



THE ROTARY CLUB of SAN JUAN BAUTISTA NEWSLETTER

For Information:

www.rotarysanjuanbautista.com
contact@rotarysanjuanbautista.com

President
Luis Matchain
March 18, 2021
Volume 12- Number 33

CLUB MEETINGS:
Thursdays 7:00 a.m.
VIA ZOOM



**CREATE OPPORTUNITIES THAT
STRENGTHEN THEIR LEADERSHIP,
HELP PUT SERVICE IDEAS INTO
ACTION, AND IMPROVE
THE LIVES OF THOSE IN NEED.**

THIS WEEK'S PROGRAM:

**Jill Pagaron & Fran Fitzharris
San Juan Business Association**



Jill Pagaron, President of the San Juan Business Association began this morning by presenting a brief history of how the SJBA was founded. SJBA originated when the San Juan Chamber of Commerce closed. At that point, a non-profit was formed to “get more results with the dollars we are spending on advertising. We promote San Juan Bautista. That is what we are challenged with. We have our website and we have our social media post. We connect with our business owners and on our Board, we have somebody representing every member of the Community. (Representation of the Mission, State Parks, hospitality).”

Fran Fitzharris, Brewery 25 owner and the SJBA representative of the Hospitality Committee discussed with the membership the challenges presently facing the City and how best Rotary is able to support San Juan Bautista.

Normally, business slows in Town in the months of January and February. In March, the merchants count on the Arts and Crafts Show to jump-start the year. However, due to the Covid Pandemic, the City was “shut-down”. Unemployment support began coming from the State of CA, but this added an



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additional challenge because employees were able to receive more funds from unemployment than their normal wage and therefore there was a loss of hospitality employees. Businesses tried to receive government loans, but the loan process via the internet was difficult at best. Beyond these challenges there were delays in supplies, equipment, and furniture deliveries causing a lack of inventory.

The City Council assisted with making changes to the downtown area to accommodate outside dining, which helped the hospitality industry. The retail merchants have remained open with a limit on the number of customers allowed at one time in stores.

Presently, the question continues: What can we do to regain the losses? At this point, the City continues to abide by the CA State guideline tiers and therefore, any completed marketing to bring visitors back must coincide with the tier status. For instance, San Benito County is at the Red Tier, which allows only 25% occupancy indoors.

Rotary is able to help in numerous ways.

- ☆ Ask merchants and hospitality business owners to give a presentation as a means of reintroduction.
- ☆ Champion a few businesses on social media, wear caps/glasses/shirts with logos, and give gift cards.
- ☆ Volunteer to assist an owner with for instance stocking shelves, cleaning, etc.
- ☆ Dine in parklets and/or indoor dining areas.

Throughout, SJBA has worked with the City Council to plan in relationship to tier status. Both entities are looking forward to reinstating the special events (Rib Cook-Off, Arts and Craft Show, etc.).

It truly has been a difficult year for San Juan Bautista. However, beyond what the SJBA and the City Council are planning, our Rotary Club has recently set a goal to support both San Juan Bautista and Aromas and as a result, we will be “stepping up” our aid to the Communities.

END POLIO NOW!
2020-2021 Goal = \$2,100.00
PLEASE DONATE
***(Contact Treasurer Bob Quaid
ramauaid@gmail.com)***



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OUR ZOOM MEETING (Week 50)

HAPPY ROTAIANS on March 18, 2021

21 MEMBERS PRESENT!!!

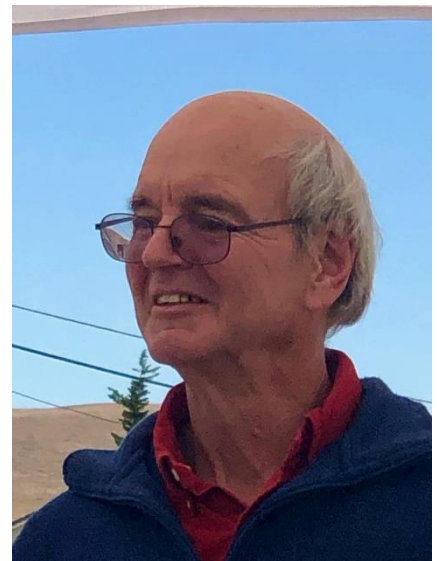
Andrew, Annette, Art, Bob, Casey, César, Don Reynolds,
Donna, Jackie, Jessie, John, Larry, Luis, Michael,
Paul, Phil, Rosa Fernandez, Rosa Loayza, Tom, Vicki, and Wayne

THIS WEEK'S MEETING:

Inspirational Quote:

"If you don't get what you desire, you get experience."

-Unknown-



HAPPY BIRTHDAY
JESSIE O'MALLEY-SOLIS - March 19th



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Announcements:

Meeting Attendance & Recording of Meetings: Members & invited friends will be allowed to attend Club meetings only. The meetings may only be recorded with permission from the Membership.

