



THE SUNRISE CIRCUIT

Newsletter of the
Stuart Sunrise Rotary Club, Florida



Stuart-Sunrise Rotary News May 21, 2015

Pledge was led by Jenny Esler and the Prayer was read by Jane Mills.

Tom Whittington urged members to bring in their items for the Raffle. Forms are on the web site.

Installation Dinner is set for June 25th. Sounds like a great event. Stay tuned for more details. There will be no morning meeting on the 25th.

New Generations chair Jane Mills said that Jensen Beach Rotakids had their final meeting on Wednesday. Our exchange student Julia spoke to the students and presented them with Brazil flag pins. Griffin O'Neele was selected as RotaKid of the Year. Damien Newkirk will be president next year.

Directory updates are due to Sue by next Thursday. If you have new phone numbers, addresses or other changes please mail the corrections back to Sue or bring the corrected copies to the meeting next week.

Sgt.-at-arms John Gonzalez welcomed new member Amber Woods to the meeting. He picked up happy and sad dollars for graduations, science fair participation, 5 boat sales and Red Nose Day! John had a happy buck for a successful Segway tour in Washington, DC! Steve had glad to be back bucks AND 2 college graduations!

Danielle has started treatment for Lyme disease. Keep her in your thoughts.

Jamie is still collecting bottle caps for wheelchairs. Brenda provided a great example of the product. Drop plastic bottle caps off at Jamie's office by Paneras or bring them to the next meeting!

Gary Damen presented a U.S. Flag to our Brazilian exchange student Julia. (Julia is finished with school classes and exams and will be heading to California June 11th as part of her exchange tour.)

Come Visit Martin County!

Nerissa Okiye, Martin County's new Tourism and Marketing manager gave an interesting presentation on the progress in refocusing the county's efforts to bring new tourists, residents and businesses to our area. Narissa has 16 years experience in the hospitality industry ranging from hotel management to serving with Georgia State board of tourism.

Nerissa gave a quick presentation on the new strategy to reach out and tell the Martin County Story.

She estimates that Tourism has an annual impact of \$430 million to our community and provides an estimated \$35 million in Tax Revenue to the county. Working with national media has resulted in favorable articles in The Smithsonian magazine and the Atlanta Constitution.

Using research data she has identified specific areas to target for publications and contacts. She said the trip advisor site has received over 150,000 hits in a few months (Info@discovermartin.com). There is now a tourism category on the new Martincounty.gov website as well. Both will take you to the new communication tools.

She has also developed videos featuring areas of the county. The first ones featured Port Salerno, Jensen Beach and downtown Stuart. Coming our videos covering things to see and do in Indiantown, Palm City and Hobe Sound.

The site also includes a great calendar for community events. The offices are located on the ground floor of the County building on Monterey Blvd.

We will be working with Nerissa and her staff as we promote our 2nd Annual Golf Tourney and Raffle on Oct 9th.

50-50 was sold by Paul Salazar and won by Harry Lerch!