



Rotary Club of Santa Rosa West

Bulletin for January 26, 2009 Sonoma County Transportation Authority

By Ruth Lincoln

Preliminaries



President David McDonald brought the cool Rotary Club of West Santa Rosa to order at 12:30 sharp and welcomed visiting Rotarians.

Pledge: Ken Kushnir

Rotary Moment: Jim Hinton informed Club members about Entrepreneurial ventures of French, American and Italian bovine investors. Guess who had the best ROI!?!?



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Coming Up:

2/2 - Sonoma Land Trust, John Brosnan

2/9 - Jerry Meshalum, Rotoplast

2/16 - Dark

2/23 - Renata Billinger, Climate Protection Campaign

2/26 - SCARC Dinner - Cloverdale

3/26 - SCARC Dinner - Santa Rosa West

Thanks for the efforts of these fine Rotarians today: **Club Service: Dale S.;** **Cashier: Ralph L.;** **Greeter: Tarina;** **Set-up: Gary;** **Raffle Tickets: John H.**

Visiting Rotarians: Mark McConnell, **Sebastopol Club**; Paul Hamilton and Larry Myano, **Downtown Santa Rosa Club**

Announcements & Such

President David shared sad news about the tragic loss of two Rotary exchange students ages 16 and 17 in Oregon as a result of what has been reported as a random act of violence. Club members expressed deep sympathy for the families of the young adults and our Rotary families. More on this from Rotary International as a response will be forth coming.

President David announced that Richard Standard has transferred to a Petaluma Rotary Club as a result of work related reasons. We are sad to lose Richard; yet happy to learn he will continue in Rotary. He is wished all the best.

Chris Parr-Feldman shared her recent out-of-state Rotary Conference experience and her daring paparazzi picture episode with RI President D.K. Lee. RI President Lee smiled for the camera after he recovered from his

initial shock and awe of Chris' dazzling smile. Chris conveyed congratulations to the RCSRW for having all the requisites of a successful Club: A vision statement; a membership strategy and plan; a Club brochure, and a mission statement!



President David reminded all about the upcoming SCARC dinners on January 29th in Petaluma at Mr. McGoos, February 26th in Cloverdale and our very own SCARC dinner meeting set for March 26th at SRW. Please send **President David** agenda items for our SCARC dinner meeting.

Bill Dodson reminded us all about our special weekend and Super Bowl Sunday. He will be snoozing on the sofa. He also gave us the latest run down on our South Seas Adventure kick-off starting at 8:30 am on Saturday. All hands needed on deck for a successful event launch. By tradition, all Red Badgers will make short order of clean-up (it really goes fast!). Be sure to inform your guests to wear Hawaiian attire, the surf will be up and the sand warm. Avoid black socks and shorts lest you be mistaken for a mainlander. **Susan** raved about the fabulous baskets and spoke to the need for silent auction table assistants. She made one last call for two more restaurants needed by Thursday and was answered on the spot – thanks to Von and another gracious volunteer.

Doug Angelo gave us a report on the success of our Holiday Salvation Army bell ringers!

Bravo to all who braved the cold? and raised a handsome sum for the Army!

Bob Zeni has started a wait list for tickets. **President David** announced that DG Ed and his bride Carol will be among the VIPs in attendance Saturday.



Recognition

Recognition: Tarina provided an update about Rebuilding Together activities.



Ruth was recognized keeping company with other health care leaders in the North Bay Business Journal at its Annual Health Care Conference at the Hyatt Vineyard Creek Hotel in Santa Rosa. And more, a letter from local attorney William Hatcher Jr. was not about a recent fender bender. Ruth confirmed **Amelia Lincoln**, recognized by the Santa Rosa Rotary Club for her achievement as outstanding student for Ursuline High School, has been invited to attend their Club to receive an Outstanding Student Award in early March.

John Palmer was acknowledged for getting a leg up on our South Seas Adventure with a week-long stay in Hawaii.

Raffle

Tarina missed the black marble and \$450. Only 16 marbles left for February 2nd. Bob Reinking won Fred's Albertina wine.

Program: Sonoma County Transportation Authority, Suzanne Smith

Pam introduced **Suzanne Smith**, Executive Director of Sonoma County Transportation Authority (SCTA) who provided an update on the 2009 Comprehensive Transportation Plan. Suzanne joined SCTA in October of 1997 as the ED. She graduated from UC San Diego with a BA in Political Science and earned her Masters degree in Public Administration from the University of San Francisco. Growing up in Santa Rosa, she enjoys spending time with her husband Tim Smith and dog Sophie.

SCTA runs the countywide transportation agency responsible for coordinating regional, state and federal funding and administering Measure M, the local ¼ cent transportation sales tax. It is also responsible for monitoring Caltrans projects within the County; developing long range transportation plans; staffing the Countywide Bicycle Advisory Committee and the Transit/Para-transit Coordinating Committee; and maintaining a countywide land use database and traffic model.



Suzanne took the Club around the bumpy path of Sonoma County roads starting with early Native American trails that evolved over time to become modern roadways. Clearly focused on the future, she outlined 4 goals with objectives for 2009. Goals include: 1) Maintain the System 2) Relieve Traffic Congestion 3) Planning for Safety and Health, and 4) Reduce Greenhouse Gas Emissions. She outlined the multiple strategies to attain the goals set forth. Her handouts were informative and Club members learned a great deal in less than 30 minutes. Questions followed and one focused on the tree removal required on Highway 101 North of Mendocino Avenue. Club members were informed that replanting will occur on a ratio of 3:1 although the location is TBD.

Your Bulletin Reporter:

Ruth Lincoln



Your Bulletin Editor:

Jim Valinoti

