



## Club Leaders



[Laura McAndrews Sammel](#)  
President



[Gary Deas](#)  
President-Elect



[Natalie Moon-Wainwright](#)  
Secretary



[Martin Diesman](#)  
Treasurer



[Pamela Harpster](#)  
Club Director



[David Herrick](#)  
Club Director



[Faith Cheyenne Hornby](#)  
Club Director



[Mark Lipps](#)  
President-Nominee



[Daniel W. Christensen](#)  
Membership Chair



[Bruce Maxwell](#)  
Rotary Foundation Chair



[Jeffery B. Warrenburg](#)  
iPast President



[David Moon-Wainwright](#)  
Assistant Governor

## Birthdays

Tom Lincoln  
August 10th  
Denise Combs  
August 13th  
Kelly Butcher  
August 15th

## Rotogram

**Rotogram. Aug. 4, 2021, Zoom meeting only.**

**PRE-MEETING HAPPY TALK** ♦ Why corn hole is not an Olympic event

**WELCOME:**

President Laura called the meeting to order at 12:10pm.

David MOON-Wainwright gave the invocation.

Don Lange started the pledge.

**Special guests:**

Matt Bullard, technically a member yet not really official until we present with the new member kit.

Dan C♦s granddaughter, Hannah Christenson, not only visited yet spoke about her internship with Borganproject.org

12-wk internship focused on spreading the word about the severity of global poverty. Always looking for interns in case you have a college student interested. Unpaid. Based in Tacoma WA yet can work remotely. Good opportunity to work on your public speaking and pitching clubs and organizations to make a presentation.

**GUEST SPEAKER** ♦ Brian Fisher, Exec Dir of the Lake County Tourism Improvement District

The research gathered is from credit card use; web clicks, surveys.

2020 Tourism tax rev to LC from state and local = \$8.7 million of a total spending of \$118-mil.

Increase of 11% over the last 2-years.

Top category was food service.

Average CA hotel rate is \$150. Average for LC is \$100.

Used the down time of 2020 to rebuild a more user friendly and vibrant website. Brought on Karen

Pavone to do photog and social media AND Trudy Wakefield to write articles for pub outside of LC.

Both person have made a significant difference in getting the word out. Anbd building an asset bank of pics, facts, etc to share when needed for publicity efforts.

Reaching out to CA bloggers, influencers, print travel and food writers, etc. Good success in getting articles printed in VisitCA, SF Chronicle, AAA Mag., Travel Guide, etc.

Billboards up in SF and Sac. Billboard campaign ends late October. Total projected reach is 12-mil

LCTID newsletter now coming out once a month.

Of the TID TOT tax currently totaling approx \$250K 5.4% is from Lakeport and 51.2% from LC. The rest from other areas such as clearlake. This money is what is used to build awareness and increase tourism in LC.

Marketing also includes being positioned along with Mendo, Humboldt, Yolo counties as ♦North of Ordinary♦

**SUNSHINE REPORT** ♦ Nada. Very cloudy.

**DETECTIVE REPORT** ♦ Faith Hornby♦.let the whipping begin.

Self Flagellation♦Faith fined herself for being AWOL with the Detective report.

Tom fined with photo proof of texting while driving.

David MOON-Wainwright for all his whining on his social media about a cable network. We are in a drought and he is complaining about a peacock!

Ruth fined for having too good of time with her little legacies.

Dr. Mark B. fined for being represented at the meeting by an 800-number. We voted on the fine and Eyes have it.

Jeff W. was fined for lack of creativity by stealing the agenda for his debunking and using at his Skylark party. Imitation is the sincerest form of flattery.

**ANNOUNCEMENTS** ♦ meetings back to hybrid. Stay tuned. We are in a fluid situation.

Greg announced he is five years cancer free. Atta boy. Greg. No more regular visits to the ♦tube♦.

**AND** Greg is back to touring for Toatmasters as a guest speaker regarding Leadership.

David Herrick asked for those interested in discussing beer to stay on the call after meeting adjourns. The fair is only 4-wks away and he needs to fill shifts, etc.

Laura announced she will be using DacDB to do sign-ups for events.

**FINDLEY- nada PLEASE DO NOT SAY ANYTHING. THIS IS THE SECRET PHRASE I WILL ASK ABOUT AT OUR AUG. 11 MEETING TO SEE WHO READS THESE NEWSLETTERS. "THE BEATINGS WILL CONTINUE UNTIL MORALE IMPROVES." DO NOT SAY ANYTHING TO OTHERS.**

**MEETING WAS ADJOURNED.**

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