

	<p align="center">ROTARY CLUB OF OCEANSIDE</p> <p align="center">SHORELINES</p>			
<p align="center">2016-2017</p>	<p align="center">Tom Brault Editor-in-Chief</p>	<p align="center">Anchisa Farrant Photographer</p>	<p align="center">Terri Hall Reporter</p>	<p align="center">PRESIDENT Renee Richardson</p>

June 16, 2017

At 12:31 PRESIDENT RENEE welcomed everyone to her second to last meeting to the sound of thunderous cheers. (Were the cheers for her leading now, or for her leaving soon?) She apologized for being “so late” in starting the meeting, but explained that she had to wait for her PE CHUCK WARD to arrive. (Only one minute, Madam President?... Really??) While she was already trolling CHUCK, for good measure she added these words of advice for him: “You had better get used to barely getting a bite to eat at the meetings!” Sheesh! You’d better watch out RENEE. Your demotion dinner is looming!



Inspirational Moment: NANCY RUSSIAN shared something she saw on Facebook:



Coffee Shop Owner was Fed Up with Rude Customers, Put out Brilliant 3-Line Message That Immediately Makes Them Nicer

All through college, I worked as a barista. I loved the job most of the time. You get to spend the quiet, early morning hours with all the coffee you need and see the friendly regulars that drop by every day. The coffee and quiet is great, but without the human element, the job would not be nearly as much fun.

There were always ‘those’ mornings, though few and far between, when a few newer customers would come in after waking up on their bad side. Maybe they were late to work, or simply woke up on the wrong side of the bed, but a short, snappy request for coffee without eye contact is a hard thing to swallow.

Austin Simms of Roanoke, VA, had a few too many of these mornings in a row. In an effort to help some customers with their manners, he placed a sign outside of CUPS Coffee & Tea indicating their new pricing policy:

“One small coffee”, \$5; “One small coffee, please”, \$3.00; “Hello, I’d like one small coffee please”, \$1.75. Simms reportedly put the sign out on Sunday and by Wednesday his shop was swarming with cameramen from multiple news stations looking to get the word out about the viral sign. It’s meant to remind people of the value of those around them and to treat everyone with respect no matter their uniform, color, or creed. “I decided, because I need to solve all the injustices of the world, to start charging more for people who didn’t take the time to say hello and connect and realize we’re all people behind the counter.” Simms told WDBJ.

Bravo to this young man and his small stand for justice in the world.

Pledge: Back to our DO IT ALL PRESIDENT RENEE who (with a smile on her face and a twinkle in her eye) chose herself to be the one to lead us in the pledge.



Songs: PP TOM BRAULT told us that for his last stint



as Songleader for President RENEE, she had asked him to lead us in “a few songs.” So he looked up on Wikipedia the precise definition of “a few”: From his research, “One song” would mean one song. “A couple” means 2. “Some” means 3. And “A few” means 4, so he claimed to have her permission to feature 4 songs from over the ages. All of the tunes he

chose had to do with Summertime, heralding the official start of summer on June 20 at 9:24 pm PDT. We started in 1902 with “In the Good Old Summertime”, then moved to 1934 with “Summertime and the Livin’ is Easy”; leaping to 1970 for “In the Summertime when the Weather is High” and landing in 1977 with “Wasted Away Again in Margaritaville.” Try as we might, those of us who bellowed off-tune could not sway the Songmeister from his goal on leading us on tune!



Club Updates: PRESIDENT ELECT CHUCK WARD mumbled something about he was where he was supposed to be, but we weren't. Or, vice versa...this reporter lost track of the subjects and the objects while searching her mind for a predicate!



- a. DALE MAAS, Golf Tourney Chair was invited to give us updates on our Golf Tournament scheduled for Monday, June 26th. Please let DALE know, if you will be golfing, donating raffle prizes or buying Tee Sponsors (\$100



per tee at which point CHUCK ponied up bucks for Abbey Carpets.) DALE also asked for donations of wine, alcohol, gift baskets, gift certificates, etc. to be used for raffle prizes. Let him know soon if you have a prize. He also passed around a sign-up for volunteers for event day to work at the tables, etc.