Rotary Club Events & Information:

- ❖ **3rd Grade Dictionary Distribution:** The Zoom with the Aromas School 3rd Graders will be on Friday at 10:00. The link is: Meeting ID: 896 0328 8597 Passcode: 290888
- ❖ **Club Board Meeting:** Today following general meeting
- ❖ **Virtual District 5170 Training:** →

San Benito Health Foundation Vaccine Update:

- ❖ The Foundation received 498 Pfizer vaccines on Mon.
- ❖ On Tues. & Wed. 112+ vaccines were administered.
- ❖ Today the Foundation's goal is to vaccinate over 300 people.
- ❖ Rotarians have & are volunteering to assist.
- ❖ The Foundation is personally calling people to set appointments. Of those called, about 99% have been grateful for the call as each has had a difficult time with receiving appointments via the internet.
- ❖ On Mar. 29th, with a steady inventory, the mobile van will be utilized to establish vaccine clinics throughout the County.
- ❖ All vaccines are free to individuals.

Rotary District 5170

Save the Date!

SERVE TO CHANGE LIVES

OPENING DAY 4/24
SPECIAL EVENTS

11:00 am
KEYNOTE SPEAKER
"The Future of Rotary and You"

JEFFRY CADORETTE
is a past Director of Rotary international and has represented the President of Rotary International at District Conferences across the country and in Canada. He has been the keynote and motivational speaker at many District events. Sneak peek video: "Anytown"

Noon
DON'T MISS!

RICHARD D. KING
ANNUAL YOUTH SPEECH CONTEST

Rotary District 5170

More information, details and training session registration to follow!
STAY TUNED!

APRIL 24 – MAY 6 2021

VIRTUAL DISTRICT TRAINING ASSEMBLY

FOR ALL ROTARIANS & ROTARACTORS

THERE IS SOMETHING FOR EVERYONE!

WATCH, LISTEN AND LEARN!

15 sessions over six days!
Join from wherever you are.
No dress code and no cost!

Who Should Attend?

- Current and incoming club leaders
- Rotarians and Rotaractors who want to engage more fully in their club's activities and programs.
- New members who want to learn more about Rotary

By attending, you will gain a greater understanding about Rotary at the Club, District and International level and bring ideas and best practices back to your Club!



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**WHAT'S HAPPENING
MARK YOUR CALENDAR**

- ❖ March 25th: Program: General Assembly – Club’s District Goals (Art); Approval of 2021-2022 Strategic Plan
- ❖ March 25th: Fundraising Committee; Following General Meeting
- ❖ April 1st: Program: TBD
- ❖ April 8th: Program: TBD
- ❖ April 15th: Program: The Club’s 25th Anniversary Celebration
- ❖ April 15th: Club Board Meeting; Following General Meeting
- ❖ April 22nd: Program: TBD
- ❖ April 29th: Program: General Assembly

**MARCH MEETING
RESPONSIBILITIES**

- Flag Salute: MICHAEL
- Inspirational Quote: MICHAEL
- Programs: WAYNE

MONTH	SALUTE	QUOTE	PROGRAMS
April	Art	Art	Phil
May	Don Boys	Don Boys	Don
June	Michele	Annette	César



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2020-2021 COMMITTEES

COMMITTEE	CHAIR(S)	MEMBERS
Access	Phil	Annette, Jessie, Jorge, Michele, Rosa Fernandez, Wayne
Anza Trail	Jim	Wife Gayle & Community Crew
Area 6 Aromas Community Project	Annette	Casey, Jackie, Paul, Rosa Fernandez
Beer/Wine Garden	Vicki & Wayne	Heidi, Andrew, Art, César, Donna, Phil
Digital Club Engagement	Jorge	Art, Jackie
Environmental	Blanca	Annette, Donna, Leslie Austin, Michael
Finance (Ongoing)	Bob	Andrew, Art, Phil
Fundraiser Committee	Jackie, Phil, Rosa	Andrew, Art, Blanca, Bob, César, Jessie, Jorge, Larry, Luis, Michele, Tom
Fundraiser Subcommittee: Virtual Auction & Concert	Art	Casey, Heidi, John, Luis, Michele, Phil
Ghost Walk	Rosa	Casey, César, Don Reynolds, Phil,
Holiday of Lights Parade	Michele	Heidi, Don Reynolds, Donna, Jessie
Holiday Family Giving (Ag. Worker Force)	Vicki	Annette, César, Donna, Jackie, John, Nazhat, Phil, Rosa Fernandez, Wayne
Meeting Format	Michael	Annette, Blanca, Casey, John, Jorge, Vicki
Rotary City Benches	Annette	Bob, César, Heidi, John
Social Media (Websites)	Jorge	Heidi, Jackie, Jessie, Phil
Visual & Performing Arts	Phil	César, Luis, Rosa Loayza