



**District 8 Toastmasters  
DEC Meeting Minutes  
Saturday, September 23, 2017  
9:00 AM –1:00 PM**

**District Mission**

We build new clubs and support all clubs in achieving excellence

**District Director Vision**

Strengthening the Core of District 8 through Membership Retention

**Minutes**

***Attendees:***

Kat Mokriakow, Tim Spezia, Eileen Smith-Murphy, Elaine Curry, Angie Breinin, Natalie Meighan, James Childress, Lora Mather, Karen Leingang, Dan Galarza, Linda Sullivan, Nick Hall, Monaye Dockett, Parshu Anantharam, June Jeffries

***Opening – Kat Mokriakow***

Multiplier Money Lottery Ticket Meeting Incentive

Kat asks a question and the first person to raise their hand gets a lottery ticket.

Q: What is the District Director Vision?

A: Lora Mather answered the question correctly and won the prize.

***Adopt Agenda – Kat Mokriakow***

No discussion on the agenda. Unanimous consent provided.

***Quorum – Lora Mather***

We have a quorum for the meeting. This has been relayed by Lora M.

We need to submit some items to Toastmasters International by September 30, 2017 and having a quorum will help with that.

***Adoption of Meeting Minutes from Last Fiscal Year Meeting***

Unanimous consent on the minutes was attained. Slight correction needed on the time as the previous minutes said it ended at 12:51 am.

***District Success Plan – Kat Mokriakow***

This was put together by the trio.

The basic structure of the success plan covers the following:

Supporting district mission and supporting district vision.

Club Growth Director Incentives are throughout the entire plan.

Incentives from the PQD are also included that encourage member education goals and inspires members to raise their goals to excellence. It just encourages everyone to do just a little more.

There are also some Area Director and Division Director incentives that will be discussed later as well as some individual contributor incentives.

The present DEC members reviewed the plan.

Motion to Accept the District Success Plan

Nick Hall, Area 6 Director, made the motion to approve the plan.

Angie Breinin, Division F Director has seconded the motion.

All were in favor of the success plan. The district success plan has been accepted.

### ***Finance Discussion – Tim Spezia***

District Budget Discussion

The budget cannot be changed.

Changes to the budget can only be done through our representative at Toastmasters International.

Allowances

\$300 allowance for mileage

\$150 allowance for trophies

Restrictions on those items

The budget numbers are designed to support membership expansion and developing our organization.

Revenue

The primary source of revenue is from the membership.

Revenue from Membership Income is estimated to be \$26,956. Hopefully we will have more than that. Strong membership retention will help.

Conference Revenue will help too.

Speech contest revenue.

Prison Fund is through the trust fund. We can contribute to it but cannot make that as part of our budget.

Expenses

This is the large part of the budget

We try not to make money on the conference nor do we want to be in the red.

Locations can be expensive. This needs to be revisited as costs have been going up.

Toastmaster promotion is a significant item and encouraged.

Travel Expense

30% is the limit. We are at 28.9%.

Based on budgets turned in by DEC members.

Question from Area 6 Director Nick Hall on the travel budget. During last year many did not turn in anything for expenses. What will be the impact of using Concur on the travel budget?

Answer: We are hopeful it will help. Some are really using it, but others are shying away from it as it may be overwhelming for those who shy away from technology.

Google Maps is a good source for the mileage reimbursement. This is needed for Concur. It provides good supporting detail from an auditing perspective.

Reasons for low mileage reimbursement submissions

Some people were only being reimbursed for one-way because that is all they put down.

Lora Mather added that a number of people did not submit these so they could deduct it from their taxes.

Motion to Adopt the Budget was made by June Jeffries.

No seconding motion required.

Budget approved by acclamation.

### ***Public Relations Report – Eileen Smith-Murphy***

#### Facebook Page

173 members in the group.

More people are posting to it. Nick Hall and Eileen Smith-Murphy frequently post to it.

#### Meetup.com

Approved by district leadership to proceed.

The money needs to be disbursed

#### Youtube

Being worked on.

#### New District 8 Website is being managed by Tom Coscia.

More articles on it.

It has a much nicer layout.

It has a database of resources for club public relations.

Working on a way to share this information more effectively.

An example of the resources that are on this website and not any where else is with respect to the press release template.

#### Events

The first in-person event took place at the World's Fair Festival from 8/19 to 8/21.

We collected info from 30 people, but found we needed something more interactive. We decided to use a Table Topics approach. If you give a speech, you win a prize. More help will be needed for the event next time.

Mary Cohen will do Working Women's Survival Show in February. This is the next event.

The Earth Day Festival will be in April, 2018. More news to come.

#### Postings

Send to Eileen or RJ to be posted on the website.

Releases for each individual are needed to post photos. However, clubs can post to their websites and then request them to be posted on the district site.

Eileen is working with Toastmasters to make the release process more efficient.

#### Questions

Area 17 Director Karen Leingang had a question on Meet up.com

Can clubs use their own meet up site? Eileen suggested using the district Meet-Up.com site since it does cost \$ 15 per month. \$15 per month for the club level can significantly impact their budget.