- b. Please sign up for the Club's Demotion Dinner set for Friday, June 30th at 6:00 PM. Cost is \$40 per person and the venue is El Camino Country Club.
- c. Please join the Rotary Clubs of Oceanside in the Independence Day Parade, Saturday, July 1st. The parade starts at 10:00 AM, so be at the parade route by 9:00 to help decorate the float.
- d. Please sign up for our Annual Independence Day Dinner and Fireworks Display to be held at PP JIM SCHRODER's home. Monday, July 3rd at 6:30, the cost is \$20 a head (beer and wine and good company and a marvelous view of the fireworks included.) RSVP to Secretary RENEE prior to June 24 at rotaryrenee@cox.net
- e. Our Meeting on Friday July 7th will be Dark
- f. Please sign up for the BBQ with the Carlsbad Rotary Club on Thursday, July 20th at Aviara Community Park in Carlsbad.
- g. Our meeting on Friday July 21st will be DARK.
- h. Please buy your tickets and have your friends buy tickets to FEAST, Wednesday, July 26th. Go on-line to purchase tickets at: <https://mslrfeast.com/shop/> We MUST SELL 100 tickets!! And be sure to select Oceanside Rotary as the beneficiary. Our Friday meeting will be DARK on July 28th

Introduction of Visiting Rotarians and Guests: Our one and only visitor was our guest speaker GUMARO ESCARCEGA, introduced briefly at this time by PP JAY CRAWFORD.



Welcome Song: TOM led us valiantly, though he had to stop abruptly mid-song and start again as the pesky off-tune singers were dominating!

Fines and Happy Dollars:

PP TOM BRAULT was \$25 dollars happy to the Club Foundation because next week he will be in New York City to see 4 more musicals. This means that, between this trip and an earlier visit in April, he will have seen ALL of the shows nominated this year for the Tony Award for Best Musical. Next week he will see nominees Come from Away and Groundhog Day as well as Charlie and the Chocolate Factory and Spamilton (spoof of Hamilton). The most exciting news (and the real reason he is traveling to the Big Apple) is that he was selected by the MiraCosta Music Director to be a performer himself on this trip, adding his baritone voice to a 200 person choir singing at Carnegie Hall. Way to go, TOM!!

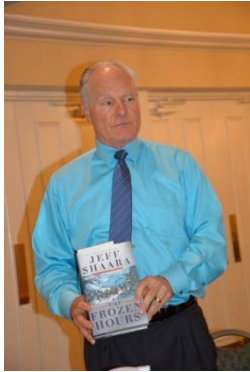


JANET BLEDSOE LACY was \$69 happy because yesterday she celebrated her birthday. Can you guess how many years young this girl is? She said that those who have known her since her youth would be surprised she made it this far! She was also happy because she could spread the joy to PE CHUCK at Abbey Carpet as there

was a flood at her office and all of the flooring needs to be replaced and CHUCK will be invited to make a bid for the project. She is also happy that her husband STEVEN is doing well after his second knee replacement. For her \$69 dollars and to celebrate her 69th year, TOM led us in a rousing Happy Birthday Song.



PP DAVE HALL was \$5 happy as he and PP TERRI HALL were at the San Diego County Fair on Thursday to listen to granddaughter AVA PEREZ perform on the O'Brien Stage with flamenco guitarist David Maldonado. They will appear again on July 3 on the Plaza Stage. DAVE said the best part was finding a close parking space right next to the tram stop, entering the fairgrounds close to the stage, front row seating for the performance, then leaving right away after one of the shortest visits to the Fair on record! Not a single bite of deep fried Twinkie or corn dog passed his lips... What stamina, Sir!



MIKE WESELOH was \$100 happy to the Club in honor of one of our former members, the late General RAY MURRAY (and CLAUD PHILLIPS as well?). MIKE brought in the latest novel by military history novelist JEFF SHAARA. This one focuses on the Korean War, particularly on the Chosin Few, so General MURRAY was prominently featured. MIKE read a representative passage from the book. What a great honor for RAY to be immortalized in this novel!

PE CHUCK was \$5 happy to get the job from JANET's office, as well as a bid from PP TERRI's energetic stylist who needed new carpet in advance of her in-laws' arrival to spruce up their "crappy dining room" (the stylist's dining room, not TERRI's).



Program:



PP JAY CRAWFORD handled the introduction of our speaker GUMARO “Gumby” ESCARCEGA who currently serves as the Main Street Program Manager at MainStreet Oceanside. With over 10 years of experience, his role is to implement the Main Street Four Point Approach, consisting of four standing committees: Design, Promotion, Economic

Development and Organization. Committee stakeholders include downtown residents, businesses, property owners and commercial brokers working together to improve the economic vitality of downtown Oceanside.

ESCARCEGA currently manages the Oceanside Mural Initiative, Downtown Ambassador Program, MainStreet Mixers, Taste of Oceanside, Business Development and Shop Local Programs. Before joining MainStreet Oceanside, GUMARO worked for the Vista Village Business Association in Vista as a non-paid intern, eventually becoming the Executive Director for the organization.



