

Rotary Club of Kalamazoo Meeting

Bulletin for August 2nd 2021.

Today's meeting was called to order by President Sid Ellis at 12:15 p.m.

Pledge of Allegiance: President Sid Ellis led us in recitation of the Pledge of Allegiance **Invocation:** Dan Hartlieb offered the invocation.

Arts News: Rotarian D. Terry Williams provided a run down of events in the Arts for the week:

- Art Hop will be on Friday 8/6 from 5pm
- KIA will host an art show on 8/6 in the beer garden with food trucks, with free admission from 5-8 pm.
- Glass Art Kalamazoo will be hosting 3 classes from 8/4-8/6
- Beats on Bates will present live music on Wednesday 8/5
- State Theatre will be presenting "Kanola Band" on 8/6
- Farmers Alley Theatre will present "Backyard Broadway" from 5/8-5/31
- City of Portage will host food trucks and live music at the Celery Flats on Friday 8/6 from 4pm
- Gull Lake Jazz orchestra will perform on Sunday 8/8 in Parchment at Kindleberger Park

Announcements- Amy Remmert

- District Raffle tickets will be available for purchase at \$25/ticket

Happy Bucks: Donald Fiesche, Dan Hartlieb, Christina Dorett, Amy Remmert and Sid Ellis offered Ten Happy Bucks each, to share memorable events in their lives.

The Program: Jane Ghosh, President & CEO of Discover Kalamazoo, shared how her organization has been using destination marketing to promote Kalamazoo for their travel, leisure and meeting place.

Their Mission is "To be the Inspiration that encourages visitor and residents to discover Kalamazoo" with their core values including, embracing diversity, equity and inclusion; being outstanding ambassadors, exuding contagious positivity and a growth mindset.

Visitor spending is critical to Kalamazoo County and in 2019, visitors spent \$504M, creating 7,541 direct jobs and 11.032 total employment, which accounts for 29% of spending on Food & Beverage in our county.

Ghosh showed how digital data tracking the movement of visitors & residents, was used as a basis to formulate marketing decisions and strategies, with the goal of getting our visitor count back to pre-pandemic levels.

Hosting performance events and meetings were the most significant sources increasing visitor visits, with the Gilmore Piano Festival, Street Rod Nationals, Barbershop Harmony Society at the Radisson and our very own Great Lakes Rotary President Elect Training (PET) seminar, which Kalamazoo has hosted from 2007-2026.

Meeting was adjourned at 1pm, with the recitation of the Four Way test.