



Club Officers (2020-2021)

President- Linda Knight

Pres Elect-Linda McKeveny/Jolene Steele

Vice President-

Secretary-Kathy Jans Duffy

Treasurer-Rich Fredenburg

Past President-Rhonda Jasper

Directors

Class of 2021 Tim Ryan

Class of 2022 Cindy Ody-Ortego

Dave Swenson

Fred Capozzi

Class of 2023 Liz Becht

Ted Novak

Club Committees & Chairs

Administration: Tim Ryan

Community Service: Kathy Jans-Duffy/Linda Knight

Foundation: Tim Ryan

Fundraising: Linda Knight/Wendy Freidman/Kolsin

International: Dave Markel

Literacy: Liz Becht

Membership: Linda & Bob McKeveny

New Generations/Youth-Liz Becht

Public Relations-Jolene Steele/Susan Backlund

Sunshine/Social-Jolene Steele

Club Announcements:

In Person meetings-We will be back to in-person meetings 4/13 at the Seneca Falls Country Club. We will remain hybrid with Zoom available for those who are not able to attend.

Seneca Museum of Water Ways, Wed. June 2nd holding their first golf tournament if anyone is interested. Entry fee is \$100 each, and include golf and a meal.

Trips & Happy Dollars

Wendy-Fun idea for Food truck rodeo-to review with Fund Raising Committee. Federal Tax extended to May 17, but not State-still due April 15th.

Dave S-Muranda would like us to do a BBQ again this summer, we did last year, didn't make money but everyone had a good time, he will get back to us with the date

Linda M-She and Bob got their first shots

Peter-just returned from visiting son in NC, he is moving back to NY-just took a job close to home!

Tim-not necessarily a happy dollar, but wanted to talk about the membership seminar on April 5th and wanted to invite the McKeveny's. Linda, just saw the presentation and she and Bob are planning on holding a committee meeting in April.

David M-Happy/Sad \$'s, his son Jason participated in another shooting event, he did well! Also, they are heading to Sanibel at the end of the week and is looking forward to fishing trips, but is sad that Tim and Wendy won't be there and they will be missed!

Rich-Audie keeps showing his SU hat, Rich is happy that if any team is going to bust his bracket that it would SU! Also, it is his Birthday today

JT-this nice weather has him feeling good, and started working on his old Jaguar.

Recent & Upcoming Club Activities:

We received an award from District 7120 to be one of the first clubs to participate in donating to the Shelter Box

Presentation- Jeff Shipley-Seneca County Chamber of Commerce Tourism Update

Compared to January 2020, there has been a 12.4% decline in the total amount of time people are staying outside of the home. Parks and Campgrounds increased significantly over the summer, there was a 27.1% drop in Restaurants, consumer spending plummeted, -33.5% in total spending, -69.7% in hotel & Restaurant. -36.6% drop in small business and -54.2 in travel and leisure.

Consumer spending overall during Covid 19 crisis-there was a larger drop in spending for higher income earners in the beginning of the pandemic.

Tourism-the more rural the better -65% reduction in luxury and upscale travel, NY was one of the hardest hit states for reduction in tourism and travel industry.

SENECA FALLS ROTARY

Today's Guests & Visitors

Club Member's Rotary Anniversaries

March

Al Johnson-53 years
Susan Backlund-19 years
Jerry Macaluso-19 years

Club Member's Birthdays

March

Mike Mirras
Rich Fredenburg
Linda McKeveny

Important Dates & Reminders

3/21-Indoor Yard Sale

Upcoming Programs

3/23-Bert Serling

4 main elements to how the chamber is positioning their tourism efforts:

Outdoor Recreation-canal trail, Finger Lakes National Forest, State Parks, Lakes, and all the activities that go along with that.

Drive Markets-Seneca County is a "drive market" mostly 200-400 miles away, so promoting our accessibility to areas within that drive distance.

Friends & Family-focus on friends and family, "pod" travel-people are traveling in small groups of friends and family.

Technology-gains important each year but need to focus on way people are planning visits and how businesses apply technology once the visitors are here. (online ordering, touchless check-ins, etc) The visitor guide is available online and gives great exposure to the Women's Rights locations as well as access to other information on area businesses and events. It is up for a State award! DiscoverSeneca.com. They have also invested money into mobile research to gain mobile data, they are able to track movements through apps to find out where people are coming from and where are they going while they are here. They use this data to drive marketing decisions. In 2021, have made the largest investment in digital ad campaigns to attract visitors to where and when they are looking to travel to Seneca County.

Safety is a major concern, and the Seneca Safe Campaign has been done by the chamber to reassure customers and visitors that coming here is a safe destination and promoting businesses who has signed onto the safety pledge.

Advocacy efforts-Mobile Sports Betting-specifically for del Lago, so people can make a bet on Draft Kings platform, anywhere around Del Lago, it will be credited to them. Reduce Social Distancing Guidelines-even though guidelines are changing to allow more capacity, it doesn't help small restaurants, schools, etc.

Tourism is a \$67 million industry in Seneca County, and one of 4 regions to have positive growth since 2012, generating over \$4 million in local tax revenue.

What can we do to support tourism in Seneca County?

Encourage Friends and Family to visit!

Support local businesses!

Advocate-tell government to use stimulus to help tourism industry, maintain integrity of occupancy tax fund.

Promote DiscoverSeneca.com website