



“The Peal”

Rotary Club of Canandaigua



Meeting Thursdays 12:15 p.m. American Legion Post #256 454 North Main Street	"ROTARY OPENS OPPORTUNITIES" www.canandaiguarotary.org Club 4765, District 7120, Organized Apr. 24, 1919	Publication Date: January 14, 2021 No. 26 Volume 101
--	---	---

Official Newsletter of the Canandaigua Rotary Service Foundation

Today’s Program: **Sarah Gallagher - Stroke Coordinator @ UR Thompson Hospital**

Next Week: **Emily Henderson - Just Drive**

Meeting Notes from January 7, 2021

Pledge: President Lynn Holcomb
Invocation: Major David Rhodes
Song: COVID-19 Silence

Guests and Visiting Rotarians: Jodi Kaufmann introduced two guests. **Judy Ratcliffe** once again joined us as well as **Nancy Swanson**. Nancy is a retired naval officer and a nurse practitioner. Our speaker brought as her guest, **Kendall Knaak**, the Marketing Strategist at the FLVC. We were happy to see **Kathi Nevin** attend and announce her intention to rejoin the fold. Finally, **Tom and Mary Lou Mees** joined us from sunny Florida.

Announcements:

The Board of Directors will meet via Zoom next Wednesday, January 13th at 7:00 AM. If you have agenda items, please email **President Lynn** or **Nancy Stelnyk**. If you wish to attend, email them for sign on information.

Jodi Kaufman gave an update on our soon to be held On Line Auction. Jodi thanked her entire committee. All auction items have been received and cataloged, the merchants were very supportive of our efforts. Now we need to promote the auction. Network with your family and friends.

Kari Buch announced the upcoming Food Link distribution drives; 2/1 in Canandaigua; 1/11 and 2/8 in Geneva and 1/25 and 2/22 in Clifton Springs. Contact Kari if you can help.

DGE Janet Tenreiro announced that the Empire Multi District PETS will include an address by **Rotary President Elect, Shekhar Mehta** on Saturday, March 20. The address will be open and available to all.

Ken Poole announced that scads of clothing and toiletry kits were distributed at Christmas and that the books for children project continues to be strong.

Major Rhodes gave the annual report on our efforts during the Bell Ringing Campaign. The entire campaign goal was \$110,000 and our community surpassed this by \$3,000. Many, many in need will be assisted. The Salvation Army Food Bank is full. Over 240 families were served at Christmas and 900 children received a toy or gift.

Kudos to **Greg Gullo** who closed the office and brought his staff to the Army to assist in distribution. And, by the way, Rotary bested Kiwanis once again with \$11,975, 10% of the total raised. **Lynn** gets a bell for her office!

Fines & Happy Dollars:

Jack Kellogg and Ginny were able to make gingerbread houses with the grand children. A picture of the finished product was viewed (before being devoured)!

DGE Janet was happy to spend time in Florida with **PDG Terri Hall**. Sounds like **Kim** was put to work while visiting.

Program:

Marty Potter introduced **Valarie Knoblauch**, President and CEO of the Finger Lakes Visitor Connection (FLVC). Valarie has been with the visitor's bureau for over 36 years and passionate about tourism in our beautiful community. Tourism contributed \$3 billion dollars to our region in 2019 and over \$210,000,000 in Ontario County alone while providing \$26 million in taxes. Almost 5,000 persons were employed directly in the tourism industry. These data were for 2019, the impact of the 2020 pandemic led to the loss of over 2,000 jobs and untold dollars.

The mission of the FLVC is to drive increased visitation and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meeting destination. Valarie pointed out that tourism preserves the historic and cultural resources of our area. Ontario County is home to 35 motels/hotels (1,868 rooms) and 27 bed and breakfast inns (119 rooms). The lodging tax collected by these facilities funds 75% of the Visitor's Connection.

Visitors to our area typically stay for 3 nights and look for unique experiences, great food, recreation as well as arts and entertainment. The tagline "Laidback Luxury" describes the offerings of our area. The FLVC must focus on marketing Ontario County with creative and innovative marketing. The use of research based and technology savvy brochures and web sites are used to bring visitors to the Finger lakes.