

Palo Alto Rotary Pinion

January 31, 2022

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Editor: GINNY LEAR

With President KHASHAYAR “CASH” ALAEE presiding, President-Elect KAREN ROHDE saw no visiting Rotarians and invited hosts to introduce guests. CHARLIE WEIDANZ introduced Nada Djomehri, who is visiting for her second time. Later in the meeting, CASH noted that guests Shoshana Sher, daughter of GEOFF ZIMAN, and Gennady Sheyner of the Palo Alto Weekly, had joined in.

THOUGHT FOR THE DAY



New member YASSINE LAGHZIOUI brought us our Thought for the Day. YASSINE first encountered Rotary around 15 years ago in his home town of Safi, Morocco, where he would walk past the blue and gold Rotary sign on a daily basis.

In time, he met some Rotarians, and was always impressed with their integrity and community spirit, and he decided he wanted to be a part of this group. But it wasn't until recently that he finally decided to act on that intention by joining our club. His experience in our club has lived up to his expectations. (We are fortunate to have you with us, Yassine.)

ANNOUNCEMENTS

Chinese New Year is tomorrow, February 1, and we all know a little more about it thanks to GLORIA HOM. More than 2 billion people celebrate Chinese New Year, and it leads to the largest annual migration of people in the world as so many go home to

celebrate with their families. This year will be the Year of the Tiger: a person's animal is said to be the animal that hides in your heart, and is important in making marriage matches and



other important decisions. People celebrate New Year's Day with lots of delicious food, firecrackers, lion dances, a dragon dance, and red envelopes for the children. In China, things are closed from Jan 31-Feb 5, but here the celebration continues until the parade on Feb 19! Plenty of time to enjoy the festivities. (Check out the Chinese zodiac animals on the last page- a 12 year cycle.)

MIKE REYNOLDS encourages everyone to attend the District 5170 International Women's Day event on Sunday, March 13, 4-6:30 pm, at the San Jose Summit Center. Celebrate women's achievements in leadership roles. Network with Rotarians. Our club will have a display of our WCS projects at the Project Fair there. If you want to help promote our projects, let MIKE know.

SPECIAL DATE

•April 30, 2022, Our Club's Centennial Celebration will be held at Lucie Stern Center, 5:30-7:30 pm. Rotarians should have received an email with a request for auction items for the silent auction. Possible donations include gift certificates from a favorite restaurant, wine, meals, sharing of talents, etc. Please refer to the email explaining what auction revenues support, and share it with others who might donate, and for additional details. Information and a form were attached in today's e-mail.

CASH briefly noted that the club's new Covid safety protocol for hybrid meetings are likely to require proof of vaccination, and surgical or higher quality masks. If you have feedback on these planned requirements, let CASH know.

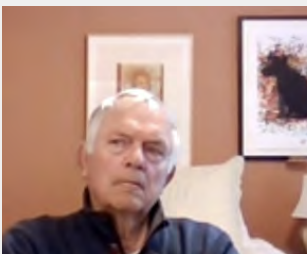
PRESIDENT'S CLUB



DENNIS MCGINN is so pleased with his company's new marketing video that he celebrated by joining the President's Club! Here is the [link to the video](#).

LARRY KLEIN was equally pleased with recent help he got from DANA TOM, so he joined in honor of DANA's numerous contributions to Rotary and the community.

CENTENNIAL TRIVIA



STEVE PLAYER gave us another fun quiz of centennial trivia compiled by REBECCA GERALDI, with voting made possible by DANA TOM. It turns out most of us don't know

who was president of the United States in 1922. People were better at guessing the average annual income that year, but missed on what new food item was patented in 1922. If you want to know the answers, read the Centennial Newsletter that landed in your inbox just after the meeting.

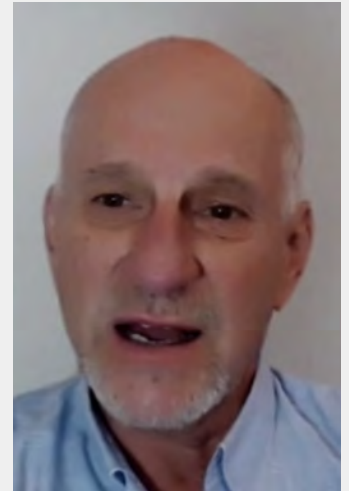
PROGRAM

Former Mayor LIZ KNISS introduced our current Mayor Pat Burt, who has been in Palo Alto politics since the late 1990's.

Mayor Burt began by stressing that the financial challenges of the past two years have reduced the city's ability to provide services.

Next Saturday is the annual retreat to evaluate last year and set new priorities for 2022.

