



# The Voice of the Vineyards

The Weekly Electronic Bulletin of the Rotary Club of Healdsburg

“The mission of a bulletin is inform the membership,  
comfort the afflicted and afflict the comfortable”

Author: **Nita Parker**

Editor/Publisher: **George Heath**

**July 6, 2020**

## WELCOME



Our first meeting by our new President **Dick Bertapelle** was opened via Zoom and screen share, after he acknowledged the absence of his wife, Pat, who is traveling I-5 with grandchildren from Portland and several attendees including George Lawson & **Henk Peeters**, who at 81 managed to fall from a ladder, breaking 3 ribs, nicking his spleen which caused internal bleeding.

**President Dick** then led us in the Pledge of Allegiance to the flag

## QUOTE OF THE DAY (see new RI theme below)

“The ladder of success is best climbed by stepping on the rungs of opportunity.” Ayn Rand

## NO VISITING ROTARIANS

## GUESTS OF ROTARIANS

- ✓ Liz Loebel
- ✓ George Lawson
- ✓ Ariel Kelley

## NEW ROTARY INTERNATIONAL THEME: “Rotary Opens Opportunities”

We noted the theme banner over the president’s right shoulder. RI President Holger Knaack, from Northern Germany is encouraging Rotarians to seize the many opportunities Rotary offers to enrich their lives and communities they serve.

## BIRTHDAYS and ANNIVERSARIES

- **Kate Buchanan** July 4



- **Brad Pender** July 8



- **Graham Freeman** July 13 > will be acknowledged next week.



- **Mike McGuire** July 21

- **Mike Potmesil** July 28 > gives \$113 to Club for birthday and 30<sup>th</sup> wedding anniversary on 7/13



- **Alex Rollins** July 28 – actually 31<sup>st</sup>! – gives \$57 to the Club. Happy new term to President Dick.



## PAUL HARRIS FELLOW PRESENTATION – Dick Cochran, Rotary Foundation Chairman

- ✚ Liz Loebel, received PHF certificate and pin via internet transfer from Dick, as our members continue our memorial of her husband and our dear friend Al. Liz in turn, thanked Rotarians for outpouring of support and the memory book created by PP **Paul Frechette** and PP **John Hazlett**

✚ **Paul Frechette** +2 sapphires (3 PHF)



✚ **Jeff Civian** + 1 sapphire (2 PHF)

## ANNOUNCEMENTS



❖ **Fred Roberts** gave “in advance” thanks to volunteers & reported about Tuesday’s (tomorrow) rehabilitation & repair of picnic tables and benches at West Side Elementary School starting at 8am. Coffee will be provided. Bring assigned supplies, masks, and water. Special shout outs to:

**Ric Helthall** (the super prepper),  
**Graham Freeman**, and  
**President Dick Bertapelle** for power-washing, filling, and stain identifying.

❖ **PP Paul Frechette** announced the first of this Rotary year SCARC (Sonoma County Area Rotary Clubs) zoom dinner / program on Thursday, July 30, at 5:30 (See flyer, attached) DG Doug Johnson (personality, Red Sox fan, etc.) and PDG Kathy Flamson will be there, as we share plans for the year, get ideas to attract more members, and how to build better communities thru opportunities to serve. Attention Red Badgers: attendance qualifies as a filled requirement to your Blue Badge.

## RECOGNITIONS / CELEBRATIONS

➤ **Fred Roberts** donated \$100 to the Club for opportunity to 1 ½ hr. visit with his Dad in San Antonio...and played golf 2x.



➤ **Jerry Ogden** acknowledged two things:

**John Merget** “drive by” in ’56 Chevy in PD and donating \$1,600 to the Food Bank. To which **John** paid \$25 to Club for the shout out and...

**His (Jerry)** being our Rotary President 15 years ago (’05-06)

- **Jim Westfall** flew to Chicago for 24 hrs. to visit HIS Dad or 1½ hrs. (3x allowed time in California) and donated \$100 to his PHF. No gimlet for Dad, though.



## **PROGRAM** – Ariel Kelley, CEO of Corazon Healdsburg

Following **President Dick's** introductory background (Married with 4 and 6 year old children, engagement with several key, local organizations such as the Healdsburg Foundation and Planning Commission, and aspiring to be a local elected official), Ariel was share screened a presentation that began with Covid19 Unity & Community Fund, that started in 2019 after the Kincaid Fire in raising and distributing funds to folks needing support, no medical insurance, lost job, or those with covid19.



The 3 organizational structures of Corazon – Comunidad; La Voz (the voice) focused on education & empowerment programs, skills & political voice, and training of the Latino community; and Casa del Comunidad, at the Healdsburg Community Center @ former Foss Creek School, serving as a “drop in clinic” for citizen training classes, sign up for sports, free tax preparation.

Ariel then articulated the specific programs that Corazon manages:

Moms to Moms – for 3<sup>rd</sup> year, prenatal education with Alliance Medical Center, peer to peer support. Serving those 5-6 yr-olds entering schools. Sidebar: Healdsburg has the highest medical need for Latinos; Santa Rosa has highest birth rate.

