

**ROTARY CLUB of HEALDSBURG SUNRISE  
TAYMAN PARK  
MEETING SUMMARY**

**DATE: Wednesday, 5 October 2016**

**ATTENDANCE:      31/46            67%**

**PLEDGE OF ALLEGIANCE:**

Barney Brady led the group reciting, "We pledge allegiance... with liberty and justice for all."

**ROTARY MOMENT/INSPIRATION:**

Pres. Brad offered the following:

*The purpose of life is not to be happy. It is to be useful, to be honorable, to be  
compassionate, to have it make some difference that you have lived and lived  
well.*  
*Ralph Waldo Emerson*

**SINGING:**

To commemorate the National League wild card playoff game Club members sang, to the tune of *The Sidewalks of New York*, a song-parody, *The City of the Mets*. One would have to have been present to capture the full import of the event. Despite our singing, we all hope that the Giants prevail this evening.

**GUESTS:**

1. David Goodman, Redwood Empire Food Bank

**ANNOUNCEMENTS:**

1. **Lance Cottrell** reported on a successful **CHOICES** program at the Junior High this year. Principal Bill Halliday was particularly pleased with the results, citing several students that had spoken to him afterwards about their positive experience with the Rotarian teachers. Lance had all participating members stand for recognition.

2. **Past President Lee Morton** reported on the formalization of a **Past President's Circle** comprised of Dennis O'Neel, Will Seppi, George Dutton, Larry Orr, Pam Moulton and Lee Morton. This committee will meet monthly and is an open resource for any Club member to discuss the Club, it's leadership, projects and other activities.

3. **Andy Esquivel** reports at the **Drew Esquivel Golf Tournament is SOLD OUT!**

There is still need for some volunteers from our Club. He has engaged students from the Interact Club at the high school as well as the wrestling team for some of the volunteer activities. The event will be held on **Saturday, October 15 at Tayman Park**. A sign-up sheet is being circulated to help verify times already committed to as well as to elicit additional support.

4. **Richard Hillman** reports that the poster inviting veterans to our **Veterans Day Breakfast on Friday, 11 November 2016** will be ready for distribution next week. An oversight left the time for the gathering off of the poster (oops!) And it will be reprinted for distribution next week.
5. **Shaun Sheilds** once again reminded members to contribute to the **Change for Change** boxes on the table to help support the Rotary International Foundation.
6. **Dennis O'Neel** is resuming the "**Fireside Group**" meetings with a senior Club member and new members to discuss the Club, the scope of Rotary International and different ways that that service can be provided. He would like to have his first meeting be with the chairpersons of all committees in the Club to reaffirm their commitment to their tasks. Meetings will be held at his house in the evenings, over a glass of wine after the evening meal. The first meeting will be set up after committee chairs have contacted Dennis.
7. **SCARC dinner in October is on Thursday, 10/27** and will be at the Windsor golf course-Charlie's restaurant. The cost is \$50 per person. Members are encouraged to respond to the email they received regarding this event and register individually. Those members wishing to register through the Club should contact Doug Pile (dpile@sonic.net). Once a commitment for registration has been made, you will be obligated to pay the \$50 whether or not you attend the meeting.
8. **President Brad** reports that he will be meeting with the organizer of the Cloverdale **bike tour-fundraiser** that will be held this coming weekend today. He is also hoping to have a meeting with Gary Rose from the Napa Club which puts on a very large and profitable ride in the spring. Any members wishing to participate in these discussions are urged to contact Pres. Brad.

#### **RECOGNITIONS:**

1. **Will Seppi** is a year older. He had a low-key celebration and because of this was able to make a generous donation to the president's discretionary fund.
2. **Richard Hillman** attended the Air Force Academy-Navy football game in Colorado Springs last weekend with his sons. The Academy prevailed over the Navy. Richard brought back a stuffed falcon toy as a gift for Pres. Brad, to be handed down to his grandson. A contribution was also made.
3. **Ann Marie Montecullo** has returned from a trip to Italy where she enjoyed good weather, good food and good wine. She brought back some slippers that might fit Brad, as well as a Pinocchio pencil. She will discuss and negotiate compensation next week, when there are other several other events worthy of recognition in her life.
4. **Dan Erickson** was also in Europe with his wife and brought back a working model of Pinocchio along with some chocolate from Zürich, Switzerland. He also made a generous contribution to the president's discretionary fund.

#### **RAFFLE:**

**Dan Erickson** also won the raffle holding the winning ticket. Unfortunately he was unable to state within five years when the first railroad service arrived in Healdsburg. The correct answer was 1872. The pot grows once again. Enjoy your free breakfast, Dan!

## PROGRAM:

David Goodman, CEO of the Redwood Empire Food Bank (REFB), gave a presentation on the organization and its scope of services as well as an overview of food insecurity in Sonoma County and the Northern California region.

David has been the CEO of the REFB since 2000. At that time it was an organization with three programs providing 4.2 million pounds of food per year. It has subsequently grown to include over 15 programs providing 14.5 million pounds of food yearly. This provides some degree of food security to over 82,000 residents of Sonoma County (1:6 in the county) and also provides over 33,000 meals daily.

15 programs are run directly by the food bank including meal preparation and distribution, coordination with schools and other social entities to provide healthful meals and education regarding food, in addition to procuring and distributing produce, groceries, and other foods provided through donation and discounted purchase. There are 175 community and faith-based partners with the REFB to help extend their services.

In Healdsburg these include the Trinity Baptist Church, Healdsburg Shared Ministries, Salvation Army, Alliance Medical Center, Calvary Church, Community Childcare Council and the Boy's and Girl's Club.

Food services are provided out of their warehouse facility, a 60,400 ft.<sup>2</sup> facility at 3990 Brickyard Way in Santa Rosa, off of Airport Boulevard. At that facility a process and distribute over 15 million pounds of food per month.

Food services to community groups are provided on a sliding scale fee structure, based on the agency's needs, financial resources, and scope of services. Examples of services provided were given, varying widely from entity to entity. Yearly, the Salvation Army receives \$51,000 worth of wholesale value goods for \$11,000. The Healdsburg shared ministries receive \$371,000 worth of goods at a price of \$75,000 and the Trinity Baptist Church receives \$474,000 worth of wholesale goods for \$5600. Part of this disparity in the cost of food for each entity relates to the fixed costs of operating each facility and each agency's ability to fund raise to help offset its expenses. It is important that members wanting to make contributions to end food insecurity in our County make their contributions to both the REFB as well as their local delivery entity. Fixed costs for the local entities include rent, utilities, insurance, and other non-food related expenses.

Funding for the REFB comes primarily from local donations. Less than 1% of their funding comes from the county, there is some federal funding, and there is also a vocational reimbursement from the state for services including prepared meals for state-mandated programs. The annual budget of REFB is roughly \$9.5 million.

Many questions were asked about the operations of the REFB.

David invited members to come and visit the facility and perhaps to volunteer. Their website, <http://refb.org/>, will hopefully will inspire you to do just that.

David ended his program with a 10 minute slideshow based on interviews that he does with people who come to the food bank for the first time. The spectrum of need covers all segments of society, all levels of education, and invariably is associated in the minds of the clients as something like "I never thought I would need this". He asked us each to examine our own lives, or the lives of our friends and realize that we may each be on the verge of food insecurity depending upon circumstances. Fear of hunger or food insecurity should always be on our minds whether it relates directly to us, or from our perspective , on the minds of people less fortunate than we.

NEXT MEETING:

Wednesday, 12 October 2016

[David Mickaelian, City Manager of Healdsburg](#)

State of the City

Respectfully submitted,

Doug Pile, Club Secretary