



**ROTARY CLUB OF
OCEANSIDE**

SHORELINES

BE THE INSPIRATION

2018-2019

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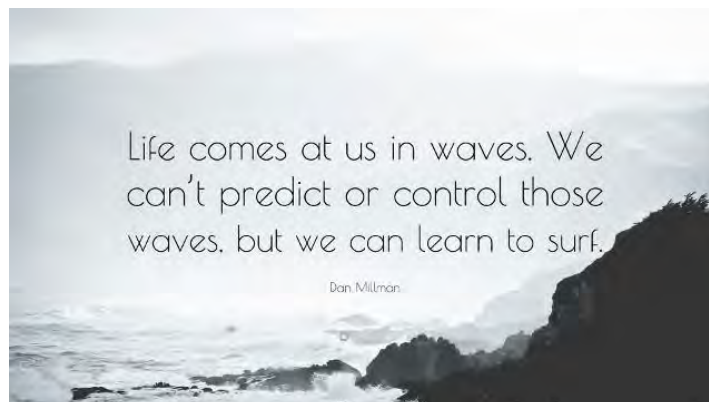
August 10, 2018

Past President JIM SCHRODER opened the meeting at 12:29, one minute early! He said he would have started sooner, but he was waiting for NANCY RUSSIAN to find her seat – Welcome back, NANCY! JIM then pointed out that he’s this week’s “designated starter upper” for the meeting at the continuing behest of PRES/PP/PP/Club Secretary RENEE RICHARDSON WENDEE. According to JIM, That makes him the “Guest Master of Ceremonies,” at least for the nonce.



PP JIM then called on LARRY HATTER to lead us in the pledge of allegiance to the flag.

DALE MAAS then gave us a poignant Moment of Inspiration. DALE said his Mom has been in the hospital and had some complications, but on the same day he was able to go meet a new baby in the family! And then he just found out that his wife NIKKI’s Dad had gone into the hospital a couple of hours before our meeting. He said that shows life’s ups and downs, and led him to give us one of his favorite quotes by Dan Millman:



PP JIM then called on PP DAVE HALL to lead the club in a couple of songs. In honor of LOLA SHERMAN, we started off with a rousing chorus of “Take me out to the Ball Game” followed by our perennial favorite, “Smile”.



CLUB UPDATES: PRES RENEE

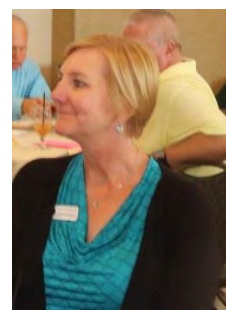
- Friday August 24 – regular lunch meeting DARK. Come instead to a social evening at the newer location of That Boy Good/Northern Pine Brewing (326 N. Horne Street) at 5:30 PM
- Friday September 7 – regular lunch meeting at EL Camino Country Club, with a visit by our District Governor for New Member Inductions – The Board will meet with the DG at 11:00 prior to the regular meeting
- Sunday September 16 – We will be sponsoring a team of brave souls in the Harbor Days Nail and Sail Contest – 10:00 AM to 2:00 PM



INTRODUCTION OF VISITING ROTARIANS AND GUESTS



RON MARBEN introduced Past President of the La Quinta club, BAYARD BROUCHARD, who has recently moved to Oceanside and is looking for a local club to join.



LYN CORDER introduced her husband AL and her grandson AIDAN MULDOON, who is 10 years old and was wearing a “Future Rotarian” t-shirt. She also introduced our regular visitor, RUDY VAN HUNNICK and our speaker, DEANNA LORSON.

PP DAVE then led us all in the Welcome Song, and a fine job he did, too (if I do say so myself)!

PAUL HARRIS FELLOW PRESENTATION



PRES RENEE then asked LYN and grandson AIDAN to come forward, and said: “AIDAN MULDOON, you are being recognized today as a Paul Harris Fellow in special appreciation for the ways in which your life exemplifies the objectives of the Rotary Foundation. You were designated to receive this recognition by your grandmother, LYN, a member of our Rotary Club. A Paul Harris Award is one of the greatest gifts a Rotarian can give or receive. AIDAN, it gives me great pleasure to present to you on behalf of the Trustees of the Rotary Foundation your certificate and label pin. We urge you to wear the Paul Harris Fellow pin to

all Rotary events, as a symbol of your appreciation and support of the programs of the Rotary Foundation. Ladies and Gentlemen, please congratulate and recognize our newest Paul Harris Fellow.”

