



COROTATOR

Notes from the Substitute Scribe

While no one can substitute for Rotarian **Dan Orr**, the last glimpse I had of him was on Saturday participating in the Public Art Walking Tour Giveaway (on his bike of course). This week he is riding in Montana which has led to my job as a sub for this week's meeting. Have a good trip Dan!

Our 95th President **Robin** (and second of the Zoom Era) called the meeting to order and asked **Jess Cunningham** to offer the invocation and lead the Pledge. **Ben Shapiro** was called on to ask our visiting Rotarians and guests to identify themselves. Although there were no visiting Rotarians this week, two special guests have joined us. **John Matthews** introduced his daughter **Maggie Petit** and **Ivan Dunn** introduced **Sindy Schiller**.

In case you missed our Zoom meeting this week you can catch it here on YouTube:

<https://youtu.be/PaRNP9JbYtk>

Rotary Notes of Interest & Announcements

1. **President Robin** beamed (as best you can on Zoom) as he commended **Sherry Calhoun** for her **Who Am I** presentation complete with slides and photos (and sticking to the 2 minutes time frame). Sherry's sponsor **Steve Duermeyer** introduced her. Sherry was born and raised in Seattle Washington, where her family loved outdoor sports including racing. Sherry spent her career in Global Sales Management with PPG Industries. The Calhoun family has seven fabulous grandchildren from 23 years old to 4 months, as well as Simba, a 15 month old Leonberger.. Alexander and Sherry just celebrated their 25th wedding anniversary. President Robin also commended Sherry for her involvement on Rotary committees as a Red Badger, including Beach Clean-up, the Red Badge Committee, Fisher House, End Polio Now, and Flags on the Avenue.

2. **Sue Ryan**, Community Service Director, presented a \$1,000 donation check to the Coronado Historical Association in support of the CHA student internship program. Rotarian **Christine Stokes**, Coronado Historical Association Executive Director, thanked everyone and told us about the amazing historic walking tour app the students have created that features all their favorite places. In a brief video, student intern Paloma Ronis von Helms accepted the donation on behalf of the program.

3. The next Rotary Zoom Social will be Thursday, July 23 from 6:00 to 7:00 p.m. The subject will be cooking and wine pairing! Look for a message about the social from the Rotary Office.

4. Fine Time is Coming! As **President Robin** explained (It will be fun - we'll have a good time): Have a Birthday or Anniversary, Special Occasion or joke - Pay Your Way. Get caught on Social Media, Print Media or around town without Rotary Bling - Pay to make it go away. To Serve Your Crime you can Pay Your Way (fines start at \$50, the more you pay the more time you get OR Play Not To Pay (by answering a Rotary question about the 6 Avenues of Service) OR "Serve Your Crime" through Volunteer Service (one hour of time = \$50).

Next Week's Program

Hubbs Seaworld Research Center

Speakers

Don Kent, CEO

Upcoming Programs

July 29

KUSI News;
Mark Mathis

Aug 5

Election Integrity Project;
Ruth Weiss

Aug 12

So Cal Earthquake Center;
Mark Benthien

Aug 19

Centogene;
Justin Bingham

Club Events

ZOOM HAPPY HOUR **23**
@ 6PM; **Jul**
MILLER

END POLIO NOW **28**
WINE TASTING; **July**
MAACK/WILLIAMS

END POLIO NOW **25**
WINE TASTING; **Sept**
MAACK/WILLIAMS

ROTARY/LASLAVIC **6**
GOLF TOURNEY; **Nov**
PLUMB



And the coolest Zoom background of the week goes to...Tom Mitchell (that's him in the cockpit of an A-7 Corsair) Check 6 !



Where in the world is Waldo—er, Dan Orr??

Thanks to Sharon Raffer our beloved Scribe got the day off.

Looks beautiful, Dan!



- July 15 Ed Dougherty
Tom Smisek
Karen Strabala
Larry Ybarrondo
- July 17 Ray Karno
- July 18 LuAnn Miller
Jim Runner
- July 19 Robert Smyth

Fines and Recognitions

1. **President Robin** kicked off Fine Time. He announced the 10th birthday of his daughter, Emmy (Emerson), who made a brief appearance beside him on Zoom. **President Robin** fined himself \$50.

Family of Rotary

We welcomed **Chip Garry** to our Zoom meeting after his surgery. Chip said the procedure went well, and that he will know more in a couple of weeks. The very best to you from all of us Chip.

President Robin sent us the following message on July 9: Fellow Rotarian, **Fred Mullins**, passed away last night at the age of 100. Serving the Coronado Rotary Club since 1969, Fred will be deeply missed. At this time, no information on a service has been provided. Should that become available, I will pass it on. Please say a prayer for Fred and his family as we honor a great Rotarian and a great friend. Cards can be sent to the family at 911 Cabrillo Avenue.

Membership

The following persons have been invited to join the Rotary Club of Coronado and have been vetted by the Board of Directors and Membership Committee. If any member has an objection to these proposed members they need to make their objections known, in writing within ten days, to the Board of Directors.

| <u>Name</u> | <u>Classification</u> | <u>Sponsor</u> |
|---------------|-----------------------|----------------------|
| Maggie Pettit | Education | John Matthews |

Program

Dave Landon introduced fellow Rotarian **Todd Little** who is the Executive Director of Discover Coronado. Discover Coronado was established in 2010 during the Great Recession to improve the number of group meetings and conventions at Coronado hotels. A lot of the symptoms we were feeling then, we are feeling now. Retail shops and restaurants were closing, hotel occupancies are down, and Coronado is losing revenue.

Coronado has just one industry and that is tourism. About 43 cents of every dollar that goes to Coronado city's coffers is derived from a combination of TOT (Tourist Occupancy Tax) and sales tax.

Todd said that on average, Coronado's TOT (hotel tax) generates about \$14 million a year that goes into City Council's general fund. In our peak year of 2018, it's reached \$15M. In 2020, that total will likely fall to \$13M (or less.) If conditions don't improve quickly, 2021 will have an equal TOT total of about \$13. That could result in modifications in the services and perks we Coronadoans take for granted.

Locally how has Covid impacted Coronado? Two resort closures, hotels experienced losses of over \$40 million, over 1200 in layoffs, zero conventions booked, and shops facing bankruptcy.

How to fix it, Todd said is by telling Coronado's story to have visitors come back when able to do. When the time is right the campaign will be called "The Coast is Clear". The organization sees the quickest path to revenue and tax recovery is to look at regional guests who would come for stay-cations and be near family attractions.