



THE SPOKES SPEAK - GEARED TO SERVICE

Rotary Club of the North Fork Valley

POB 1543, Paonia, CO 81428

WEB SITES: www.rotary.org www.rotary5470.org www.paoniarotary.org

Meeting Thursdays at Noon in the Paonia Town Hall

District 5470

Club 1180

Issue 51 September 24, 2015

LAST MEETING: September 17, 2015

APOLOGY: This is my last catch up issue. Kate is covering for me on October 15 and 22.

ANNOUNCEMENTS: 9/24-27 is Mountain Harvest Festival. Y'all come!!

10/6 there will be an Aging in Place meeting at the library at 7 pm.

10/17 is Oktoberfest. There will be music, a costume contest, beer, brats, and outstanding potato salad at the Living Farm Café from 2 to 6 pm.

Jeff Williams from Lancaster, PA was a visiting Rotarian. This was the first time he had visited another club. His club has 238 members and will be celebrating its 100th anniversary on 10/7. RI President Ravi will be in attendance. Chris Swanson, who lives here, was Jeff and Bernadette Stech's guest. She runs a food based family health and learning center. This is community healing process based on food. She agreed to be a speaker at a later meeting.

PROGRAM: Doris introduced Bill, Annette Pretorius and Courtney Mullin speaking about the Paonia Chamber of Commerce. The C of C has moved from being strictly focused on Cherry Days to providing what business members need. The Chamber works with other chambers and organizations such as DCED (Delta County Economic Development). Annette has just joined the Chamber. Now that the goals of acquiring an office, hiring staff, and revamping the website have been met, it is time to be more strategic about helping local businesses. Which of the 4 focus areas should be the Chamber's #1 priority? 1) local to local marketing - raising awareness of local businesses to other locals; 2) local to non-local marketing - tourism marketing; 3) resources for business - like providing workshops and a handbook of local taxes and town ordinances; 4) policy - advocating for business to cultivate an environment in which businesses can succeed, e.g., bringing in broadband, working with the town on business fees.

Courtney, the new office manager, spoke about her role. She publishes a newsletter, keeps track of finances on Quick Books, is involved with social media, and keeps the website up to date, which Jim Brett re-did. The website highlights a different business or event each month. Visitors to the website look at the business directory, upcoming events, lodging, and attractions in that order. There is a short description of each member and links to their websites. There are some short videos on it as well.

Bill's plea was for more members and donors. The infrastructure is in place; the

Chamber is now capable of truly helping businesses succeed by being able to meet a variety of their needs. All it needs is more funding. “If you are a member, please recruit others. If you are not a member, please join!”

[Program directors, please let me know who your program will be. Thanks. - Ed]