LYN, proud grandma that she is, had prepared a slide show all about AIDAN and his twin brother GABE and the wonderful things they have been doing for their local community in Alexandria, VA. She said that GABE will also be receiving a Paul Harris Fellow award in a couple of weeks. The boys’ activities included being the color guard for a school board meeting in Alexandria, planting trees on Arbor Day for the Chesapeake Bay Foundation, and participating in the March for our Lives after the Parkland shooting (where their shirts said “My life, Your Hobby”, and “Arm me with Knowledge”). Very impressive grandkids, LYN!

“LEFT OVER” BIRTHDAY



PRES RENEE then said we had one “left over” birthday from July, none other than MIKE WESELOH! MIKE came up and allowed that he was \$65 happy that he had another birthday. Welcome to Medicare, MIKE!

HAPPY DOLLARS



ERNIE MASCITTI said that he was \$10 happy to host refugees from the Holy fire near Lake Elsinore, some of whom have been at his house for 1 ½ weeks due to all the smoke. Just this last Wednesday night there were three boys and their parents from Lake Elsinore who knocked on their door and asked to stay over – there had been firemen in their backyard when they left! ERNIE said that so far no houses have been burned even though the area was surrounded by the fires.



PAM MYERS was \$5 happy that soon school starts! She said her daughter will begin teaching in a week and her granddaughter will go back to school in two weeks. This means that, once again, PAM will have the house to herself!

LYN CORDER was \$5 happy that yesterday she spent the day with AL's grandson and AIDAN, cousins who got to meet for the first time.

ANCHISA was \$5 happy that when she asked "Alexa" how handsome hubby RON is, the answer was "10 out of 10," and when she asked how beautiful she is, the answer was that she is "beautiful inside and out!"



RUDY VAN HUNNICK, continuing his theme of brevity in happy dollars, said he had \$20 just to say, "I'm happy"!

MIKE WESELOH stood back up and said that some days are bigger than others – his oldest son MATT is getting married tonight! That will mean that all three of his sons will be married now.

PROGRAM

PP JIM introduced DEANNA LORSON who provided today's program.

DEANNA serves as Assistant City Manager for the City of Oceanside and leads the City's economic development team. She oversees the Development Services, Water Utilities and Public Works Departments, as well as the Economic Development and Information Technology divisions.

Prior to joining the City of Oceanside in February of 2016, DEANNA served as Assistant City Manager for the City of Riverside, where she led a variety of City Departments, primarily focused on economic development. Before becoming Assistant City Manager in 2011, she served as Development Director for the City of Riverside for two years, directing redevelopment; economic development & marketing; housing & neighborhoods; arts & culture; real property services; and capital projects.

DEANNA has thirty years of local government experience, beginning as an intern with the City of Redlands while a student at the University of Redlands. Upon

graduating with honors with a Bachelor of Arts in Business Administration and International Relations, she went to work for the City of Corona Planning Department. In 1994, DEANNA joined the Riverside County Economic Development Agency (EDA). During her fifteen years at EDA, she held a variety of positions including serving as Managing Director from 2007 to 2009. As Managing Director, DEANNA was responsible for daily operation of all of EDA's programs including economic development & marketing, redevelopment, community services, workforce development, aviation, housing, fair, museum, finance and administration.

DEANNA holds a Master of Public Administration from California State University, San Bernardino where she sat on the Program Advisory Board and served as an adjunct professor. She lives in Oceanside with her husband and two teenage daughters.

City of Oceanside Update

DEANNA started off with some Oceanside statistics, and then focused on new businesses going in all over town, among them The Fin, a new hotel downtown that took over from the old Dolphin hotel that closed in 2015. She was pleased to report that Oceanside now has 10 breweries and brew pubs! This is a partial list of some of the current projects taking shape in Oceanside:

Projects under construction

- Pacific coast collection
- Camino Town and Country plaza
- SDG&E Substation
- Pier View hotel, a 10 room boutique hotel
- WINCO foods, an employee owned grocery store out of Boise
- Big Lots is going in where Ralph's used to be on Oceanside Blvd near I-5
- North Beach Promenade where a parking lot used to be near the pier
- Residential units downtown
- Many varied restaurants

Pending Projects

- Airport office building
- SD Malkin Beach Resort

- Fairfield Inn and Suites
- Inns at Buena Vista Creek – 3 hotels at Jefferson and Highway 78
- Restaurants (Dunkin Donuts, Blade 1936 and others)
- A new city project at the beach – new beach restrooms and police building
- Housing construction – 2,158 units pending!

