



## Scuttlebutt

Thursday, March 4, 2021

### President Gavin's notes

Greetings friends,

It was great seeing so many of you last Friday for a great meeting highlighted by an update from Scott Maitland. A special thanks to Delight Allen for sharing her member minute. Our goal is to continue to offer insights into the unique lives of the exceptional people who make up our group. I am excited about the speakers we have scheduled over the next several months, and I encourage you to keep tuning in.

I continue to be impressed by all of the good works that our members do in our community and beyond.

I am also reminded of what a strong and wonderful network of friends our club is, and am proud of the support that our members offer one another during difficult times. I appreciate your willingness to remain engaged in our club meetings in a virtual format, and continue to look forward to a time when we can safely resume our in person meetings.

I appreciate all that you do to serve East Chapel Hill Rotary. Together we will strive to thrive despite these uncertain times. I look forward to seeing you soon!

Yours in Rotary,

Gavin Heymann  
 President 2020-2021

### Announcements

- Our next meal service date at the SECU Family House is 3/18/21. If you are able to serve please use this [Sign-Up Sheet](#).
- Please see this update from Dick Baddour, chair of the ECHR Foundation:

- ***As Chair of the East Chapel Hill Rotary Club Foundation I want to give the membership of the Club a report on the status of the Foundation. First of all, everything we do is transparent and available for the asking. For new members, yes we have a Foundation that exists for the sole purpose of supporting the charitable activities of the East Chapel Hill Rotary Club. While it exist for that purpose it is a separate entity to allow for the receipt of tax deductible donations. The Foundation is governed by a Board consisting of myself, Mike Adair ( vice chair), Christy Jones ( treasurer), Delight Allen, Lee Scott, Earl Chesson, Cliff Butler, Mike Fields, David Kimball ( our founder), Jim Heavner, Ron Link and the current President of the Club, Gavin Heymann. We usually meet three times a year to conduct business.***
- ***Currently the Foundation has \$871,913 in the endowment ( thank you club members and Rominger Fellows) which is invested with Vanguard Charitable. We are included in one of their moderate growth approaches to investment. Our By Laws stipulate that 4% of the endowment (3 year average) can be distributed to the Club. This year, \$26,021 has been allotted for the Club's charities. Next year the amount will be \$28,927. The Foundation does not determine how that distribution is used; the Board of the Club makes that determination. Christy Jones will have a full financial report on the Foundation available in***

### Speakers

**March 05, 2021**

[David Gessner](#)  
 Environmentalism, Teddy Roosevelt, &  
 .... Ultimate Frisbee?

**March 12, 2021**

[Aaron Nelson](#)  
 Growth & Development in a time of  
 COVID-19

**March 19, 2021**

[Gary Crunkleton](#)  
 Scotch Whiskey for Lunch, Anyone?

### Birthdays

William H. Bunch

March 4th

Donald J. Heineman

March 5th

Patrick Phelan

March 8th

William E. Bolen

March 9th

John Akin

March 10th

Clifford Roosevelt Butler

March 11th

Robert Harper Slater

March 11th

Vannie Kay Hodges

March 13th

Bruce Todd Granger

March 15th

Jon K. Jester

March 20th

R. David Kimball

March 21st

Ghislaine Duhamel

March 27th

Thomas Leuchtenburg

March 30th

Mathew R. Groseclose

March 30th

Brian Kileff

March 31st

### Club Leaders



[Gavin Christopher Heymann](#)  
 President



[Patrick Phelan](#)  
 President-Elect



[Omar Zinn](#)  
 Secretary



[Courtney H Knoll](#)  
 Treasurer



[Christine Diane Jones](#)  
 Club Director

**a couple of weeks. That report will be sent to each Club member.**

• **A year ago we finished a very successful fundraising effort and established a new giving plan .....the Legacy Group which serves as a giving method through estate planning or current gifts. We have other programs for giving as well. My main point on supporting the Foundation is to say that we welcome all levels of giving and we are willing to work with club members in establishing a process that best fits the individual.**

• **Please contact me at (919) 452-9388 or [rabaddour@gmail.com](mailto:rabaddour@gmail.com) if you have any questions about the Foundation or how you might become involved. Our approach is low key so don't expect a high pressure sales pitch; which is not to say that we don't want you!**  
**Dicky Baddour**

• While we had hoped to be transitioning to limited in-person meetings early in the new year, recent COVID trends have hampered those plans. Guidance from our district still strongly discourages in-person meeting, and we agree with this prudent advice. We continue to monitor the situation, and will be poised to meet again physically when it is safe to do so. In the meantime, I ask that you do your best to attend virtually, and reach out to others who may have been absent to encourage them to do the same.

### Sergeant-at-Arms ♦ Pam Herndon

Pam Herndon was Sergeant-at-Arms and gave us a wonderful history lesson citing individuals such as Martin Luther King, Rosa Parks, Jackie Robinson and many others who made such an important impact on our nation, and who we remember during Black History month.

Lida Coleman provided the Invocation.

