

Palo Alto Rotary Pinion

May 9, 2022

CELEBRATING OUR CLUB'S 100th YEAR

Chartered: May 1, 1922

President KHASHAYAR "CASH" ALAEE called the combined in-person and virtual meeting to order with the perhaps too-cheerful announcement that there are only six meetings left in his term!

THOUGHT FOR THE DAY

NINA MOORE brought us our Thought for the Day. We may not remember what someone said or did, but we remember how they made us feel. She is deeply grateful for people in Rotary who have made her feel welcomed and appreciated. She specifically mentioned John Kidd, Bill Busse, Bill and Barbara Alhouse, and Walt Hays, and everyone at Rotary who helped her grow and learn and made her feel welcomed.



ANNOUNCEMENTS

The **BOARD OF DIRECTORS** will meet on Wednesday at 8 am via Zoom. Agenda items include discussion of lunch revenues and covid protocols. With an average of 44 people attending meetings in person (and about 30 via Zoom), the club runs a deficit on lunches. The board will consider how to address the deficit, and will also look at the ever-changing picture of covid restrictions. Members are welcome, using the club meeting Zoom link.

Come join the **HAPPY HOUR** Wed, May 11, 5:30-7:30 at Homewood Suites! Beverages provided, along with familiar faces in person.

Before showing us a video on "Each One Bring One", **CASH** reminded people of the **District Training Assembly** May 16-19 via Zoom, with opportunities to learn that could be useful for new members:

<https://events.rotarydistrict5170.org>.

PRESIDENTS CLUB

In response to hearing a guest speaker at our club talk about healthy aging a few years ago, **JON STOUMEN** was inspired to be more intentional about his running. He has worked hard towards his goal of running the 10K in under an hour, and he just ran it in 58 minutes! Congratulations, JON!



THE CELEBRATION CONTINUES!

SPACES AVAILABLE FOR ART and CHINATOWN: **SALLY TOMLINSON** (who thinks she could do 10K in about 3 hours) announced **two** activities from the auction that still have spaces available. You can enjoy a watercolor

Space Available!

Watercolor Workshop
with Swirl Works

Friday, May 20, 2022
10:00 – 12:00pm
Allied Arts Guild
75 Arbor Rd, Suite S, Menlo Park
\$80 to our PARC Charities

A graphic for a watercolor workshop. It features a watercolor painting of a path leading up a hill with trees. The text "SWIRL WORKS" is written in large, stylized letters, with "EST. 2020" below it. A small photo shows a person sitting at a table outdoors.

workshop at the Allied Arts Guild on Friday, May 20, from 10 am-12:00 pm, all materials included, for \$80/person, and you can join **GLORIA HOM**'s Chinatown tour



on Saturday, May 21, 9:00 am - 12:30 pm for

\$100/person. Includes history, museums, fortune cookie factory, and dim sum lunch.

Let Sally Tomlinson know if you are interested in a place on one of these outings.

PROGRAM

“San Francisco Peninsula Tourism Update,” **John Hutar**, President and CEO, The San Francisco Peninsula.



MATT DOLAN introduced John Hutar, who was a career veteran in the Hotel industry, including managing the St. Francis and overseeing MGM Grand in Los Vegas. He was General Manager at Dinah's in Palo Alto before joining the San Mateo County/Silicon Valley Convention and Visitors Bureau, which just recently rebranded themselves as The San Francisco Peninsula.

The area lost a lot of tourism during covid, falling behind states that are less densely populated and that had less restrictive covid protocols, such as Florida and Texas. 2021 tourism was about 1/3 of what a typical year would have been before covid. We are rebounding with the help of funds allocated by the legislature last year, and in March of 2022 hotel occupancy was 63%.

Founded in 1971, the bureau serves as the film commission for the area and has a farm to

table program. They partner with 140 hotels, 15,700 rooms and 295 non-hotel tourism partners (such as Gamble Garden).

Website traffic has increased dramatically with people at home more and wanting to know what restrictions apply before booking travel. His bureau is expanding digital marketing and social media outreach.

In 2022 they are looking to engage more with countries that are in sync with our covid protocols – the UK, France, Germany, Canada and Mexico - while the high-spending Asian tourism will be slower to rebound because of their covid situations. They will also continue to promote domestic tourism, which has saved the day. Peninsula Restaurant Week is May 13-21 – support your local restaurants!

CLOSING

CASH thanked our speaker for the updates on tourism, and to our meeting volunteers.

TODAY'S VOLUNTEERS

Greeters: **Mike Couch, Duane Kalar**
 Room Set-up: **Hersh Davis**
 Welcome Desk & Cashier: **Katie Seedman, Rebecca Gerald**
 Zoom Co-Hosts: **Ben Threlkeld, Dana Tom**
 Pinion writer: **Sally Tomlinson**
 Pinion editor: **Ginny Lear**

UPCOMING PROGRAMS/EVENTS

May 16	Felicia Marcus, Water Policy Group and Stanford University: Rising to Resilience in Calif. Water
May 23	Long time Member talks: Chesley Douglas, Bob McCowan, Dave Smullin
May 30	Dark, Memorial Day Observed