

Rotary



Club of Williamston Sunrise

Club Leaders



Laska J
Creagh
President



Christopher
A. Lewis
President -
Elect



Gene Klco
Secretary
Webmaster



Steve
Terry
Treasurer



Earl K Wolf
President -
Nominee



James
Conroy
Club
Director



Elgar
Brown
Sergeant-
at-Arms



Wanda
Bloomquist
iPast
President

Speakers

August 02, 2022
Sharon LaPointe
Sowing Growth

August 09, 2022
Julie Brixie
Update on Michigan

August 16, 2022
Lisa Wallace
Lasagna Love

August 23, 2022
Jennifer Wonnell
New Dansville
Superintendent

8/2/22-Sharon LaPointe-Sowing Growth

By Gene Klco on Tuesday, August 2, 2022

General Discussion:

- Attendance: Members=11, Associate Members=1, Guests=1



- President Laska started the meeting with the Pledge of Allegiance
 - Naomi gave a short pray for new beginnings and fresh ideas
- Then we had Happy Dollars

Our speaker today was our own **Sharon LaPointe**

August 30, 2022
Deborah Wolf
Chair Yoga



- She talked about Sowing Growth and the Eastern Ingham Farmer's Market
- Sharon was the President of Sowing Growth from 2019-2021
- Sowing Growth is run by the Board of Directors (10 members)
 - Eastern Ingham Farmer's Market if the program that Sowing Growth runs
 - The board has been working on Strategic Planning, forecasting 5 years out, back casting and GANNT work plans
 - The board and committees (7) make up the Advisory Council
- Programs
 - Eastern Ingham Farmer's Market – goals
 - Increase vendor count & diversity
 - Asked for coffee & prepared food
 - Have 3 regular produce vendors (critical)
 - Increase customer count & purchasing
 - Have a theme every Sunday
 - Tied to kids activities and more

- Free both to use for info only – not selling anything
 - Not used, till invited people to use it
 - Pollination Station
 - Not just for bees
 - Get info out to the public
 - Examples
 - 500 Tree forest
 - Let people know it is there
 - What to do with an old US flag?
 - Flag etiquette
 - Composting day
 - Volunteers – recruit, retain & recognize
 - At first the board did all the volunteering
 - Had to change
 - Improve Marketing & Branding
- Vendors
 - 5 year goal – from average of 23 vendors to average of 30
 - Push market as a family – everyone knows everyone
 - Vendor videos
 - Made one of a bee keeper
 - Show on-line
 - Would like to show at the movie theater as an ad
 - Make a video of the market
 - Sort of a time lapse video
 - From parking lot-to setup-to people buying
 - Sharon gets there at 7 am on Sunday morning
 - To setup
 - Sowing Growth booths on the east side
 - Info booths
 - Scott provides a blank canvas each day for art
 - Kids & adults paint on it
 - Saved for end of the year and auctioned off
- Customers
 - 5 year plan – from 508 average customers/week to 625/week
 - Vendor diversity
 - Restore events – Kid's Booth, Pop Club, Music
 - Removed during the pandemic
 - Cooking demos to show what to do with the produce
 - August is produce month
 - Comment box – not used
 - Change to one question per week
 - Answer on-line
 - People who answer will be put in to a raffle
 - For a basket at the end of the season
 - Plan in 2023 to have a customer punch card
 - Buy something-get a punch
 - Filled card gets you entry in a drawing for a Gift Card
- Marketing
 - Are on many on-line platforms
 - Own website, Facebook, YouTube, Instagram, newsletter
 - Need to integrate them and customer use
- Q/A:
 - Who makes the most money?
 - Not sure – anonymous input
 - Each week they ask vendors to rate the market
 - The Christmas market was the best for selling
 - There is no place to sit down or gather
 - Out due to the pandemic
 - In 2020-21 had to sell produce/food to be a vendor
 - Since have opened up a lounge near info booth
- Other discussion
 - Laska suggested we share the Williamston 5K on Facebook or other platforms
 - Naomi shared some ideas for next year's Duck Race
 - Saw in Elk Rapids
 - Kids stations where ducks were slid down a shoot
 - Need to add some activities to the race
 - Laska noted that they have documented the processes that go into running the Duck Race
 - Jim Conroy needed some help moving a pile of mulch
 - Volunteers came forward
- We ended with the 4-Way test (+1)

Special Event Calendar

Williamston Sunrise Rotary

2022 Special Events

- April 30, 2022 – 500 Tree Planting at Township Park
- May 7, 2022 – Plant 85 larger trees from pots at Township Park
- June 20, 2022 - Citizen of the Year Dinner – Part of Red Cedar Jubilee
- June 27, 2022 – Duck Race
- September 2022 – Start of ticket sales for the Rockin' Rotary Raffle
- September 17, 2022 - Tom Clay Golf Outing at Wheatfield Valley Golf
- October 16, 2022 – Williamston Sunrise Rotary 5K Fun Run
- December 3, 2022 – Drawing of Winner of Rockin' Rotary Raffle at Williamston Light Parade

Thought for the Week

By Gene Klco on Wednesday, July 13, 2022

"An admission of error is a sign of strength rather than weakness."

Joke of the Week

By Gene Klco on Friday, July 1, 2022

Rooneyisms - Too good not to share!!

I've learned.... That the best classroom in the world is at the feet of an elderly person.

I've learned.... That when you're in love, it shows.

I've learned.... That just one person saying to me, 'You've made my day!' makes my day.

I've learned.... That having a child fall asleep in your arms is one of the most peaceful feelings in the world.

I've learned.... That being kind is more important than being right.

I've learned.... That you should never say no to a gift from a child.

I've learned.... That I can always pray for someone when I don't have the strength to help him in some other way.

I've learned.... That no matter how serious your life requires you to be, everyone needs a friend to act goofy with.

I've learned.... That sometimes all a person needs is a hand to hold and a heart to understand.

August Birthdays

By Gene Klco on Monday, August 1, 2022

Wishes for a Happy Birthday in **August** go out to:

Kay Goluska August 11

Narda Murphy August 22

Diane Worthington August 25