He expects the priorities will be the same as last year, which were: diverse housing; social equity; recovery from the pandemic; climate change. You can click here to [watch the proceedings](#)



PA got hit harder economically by covid than other city governments in the region because of our dependence on sales tax but in particular with hotel tax revenue loss. The City has instituted two new hotel taxes recently, planning for that revenue to enable long-overdue infrastructure improvements. With the crash of hotel occupancy (harder hit than any other of city's revenue sources), the city cut services in order to continue with infrastructure projects underway. We don't have resources for transportation, libraries, police. Our police department has been scaled back to unprecedented levels, leaving them without resources to prevent retail theft, nor even to investigate every residential burglary. The cuts have undermined the attractiveness of working in Palo Alto.

The pandemic brought changes to work models and to buying patterns that mean that the city needs to look at how to reorient city functions around people who live here.

Housing – PA has had a huge jobs to housing imbalance. The entire region has more jobs than housing, with an unusually high proportion of high-income high-tech jobs, each of which creates 3-4 other jobs for people who can't afford living in the region. PA has a big pipeline of housing proposals that will start construction in the next year

or two. But new units can still be expensive even if they are small. The City is looking at how we can have a targeted approach on low and moderate income people. Strategies include use of public lands – parking lots, county courthouse land, city properties; up-zones allowing affordable housing projects to be built larger and taller; streamlined approval for affordable housing; easier permitting for ADU's (every lot can build 2 ADU's); city support with in lieu funds from impact fees levied on other projects; and finally, a possible business tax to go to affordable housing.

Regarding Social Justice, Mayor Burt notes that there have been reforms in the police department. The police department continues to look at how to improve racial justice and at ways to partner with East Palo Alto.

Climate Change is still on the agenda. The City adopted the target of an 80% reduction of greenhouse gas emissions by 2030 compared with 1990 baseline. But we have made little progress since 2016. A new committee is looking at how to electrify the city – our buildings and vehicles.

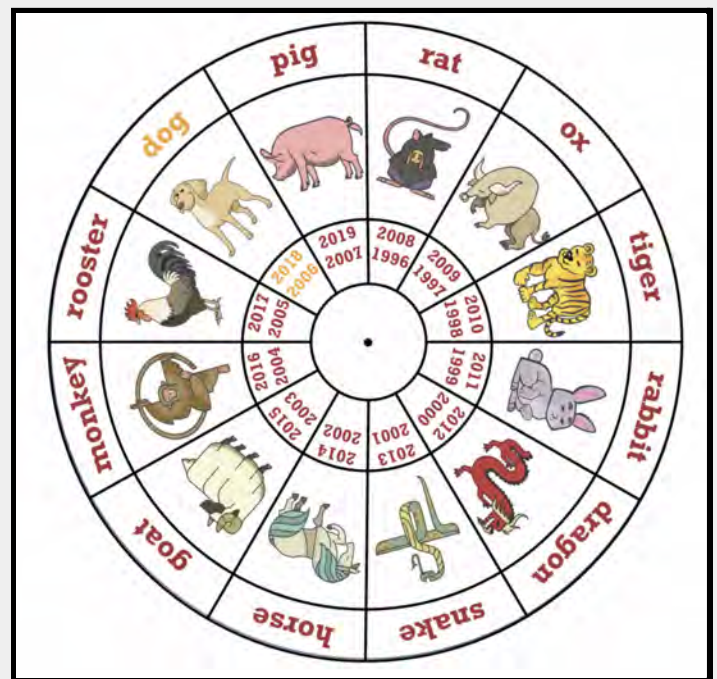
Questioned about housing, Mayor Burt said that, with the exception of the Maybell project, affordable housing projects are well received by residents. He said that PA has more per capita affordable housing than any city in Santa Clara county other than Gilroy. Nearby cities of Mountain View and Redwood City, which recently have approved huge affordable housing projects, have funded those projects with extensive commercial development that creates jobs that more than offset the new housing units.

CLOSING

CASH thanked Mayor Burt and all who volunteered.

UPCOMING PROGRAMS/EVENTS

February 7	Judge LaDoris Cordell (retired), author of "Her Honor," a memoir
February 14	Steve Schmidt, founder of Home Energy Analytics. How to reduce our carbon footprint
February 21	NO MEETING: President's Day
February 28	Judy Miner, Chancellor, FHDA Community College District, on Issues Facing Community Colleges



Chinese 12 zodiac animals cycle

TODAY'S VOLUNTEERS

Thought for the Day: YASSINE LAGHZIOUI

Zoom Co-Host: DANA TOM

Pinion writer: SALLY TOMLINSON

Pinion editor: GINNY LEAR