



Meeting Date: March 3<sup>rd</sup> 2022

*The World is a Book  
And Those Who Do Not Travel  
Read Only a Page  
- Saint Augustine*

**Getting Started:** President Joe announced that the meeting was brought by **Team 6** with Team Captains **Laurie Baker** and **Brian Scarr**. The invocation was provided by **Mike Mangas**.

**Announcements:**

- **Brad Rullman** announced that the **Bowl-A-Thon** is scheduled for March 12 from 5:00 to 8:30 pm. The theme is "Favorite Comedy Movie." For more information, Rotarians are encouraged to contact **Brad, Wendy Dickens**, or **Michelle Nystrom**.
- **President Joe** reminded the Club about the trip to Ashland, Oregon, scheduled for May 14, 2022. Rotarians will travel to Ashland and enjoy, "Once on this Island," a musical, at the Angus Bowman Theater. For more information, Rotarians can contact **Amelia Ward**.



## Recognitions:

**Stephanie Bridgett:** For her announcement that she is running again for Shasta County District Attorney. \$100.

**Tom Semington:** For his being placed in “Facebook Jail.” \$100.

**Jerry Kelly:** For his appearing on KRCR regarding his work video editing for Major League Baseball scouts. \$100.



**Brad Rullman, Tonja Donaho & Friends**

**Jake Mangas:** For his golf outing. \$100.

**Brad Rullman & Tonja Donaho:** For their “unusual” picture. \$100 each.

**Program:** **Jake Mangas** introduced **Danny Orloff**, the Tourism Marketing Director for Visit Redding. **Danny** provided the Club with an overview of the various marketing efforts Visit Redding is conducting to attract tourists to the area. There are four main tourism audience types that are the focus of current marketing: (1) Road Trippers, (2) Art & Culture Enthusiasts, (3) Rest & Serenity Seekers, and (4) Adventurers. Visit Redding touts not only the area’s outdoor amenities, but also its culinary scene. A large portion of its advertising is focused on other states that have flights available to Redding Airport. There are also efforts to increase social media presence and attract “influencers” to travel to Shasta County. More information can be found at <https://visitredding.com/>. Thank you **Danny** for all your efforts in promoting the area!



**Danny Orloff**



# Calendar

Mar. 10th	Redding School District Music Program – Rob Adams
Mar. 17th	Chamber Update – Jake Mangas
Mar. 24th	The Adventure Challenge – Ben Day
Mar. 31st	REU 100 <sup>th</sup> Anniversary – Dan Beans

Day Editor and Production: Rubin Cruse



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