### February 26, 2021 Speaker - Scott Maitland

By Linda M Sanders



Rob Maitland introduced Scott Maitland. Scott went to West Point ♦ served in 1<sup>st</sup> Gulf War and then onto UNC law school and then started Top of the Hill. September 2021 will be the 25<sup>th</sup> anniversary of Top of the Hill. Scott is also a former member of ECH Rotary, maybe we can win him back.

TOPO has been an important of Chapel Hill since its ♦ inception and has been an incredible contributor to our township.

COVID has challenged him to remake the business, specifically the 22K sq. ft. restaurant ♦ Top of the Hill. Scott announced a COVID shutdown for the restruant on March 16<sup>th</sup> and reopened in August. Scott needed to keep core management available so that he could keep other aspects of the business going and the distillery

became the lifeboat ♦ drive by of liquor, beer and hand sanitizer. Scott also did a Founders Club II to raise funds in 2020, which is essentially like groupou, he raised some funds for in-store credits.

Scott went on to discuss many aspects of the business.

TOPO is the 5<sup>th</sup> distiller in NC ♦ pioneered the first organic distillery in the south.

Scott knew that TOPO was dependent on the university but didn't realize the extent it really was until the pandemic happened. It was a disastrous year for the restaurant & hospitality industry ♦ did not fully appreciate until COVID. TOPO restrant revenue went down 84% year over year from 2019.

#### What has made Top of the Hill such a stalwart business?

Downtown Chapel Hill has been struggling ♦ rent on Franklin St. stayed the same and foot traffic has dropped.

Contributing factors:



**Laurie Paolicelli**  
Public Image Chair



**William B. Aycock II**  
Service Projects Chair



**David Baddour**  
Club Fellowship Chair



**Gregory E. Bradbury**  
Membership Chair



**Will Bunch**  
CCO-Club Comm. Offer



**Mike Clayton**  
Rotary Foundation Chair



**Timothy Dalton**  
Club Fundraising Chair



**David Grier Martin**  
Sergeant-at-Arms



**John A Perry**  
Club Admin Chair



**Nicholas Matthew Vaughn**  
Club Programs Chair



**Lorenzo Mejia**  
Youth Services Chair



**Matthew Arnold**  
iPast President



**Carol J. Rives**  
Asst Governor

- Opening of Meadowmont Exchange where many business left
- Fewer office workers with movement out of business -- less spend
- University has provided a lot of services ♦ potentially violated the Umstead Act
- Center of student life is now around the Dean Dome

### ABC store role?

Increase in sales have mostly been among the large industrial brands. Some boards are friendly to micro distillers but Scott has faced a lot of difficulty working with the state on this. By law, ABC stores need to have a NC section is one thing Scott helped make happen.

### Future of Franklin Street the next 5 ♦ 10 years

Chancellors have been an active part of Chapel Hill but former Chancellor Carol Folt did not live in Chapel Hill. Chess board has changed

- Get elected leaders to bring in businesses
- Chapel Hill is an easy commute, and workforce housing
- People working downtown is what makes a vibrant downtown

### Share brands produced in brewery/distillery

Everything TOPO makes is unique  
Their moonshine has become very popular in the Greek community  
Vodka and whiskey are top sellers  
Many have won Gold medals across the world  
Retrenched and focus is not NC

### Biggest lesson

Definition of success has changes from money, now if **open** successful

### Biggest Issues

NC is a control state ♦ grant franchise monopolies with no oversight ♦ very inefficient system  
17 control states in the US  
A convicted felon is head of the ABC Commission

To view the recording click the below link.

<https://youtu.be/GCXr7GhiHXI>

## Our next Speaker ♦ David Gessner

David Gessner is the author of eleven books that blend a love of nature, humor, memoir, and environmentalism, including *Leave It As It Is: A Journey Through Theodore Roosevelt's American Wilderness* and the New York Times-bestselling *All the Wild That Remains: Edward Abbey, Wallace Stegner and the American West* and the prize-winning *The Tarball Chronicles*. In 2003 Gessner taught Environmental Writing as a Briggs-Copeland Lecturer at Harvard, and he now serves as Chair of the Creative Writing Department at the University of North Carolina Wilmington, where he is also the founder and Editor-in-Chief of the literary magazine, *Ecotone*. His own prizes include a Pushcart Prize, the John Burroughs Award for Best Nature Essay, the Association for Study of Literature and the Environment's award for best book of creative writing, and the Reed Award for Best Book on the Southern Environment. In 2017 he hosted the National Geographic Explorer show, "The Call of the Wild."



## Zoom Information

Topic: East Chapel Hill Rotary Club Meeting  
Time: Mar 5, 2021 12:45 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83883039488?pwd=ZzBVRXlwakVTTkxLQUNCd2gwKzd0UT09>

Meeting ID: 838 8303 9488

Passcode: 487869

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+1 253 215 8782 US (Tacoma)

Meeting ID: 838 8303 9488

Passcode: 487869

Find your local number: <https://us02web.zoom.us/j/83883039488>

East Chapel Hill  
Meets at Chapel Hill Country Club

Time: Friday at 12:45 PM