



An Idea for a Public Event

Although events are not the best form of fundraising, they do have their value. They can raise awareness and profile about an organization and/or a cause or project. And yes with good marketing some will raise some money.

However, I believe it is also part of the mantra of "service above self" that we provide projects that benefit our community and have a strong public interest aspect.

I am asking if there is any interest in our Club for holding speaker series type event focused on an issue of public interest. For years the Kiwanis Club who have hosted, in partnership with the Chamber of Commerce, the annual State of the City address by the Mayor of Medicine Hat, which always seems to bring together a huge number of the local business community.

Can we attempt something similar - hold an annual event, with a keynote speaker? Probably a lunch type event run by the Club as a regular meeting, probably with another partner organization but with only one item on the agenda – the speaker. The challenge is to find a focus on something of general public interest. It would be great if the subject matter had value to us, as a Club, and could inform our own local projects. My initial thought ran in the direction of Public Health because it is such a huge subject, affects us all and crosses all boundaries.

There may of course be other areas of focus equally appealing.

For the moment I only wanted to float the idea and discover if there was any member support. The idea would be to undertake a short feasibility study to consider the various pros and cons for presentation to the Board.

Several good questions from the floor concerning time of event in the Calendar year, possible subjects that could be the focus and the need for good marketing as a being fundamental.

At the conclusion, Margie Booyens, Adolf Seiler and Elaine Behiel volunteered to assist in preparing a board report.

Yours if Rotary Service

Mike Christie, Director at Large.