GUMARO holds a bachelor degree in Public Administration with an emphasis in City Planning from San Diego State University.



What is MainStreet Oceanside?

MainStreet Oceanside had its beginnings in the Downtown Business Association, formed in the early 1990’s as a loosely organized group of business people who met on a regular basis to discuss common concerns. By the end of the decade, as business conditions improved, the group decided to elevate the Downtown Business Association to a more organized approach to downtown issues and applied for state recognition as a certified California Main Street city. Official

status was granted to the organization in July 2000.

How is MainStreet Oceanside funded?

Initially funded by a financial commitment from the City of Oceanside, MainStreet Oceanside is now a completely self-supporting non-profit corporation. Revenues are earned by the organization through the operation of the Farmers Market, the Sunset Market and the Beach Services Program. Revenues are supplemented with advertising sales, membership dues, grants, sponsorships and donations. Grants and donations to the separate Main Street Foundation help to fund the Independence Day Parade each year.

The Four Point Approach



MainStreet Oceanside practices the "Four Point Approach", a unique economic development tool developed by the National Trust for Historic Preservation. This discipline provides the foundation for local revitalization by leveraging local assets – from cultural and architectural heritage to local enterprises and community pride. Each "approach" is overseen by a committee made up of local business people and residents - Organization, Promotion, Design and Economic Restructuring. GUMARO reviewed these in detail as well as covered the basics of the 9 Block Master Plan for Downtown. He indicated the huge impact coming to the city as Mission Avenue closes. The ultimate goal is to support and bring more recognition to downtown businesses and to get the people in the far eastern and northern sides of the city to come in to events and support downtown. Though we have a lot of breweries, we need more retail and more restaurants to have a more proper balance of offerings.

There was discussion about how the downtown has changed in the last 20 years, going from a rough-and-tumble, unsafe environment to one where individuals and

families can now feel secure coming to the Farmer's Market and the Sunset Market.

Visit this website for more information:
<https://www.mainstreetoceanside.com/>

PREZ RENEE thanked GUMARO and presented him with a book of Inspirational thoughts and quotes.



Opportunity Drawing: MIKE WESELOH had the lucky ticket and said his ticket hadn't been drawn since we way back when we met at the Elks Lodge. (FYI MIKE, you have to actually come to meetings to have a chance!) He drew a Jack and graciously donated the \$10 back to the Club. Thanks, MIKE!



RENEE invited us to the next meeting, her LAST, and promised a candy fest for all who are in attendance. WOO HOO!

Adjournment, 1:30 p.m.

Moonlight Amphitheatre Update

The Moonlight's season has just begun, with an impressive staging of "Aida." Our Rotary group has tickets to see the final show of this season, Lin Manuel Miranda's "In the Heights" on Friday, September 22. And, if you want to look forward to our choices for NEXT year, the theater has just announced its 2018 Summer Season of shows: "Mamma Mia", Disney's "Newsies", "The Hunchback of Notre Dame" and "Chicago."

We are truly blessed to have such a fine theatre right in our own backyard!

ROTARIANS OUT AND ABOUT

Our Soon-to-be-New-President CHUCK WARD was Out and About on official club business, representing Oceanside Rotary at the graduation ceremonies for Oceanside High. CHUCK had the honor of bestowing the traditional leis made out of dollar bills to all of the grads who hailed from the Crown Heights neighborhood which we have encouraged and supported for several years now. Congrats to the Grads, and thanks to CHUCK for being there on our behalf!



Congratulations



COMING SOON TO OCEANSIDE ROTARY

June 23 – ROBERT SHERMAN

Reporter: BILL DERN

June 26 – Annual Rotary Golf Tournament at El Camino Real Country Club

June 30 – Regular meeting **DARK**

DEMOTION DINNER in the evening

Reporter: DAVE HALL

July 1 – Rotary float in the Oceanside Independence Day Parade

Gather at 9 am. (Exact location TBA)

July 3 – Annual Fireworks Dinner at Jim Schroder's home

4020 Wooster Drive - \$20 per person

July 7 - Regular meeting **DARK**

July 14 – First Meeting of 2017-18

Reporter: TBA

July 20 – Evening BBQ with Carlsbad Rotary

6 pm @ Aviara Community Park (6440 Ambrosia Lane, Carlsbad)

July 21 - Regular meeting **DARK**

July 26 – FEAST Fundraiser at Mission San Luis Rey

Get tickets at: <https://mslrfeast.com/shop/>

July 28 - Regular meeting **DARK**