



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"

Date of Meeting: Mar 29, 2021

Scribe: **Rich Bottarini**

Editor/Publisher: **George Heath**

WELCOME – Dick Bertapelle

PLEDGE OF ALLEGIANCE: Jerry Ogden

VISITING ROTARIANS: None

GUESTS of ROTARIANS

- ✓ Brooke Ross: guest of **Emily Martin**
- ✓ Lucia Varela: guest of **Don Mitchell**

THOUGHT OF THE DAY – *You always get a special kick on opening day, no matter how many you go through. You look forward to it like a birthday party when you're a kid. You think something wonderful is going to happen.*

*Joe DiMaggio
Play ball!*

ANNOUNCEMENTS

- **Green Hair Day** – PolioPlus – **Dick Cochran** gave a summary of the outstanding accomplishments with the Clubs efforts on Green Hair Day. The preliminary funding raising included \$21, 671 from donations on the web, \$4, 587 directly to the Foundation and \$7,000 in checks and other donations. The current bottom line is that Green Hair Day netted about \$35,000.
- **Club Services Socials - Taste of Geyserville** –**Doug Garrett** and **Alex Rollins** announced that the Taste of Geyserville **Doug Garrett**. reminded the club of the upcoming Taste of Geyserville event at **Alex** and Paul Rollins' home on April 8, featuring wines from Frick and Ramazotti and food from Diavola.
- **Adopt-a-Highway** – **PP Nita Parker** announced that the Spring Highway clean-up is set for Saturday April 10. The clean-up starts at 9:30 under the Dry Creek Road and Highway 101 overpass. The event will take about 2 hours and finish at the Healdsburg Avenue Downtown exit. There is a possibility of a picnic lunch afterward.

- **SNAP Nurses Recognition** – Brooke Ross is working on a special day for the SNAP nurses filled with wine tasting and lunch. These nurses have been the backbone of the vaccination program in Healdsburg and Windsor. The program is set April 11. The program is also being supported by the Windsor Chamber of Commerce.
- **Rose Garden Community Service Project** – **Fred Roberts** is planning a Earth Day (April 8) work party at the Community Rose Garden, more information to come shortly.
- **Monthly Statements** – Mark Decker indicated that the monthly statements will be sent out next week. The statements will include a billing for those who have chosen to donate to Polo Plus each quarter.

HAPPY DOLLARS RECOGNITION

- ✚ **Wedding Anniversary** – **Jim Brenton** announced he celebrated Cindy and his 22ed wedding anniversary with a dinner at Baci. He donated \$100 to Polio Plus.
- ✚ **Great hike** – **President Dick** enjoyed a great day of hiking at Bishop Ranch. The hike was led by an extremely knowable naturalists He donated \$50 to the Community Fund.

TODAY'S PROGRAM: Intro by **Don Mitchell**; Tallia Hart, CEO, Healdsburg Chamber of Commerce. Don started off with a brief but spectacular summary of Tallia's role as Chamber CEO in Fort Collins, San Rafael, Irvine and San Francisco. Besides the sheer amount of high level of work, she has an outstanding array of recognitions. Healdsburg is definitely honored to have her onboard.

Her start in Healdsburg, was marked by fires and the pandemic, which is not the way one would want to start a job. But she has managed to steer the Chamber through these trying time. Rather than the normal presentation, Tallia opened the discussion to a question-and-answer session.

First, asked about tourism and hotel occupancy rates. She discussed the limitations the industries are facing while in the purple and now red categories. Although in is not official, but there is some discussion about moving to the "orange" category, which would allow for more tourism. However, she noted that there is nothing official as of today. She noted that most of the tourism right now is from Bay Area "drive market", that is those people just trying to get away for a day.

She passed the discussion to Brook, who also said that there is a uptick in hotel booking for weeding block, that is multiple rooms at hotels being reserved for small group, not particularly where the event is being held. In fact, 71 reservations have been made for the time period of April to November.

When asked about the Shed, she said that she has heard nothing. And about the Tuesday Concerts, there has not been any progress and there is a wait and see situation based on restrictions.

When asked about the outdoor dinning in the downtown, there is discussions going on right now on what to do. As with any idea, there are multiple interests and opinions. Much is around parking, the look of the individual outdoor eating areas and other impacts.

Finally, when asked about housing and employment, she noted that it is hard to live and work in Healdsburg. She finds that many employees live outside the community and some outside of the county.

UPCOMING PROGRAMS

Apr. 5th: HHS Interact Club announcement by **Cathy King**
Apr. 12th: Dustin Valette, Chef, Valette & The Matheson

Thank you, guests,!