Economic Development

- Business walk program – a committee interviewed business owners to see what’s working in Oceanside and what isn’t
- Agritourism Oceanside – to encourage agribusiness
- “‘Tis the season to shop local” campaign – the 2016 campaign was successful, so that will held again the Saturday after Thanksgiving 2018

Questions:

RUDY – asked about art and culture in the city: that wasn’t mentioned. DEANNA said that arts do contribute, but the focus of her presentation was on businesses and she pointed out that the city council has provided a matching fund grant for the arts.

DALE - What about setting aside open spaces? DEANNA said that El Corazon designates open spaces. There are quite a few open space areas, and any new project is required to contribute to open spaces and parks. The City is developing a parks master plan. The city’s economic development plan also includes planning for funding for maintaining parks and open spaces.

MIKE CURTIN – what percentage of Oceanside is open space? DEANNA didn’t know the answer to that but said she can find out.

PRES RENEE thanked DEANNA for the very interesting presentation and asked her to choose a children’s book to sign which we will donate in her honor to an Oceanside school library.



OPPORTUNITY DRAWING



The winning ticket was held by none other than LYN's grandson AIDAN. He picked the 8 of clubs instead of the Joker, but he seemed delighted to walk away with the \$10 consolation prize! (Ah, to be 10 years old with 10 extra bucks sitting in your pocket!)



PRES RENEE then pointed out that, true to past form, GORDY WITZ had snuck in late, and we were all glad to see that he has recovered enough from his ailments to come to our meetings again!

PRES RENEE then adjourned the meeting early at 1:16 PM with her trusty stand-in gavel, which never left her hands during the entire meeting. It'll be a challenge this year for the gavel-grabber!

ROTARIANS OUT AND ABOUT

Coming to you this week from President RENEE:

"Just starting out the WENDEE Out and About weekend with a Friday night free Concert in the Park in Oceanside!

Won't you join me on August 19th at El Corazon Senior Center from 6-9pm? They will be featuring the Big Band & Jazz Hall of Fame Orchestra."



And another message and set of photos followed:

“Wrapping up the weekend President RENEE, husband Paul and Rotarians ANCHISA and RON with 300 others attended a National Thai Mother's Day program at the Thai Language and Cultural School in Escondido. Please note that (like all good Rotarians should) ANCHISA sported a purse with the Rotary Wheel and RON wore a traditional piece of clothing that Thai men wear, and it also sported a Rotary Wheel!



The evening included a formal opening followed by a Khantoke Dinner which included traditional dancing, costumes and musical instruments.



And yes, after sitting on bamboo mats on the ground for two hours, all of us successfully were able to get ourselves up somewhat graciously!!!!”



And in case you were wondering why TOM BRAULT was missing from our meeting last Friday, here we can show you why. He and his daughter GERILYN (a fellow diehard Disney Geek) drove up and back to Sherman Oaks that day just to view an exhibit of one man’s incredible collection of Disneyland theme park artifacts. Everything which was on display will be going up for auction at the end of the month and if, TOM wins the lottery between now and then, he might increase the bid that he put in on one of the old parking lot signs (but which, in the advance online bidding weeks before the actual auction, has already gotten out of his price range Ah well. At least he tried! And he has the memory of seeing all of these hundreds and hundreds of precious pieces of Disneyland history up close and in person).





This just in from VICKIE PROSSER:

“May I add a wonderful picture of me, my son and his family and my daughter on a river rafting trip on the Peyette River in Idaho? Were we having fun, or what???”



COMING SOON TO OCEANSIDE ROTARY

Aug 17: JENNIFER SHOENECK, “Innovate 78” jobs plan for 5 cities

Reporter: TOM BRAULT

Aug 24: Lunch meeting **DARK**. Instead we will hold an EVENING SOCIAL @
5:30 pm

Location: That Boy Good / Northern Pine Brewing - 326 N Horne Street (at the corner of Horne and Civic Center Drive, near the Harbor Freight Tools – not to be confused with their original location on Coast Highway)

Hosted by JIM SCHRODER

Aug 31: **DARK** for Labor Day

Sept 7: MEL GALLEGOS, Our District Governor visits

(Board to meet with Governor prior to regular meeting at 11:00 A.M.)

Reporter: BILL DERN

Sept 14: JOEY LANDWEHR, Artistic Director of J Company Youth Theatre

Reporter: JANET BLEDSOE LACY

Sunday Sept 16: Cheer on your friends on the Oceanside Rotary team at the Nail and Sail event at Harbor Days. (Will they find a way to float, or will they sink and swim?)

Sept 21: MICHAEL GIORGINE, Rear Admiral, USN (Ret.), “Inside Camp David”

Reporter: PAM MYERS

Sept 28: PETER WEISS, Mayor of Oceanside

Reporter: LOLA SHERMAN