

Rotary Club of Santa Rosa West

Bulletin for January 3, 2005 A Recap of '04 Retail Sales and Coddling Enterprises

By Robin Marris

Beginnings



President Jim called the meeting to order promptly at 12:30 p.m. He extended his thanks to the following:

Rotary moment:

Gary Lucas who offered a moment of silence to honor the survivors of the tsunami in Southeast Asia

Pledge: **Fred Zmarzly**
Greeter: **Chuck Baker**
Set-up: **Gil Lucas, Ed Burr and Chris Young**
Raffle tickets: **Fred Zmarzly**
Cashier: **Kim Childers**
Bulletin: **Robin Marris**
Photos: **Bob Harris**



Chuck Baker introduced visitors of whom there were four, all from the downtown club: **Carl Campbell; Linda Frank; Nona Lucas (below); Jack LaVar.**



Two guests attended: **Jose A.**, introduced by **John Meislahn**, and **Ron Malnati**, introduced by **Jim Benoit.**

Announcements and Such:

Tarina Hall announced that the crab feed is sold out. **Bob Zeni** has a waiting list for tickets; please return to him any unsold tickets.

Bob Zeni announced that people should turn in crab feed ticket stubs as soon as possible to make registration easy on the big night.

Gary Lucas described his work on the silent auction committee and asked for volunteers to serve on crab feed day. No problem.

Ed Burr described several crab feed auction items—a cruise, a dinner, a poker tournament, a painting by our own **Bill Gittins** (shown here

by Tarina Hall and valued at \$1870). President Jim passed around a flier showing how **Bill** developed the painting.



Ginny Pitts spoke about crab feed raffle tickets. They cost \$80 for 10 or \$10 each. Please write a check to the club.



The regular board meeting will take place at noon on January 11 at Josef's. Please note that the cost of lunch is now \$17.

Rotarian **John Lewis** of the Windsor Rotary Club died on December 26. In his honor there will be an Irish party at Charlie's Grill on January 9.

RI President **Glen Estes** has sent information about contributions to tsunami victims. Please check the RI website for projects in the areas affected by the tsunami.

Recognition

Ray Schofield offered that he and his wife babysat grandchildren on their 20th wedding anniversary, December 29. Fined \$20.



Bill Gittins and his wife celebrated their 38th wedding anniversary on January 1. Fined \$25.



Pat Stoll moved his office last week to Airport Blvd. Moreover his wife Karen has become acting director of the California Department of Corrections. Fined \$50.



John Hathaway took a cruise to Mexico and discovered that he owed the club a surcharge of \$25.

John Withers finally took over the microphone but paid \$20 for sharing a questionable travelogue.

Ginny Pitts and her husband celebrated their 35th wedding anniversary on January 2. Fined \$10 (all she had with her).

Bill Fisher paid \$20 for a trip to Coronado to watch Cal lose.



Ed Burr also took a cruise to Mexico but it was shorter and his surcharge cost him only \$20.



Chuck Stark and his wife honored their 38th wedding anniversary on January 2. Fined \$10.

Chuck Stark may appear on TV on February 3 as a result of his daughter's activities.

President Jim deferred any TV fine for the moment but levied a fine of \$25 for Chuck's daughter's being named the Cancer Society of Sonoma County's volunteer of the year.

Raffle

Fourteen marbles and \$500. **Bill Dodson** won it!

Ray Schofield won the bottle of wine and donated it to the crab feed.



Program:

Susan Nowacki introduced **Brad Baker**, CEO of Coddling Enterprises.



Coddling Enterprises specializes in retail properties, 92 percent of their business, the best known of which is the Coddington Center. This holiday season retailers saw an increase in sales of 4.5 percent to 8.1 percent with some of the increase the result of Internet sales. Luxury goods went up by 15 percent. However, sales in Santa Rosa, while increasing, did not go up as much as sales did nationally.

Coddling Enterprises, not a direct retailer, focuses on enhancing retail sales for merchants. In addition to the obvious factor of location, the firm centers its work on developing a pleasant shopping environment, merchandising (attracting stores in which people want to shop), and deciding on how much capital investment will be needed. Coddington is due an extreme makeover in the next several years and may result in bringing in a Nordstrom's for one of the anchors. Coddling Enterprises has proposed to the City to create a

redevelopment partnership to improve the center.

Closing

President Jim presented copies of two bulletins to **John Withers** who refuses to bother with Internet access. Who can blame him?



The meeting adjourned at 1:30 p.m.

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