is highly recommended.