Adult Education – usually at Healdsburg Community Center but now online, serving 250 students/yr. in financial literacy, computer skills, earning GED Currently a Mother and her daughter are earning their GEDs), ESL, childcare workforce. & GED thru summer online.

Corazon Comite – Once-a-month to engage Latino population with training programs.

Kinde2College – HUSD families receive a loan in K – 3<sup>rd</sup> grade, with matching funds by Ellen DeGeneres and Cheerios, for college savings. Because education does not end at 12<sup>th</sup> grade. In 2019, the program expanded to West Side, Alexander Valley, and Geyserville. In 2020, Corazon Healdsburg has submitted an RFP to expand the program to Cloverdale.

FirstGen College Course for high achievers who will be the first in their families to go to college. This year, 33 students are on track; next year, 45 are anticipated. Students check in monthly and are counseled in college culture with 4 potlucks per year. They are given classes in applying for financial aid. Students formerly traveled in summer, but now explore options online. FIVE students will be attending SSU, St. Mary's, Goucher College, Mills, and UC Santa Barbara.

#### Corazon Community Events

Regrettably, Día de los Muertos will not happen this fall due to covid19. (This event involves 300 people to organize and personnel.) Nor will the Pre-School Fair nor FFA Parade participation.

#### Groceries to Go

Provides shelf stable goods for working families 2x/month, during COVID-19. Partnering with AmeriCore Service Fellow and Redwood Empire Food Bank 100,000 pounds of food have supplied 6,429 people with provisions.

#### Unity & Community Fund

Corazon Healdsburg raised \$800k since March to give financial grants from between \$100 to \$1,500, depending on need.

#### Questions & Answers--

**President Dick** asked about the impact of covid19 on the Latino community. Ariel noted the article in the PD by saying Latinos are 7x more effected than Anglo populations, because 1) Not able to work at home, and 2) overcrowded living situations. Thankfully, SSU has provided some housing to promote social distancing and isolation for those with the virus. The mission of Corazon Healdsburg is to inform people of how to be safe.

George Lawson asked about Ariel's approach to City Council, in reference to Leah Gold stepping down. She is not pursuing that position, but there are three candidates who are...one being **Rich Bottarini**. Instead, Ariel is applying for the 4-year seat in fall. On Tuesday, Healdsburg City Council will decide which route to take in replacing former Mayor Gold: 5-month term, appoint for 2-year term, or wait until elections. Meanwhile, former Vice Mayor Evelyn Mitchell is acting Mayor and Sean McCaffrey is Vice Mayor.

**President Dick** asked about the 2020 Census. Ariel appreciated the extension to respond to the 2020 Census, because the added time allows for contacting the "hard to reach" Latino population caused by post office address, ESL, elders, & isolated residences. She said too bad the FFA parade was canceled, which limited plan to expand awareness to respond to Census. There was to be a clip on the Census prior to a drive-in movie. But there are 17 staff who are conducting outreach about the Census in person, and on the phone, to assist locals in completing the simple form. The Census is important to provide funding for local community services and programs.

**Fred Roberts** asked about “hands on” help. Ariel had answers on the tip of her tongue: Groceries to Go on Tuesdays and Thursdays. Delivery of food from Farm to Pantry and checks to those served by Corazon Healdsburg. Two times a week, Sonoma Family Meal serves 300 families of 4 at the Community Center – that is 1,200 people! Helping others complete the Census form, like **Mike Potmesil** is doing, and teaching folks how to be safe, by wearing the 1,500 masks made and donated.

Then, Ariel highlighted that Corazon Healdsburg, the local non-profit, is housed at the Healdsburg Community Center. And because of covid19, the Community Service Department budget is drastically cut because no TOT funds from local lodging, B&B’s, and hotels. Still she holds out hope for the Community Garden, Mural projects. And Corazon Healdsburg did raise \$200,000 to support staff to maintain City of Healdsburg’s Summer Camp.

**Andy Elkind** asked about difficulty of promoting ONLINE education programs. Since schools closed in March, remote learning is challenging. Chrome books and Comcast and hot spot devices at library are further challenged because of not having broad band access. However, there is a bright spot for future developers to consider providing online access in their new low-income housing projects – in the whole building. Ariel wants Rotarians to “raise awareness” in the community.

**Mark Decker** climbed on board to mention that Foss Creek and the Mill District should consider the need for providing such online access in those developments in the near future.

## **CLOSING**

**President Dick** complimented Corazon as an amazing organization with dedicated and dynamic leadership in today’s speaker Ariel. In response, Ariel expressed supreme respect for Rotary Club of Healdsburg Noon in the community at large.

## **UPCOMING PROGRAMS**

- ✓ July 13 – **President Dick Bertapelle**, Craft Talk and the Road Ahead
- ✓ July 20 – **Alex Rollins** “will knock our socks off” about Social Media and Rotary

