

2nd December 2010

Vol 53, Issue 43

THE BEACON

Rotary Club of Narooma Inc. Bulletin



RI President
Ray
Klinginsmith

9710 DG
Bill Seelis

President
Bob Antill
Mob 0400104731

Secretary
Marilyn Gibson

Treasurer
John Messner

Apologies
and
additional
guests to
Rolf Gimmel
the Tuesday
before the
meeting on
44762274 or
email
rolfs@dodo.
com.au
OR you will
be charged
for your meal.

The board meeting in a nut shell

- ✓ Fundraising: Jack is organising tickets for the Duck Race; Stamp has been ordered to stamp generic tickets for other raffles.
- ✓ Service Projects: Jeremy reported the sign for the lookout is ready to go.
- ✓ Treasure Report: was accepted noting we are in the black.
- ✓ Terry reported that we have a need for everyone to involve him in plans for new members. see page 3.
- ✓ Request for funding support for Ame Barnbrook was put over to the next meeting to allow President Bob to discuss a possible multi-club project and to assess all the documentation that came with the request.
- ✓ Bike-a-thon will need at least one major prize.
- ✓ Due to lack of interest we have decided not to run the van at Apex Park between Christmas and New Year.



CONGRATULATIONS TO THE NAROOMA PUBLIC SCHOOL DUX
Tuesday evening saw the Narooma Public School presentation at the Narooma High School Hall.

President Bob presented the Bill Borlaise Rotary Memorial Award to the School Dux.

This year's winners were two very deserving Year 6 students.

Chris Phillips-Mather and Annabelle Wharf. Our congratulations go to them both and to Marilyn Gibson and her staff and students for a well run evening.

Thank you to all who's hard work was rained upon. The Market turned a little soggy but some marketeers set up and people did come. By 11am the rain set in and the remainder packed up. We took over \$300 and hope all will be back next month. Thanks to friend of Rotary Lyn Hardingham who arrived to help in the van.



TONIGHT: Alex Olah – *A Year in China* - Partner's night

BIRTHDAYS AND ANNIVERSARIES:

Max will be celebrating his birthday tonight. Happy Happy Birthday Max.

COMING EVENTS

9 th December	David Maidment - Oysters
16 th December	AGM
19 th December	ROTARY VAN AT CAROLS BY CANDLE LIGHT
23 rd December	Christmas Party – Partners Night
25 th December	CHRISTMAS DAY – RELAX WITH FAMILY
28 TH December	MARKETS
13 th January	Barefoot Bowls at Dalmeny – Partners - TBC
20 th January	Bob and Merinda’s – Partners night.
26 th January	DUCK RACE

TASK	2 nd December	9 th December	16 TH December
Cashier	Marilyn Gibson	George Barker	
3-minute talk	Terry Irvine	Bob Aston	
Wheel	Lin Morey	Angie	

INTERNATIONAL TOAST:

RC Huacho Lima, Peru. D4450.

Club was chartered in 1930 and has 29 members who meet at Chifa Fullrum on Thursdays at 9.30pm.

“A criminal is a person with predatory instincts who has not sufficient capital to form a corporation.”

Howard Scott, quoted in the Illawarra Mercury.

Short words from bob ant

I'm writing this straight after coming from the Public School Presentation Night. I was pleased to present the Bill Borlaise award on behalf of our Club. Recognition to two students that have put in a mighty effort is wonderful, but the standout for the evening was the behaviour of all the students and the excellent standards they set. And on a personal note, to my wife Merinda, who had about 85 kids on stage singing and playing instruments in a large band. They all sounded fantastic, wow!

Finally some contributions: Thank you to Terry (see below) and John (see page 4). Enthusiasm in what we do and hopefully a plan for the future will ensure that our Club grows, thank you to all.

Y I R bob Ant... ☺

STOP PRESS....

Terry reports on membership. He is very willing to help, please work with him.

Earlier this year, before we went away, I produced a list of occupations, some of which could be represented by people living in our near Narooma, and who could be considered for membership in our Rotary Club.

It was my hope that I would receive a number of names, and I am happy to collate the information to produce a list of potential members. This list could be circulated for members comments, some members may know a person on the list had already been approached and declined the offer of membership, others may be known as inappropriate for membership due to some impediment in personality or business behaviour.

So far I have not received ANY NAMES. If the original list has been mislaid I can send another copy.

As I no longer have the commitment of time to a pharmacy, I would be happy to approach potential members on a one on one basis, or could welcome the company of other members for such interviews.

It would be good if we could have a number of potential new members who could meet existing members socially during the informal meetings we have in January.

The earlier questionnaire indicated that most members were pleased they were members of the Club; It is selfish to exclude others from similar pleasure.

Yours in Rotary Service,

Terry.

This is a copy of John's three minute talk last Thursday night. John believes that we should look at the Markets and our Web Site with fresh eyes and enthusiasm, which I endorse. Together we can look forward to bringing the best outcomes for our Market people, our Club and ourselves. Please talk to John, Chris or myself. Your positive input is vital ... bob ant.

Tonight I am going to provide you with an overview of how I believe the Monthly Markets can be revamped with some discussion on the Club's website. I will be talking about the stallholders and not the food van.

If anyone believes that current monthly stallholder numbers and the mix of products that are on offer are OK, they should take a walk around one of our monthly markets and then ask the question: "what is there here to bring locals to the market on a Sunday morning?"

The financial data over the past 3 years indicates that the monthly markets are slowly dying. Car boot stallholders are not the answer as they are low grade i.e. they have very limited public appeal. From my investigations it seems that the markets have been running for around 10 years and not reviewed in any detail over that time.

So where do we go from here?

I believe we should start with a clean sheet of paper and develop a Business Plan that addresses issues like:

What should be the stallholder mix or theme?

What amusements should there be to attract families?

Should we have a lucky draw based on tickets distributed by stallholders?

Should we have 2 or 3 special markets each year?

Should we provide incentives to attract certain types of stallholders to trial the markets?

Bob Aston has agreed to start the ball rolling and prepare an Ideas Paper.

Given that we have assembled a special projects team to prepare a submission for the Board, what do we include in the Marketing Section of the Plan?

There are a number of other markets running in the region and I think one or more of us should be willing to go to places like the monthly Candelo markets and the weekly Moruya markets to collect stallholder names, email addresses and mobile numbers so that we can communicate with them via **email** or **SMS messaging**.

The other marketing tool we have is the **Club website**. In its current form it is of very limited value. I believe it should include a **President's blog** whereby we can post weekly updates on what the Club is doing. A **Facebook** presence would also be useful with a link from the website.

Monthly Market information could be posted on the website with a contact form for enquiries and stall registration etc.

The website could also be a place to find information and application forms for Youth Programs and the Club Tertiary Scholarship.

All marketing material from the Club should include the Club website address. The Club should also have its own email address such as markets@nroomarotary.com or secretary@nroomarotary.com which allows the email address to remain unchanged and emails to be forwarded to a Board member's personal email address.

The website could be structured around open source software such as WordPress. You would update the site on a weekly basis through the site Administration Control Panel.

A starting point would be to talk to Rohan Gleeson of the Moruya Club who has extensive IT experience and is indirectly responsible for the maintenance of the D9710 website.

Let's make it happen.

JOHN MESSNER