Area 7 Director Linda Sullivan had a question on the forms for the photo release and where they are. Answer: This is on the district website and the form is under resources.

### ***Division Team Discussion***

Division teams discussed questions that Kat Mokriakow sent out to him. This went on for ten minutes.

## ***Issues Discussion***

There is a general feeling of overwhelm and we need to find out how to help the district leaders.

Delegation is certainly the key, and this would be a good opportunity to have an assistant.

Division directors can help.

Past district directors and governors can also help.

Communication is key.

If you can't make your club visits, please communicate with them.

Nick Hall talk about Speech Path Programs –

A club he is working is creating something in Speech Path that is titled “Here is why to join Toastmasters. “

They are on Facebook and added it to the District Facebook page.

Leadership Transitioning is needed

A clear and effective transition to future directors is needed.

Information on the site of previous director needs to be captured before it is removed.

Parshu did this and sent it to his team.

A recommendation was to include previous leadership team and the current one on the website. We will consider some options about retaining the information which could include retaining the information in a PowerPoint deck.

Paperwork Reduction

It was recommended to move to a cloud-based solution to minimize the use of paper.

Mentorship:

Indirect mentorship can be very effective by doing google searches on the Toastmaster information you need. Some members that were present had received a lot of benefit from this.

District Interaction Is Low:

Issues

There has been pushback from some clubs on the director visits. Some just like to do everything themselves.

Others may not see the value of the district level events like speech contests and TLI, which we know is for club toastmasters to meet toastmasters from other clubs. Corporate Club Leaders can be challenging since they are tied up with corporate priorities. They are torn with other personal development initiatives and also, there is an attitude that it is just one more meeting.

Remedies

Possibly changing the culture in the clubs could be a good idea.

It was recommended that there should be one club visit each year.

James Childress is creating a New Club Kit which will help with changing the culture. The value of the district and divisional levels will be communicated here. James will include that.

Kat is encouraging that these division discussions continue.

### ***Club Growth Director Report – James Childress***

We are number 9 in the world on Club Growth.

Three new clubs.

Bi-State Development Presentation – 30 people attended.

Demonstration meeting at Centene. Sacramento person said that they want a club in St. Louis. This is will be in Chesterfield on Timberlake Parkway.

James needs help with the demonstration meetings.

Criteria to be part of these meetings – Just be willing.

James tries to find people close to the presentation site. Usually a week of advance notice is given.

Need mentors for the new clubs that charter.

Criteria for mentors – at least has an education award. This is too hard for new members that do not have an award. It is not a requirement but preferred.

Ranked #83 in membership. Push to get membership payments in.

Going to clubs with low membership to see how he can help.

Find more ways to contact clubs. The clubs really need us there and know we are there for them.

27 clubs eligible for club coaches but only 20 have them. We really need club coaches.

Need a person who is very knowledgeable. The term is until the new club becomes distinguished.

Elaine mentioned that there is a TI site for coaches and mentors and sponsors. ALS is helpful for this.

Criteria to Obtain a Coach

- Clubs have to be willing to save the club.

- Commit officers to training.

- Need a plan of growth for three years out.

James is available via teleconference as well.

Membership Retention

- Will request a non renewal list from TI and we will call those members to see what can be done to keep them.

### ***Program Quality Director Report – Elaine Curry***

Elaine needs help with the fall conference. This is the last fall conference. The theme is the The Big Good-Bye.

Committee for Registration

Need a contest chair and the functionaries.

The conference is November 17 and 18.

Reach to all clubs to help.

The more help with the conference, the more members will come.

Need a formal invitation that can be forwarded to others.

Needs two chairs.

What happens to humorous and table topics?

- James and Kat attended the board meeting and they announced no contesting in the fall of 2018. Redirecting the PQD, the division directors and area directors for something else in the fall. There will only be a Spring conference.

- No details from Toastmasters International.

- Language for this will be available in October.

- This is a worldwide change.

Focusing on the International Speech Contest that goes to the TI level.

We are required to have the International Speech Contest. Evaluations may be a part of that.

The TLI will be on December 9<sup>th</sup>. More notice to get people trained. Under 70% club officers trained.

The December 9<sup>th</sup> TLI coincides with the Christmas party which starts at 11:30.

The Spring Conference is May 18<sup>th</sup> and 19<sup>th</sup>. The venue is TBD. This will be the International Speech Contest. We want this to be a competitive and enthusiastic conference.

### ***District Director Report – Kat Mokriakow***

#### **Just One More Campaign**

Ask members to give one more speech or a club meeting.

We are going to collect those stories.

If they do submit, they will receive an Outstanding Toastmaster Pin.

Two Sergeant at Arms have been identified.

Extraordinary members identified.

We will get those to the public relations manager and to RJ.

#### **Area Director Incentives**

100% Area Director Club Visits and Reports by 10/31/2017.

Design plans and submit plans for two low member clubs. Can't join the club yourself to make that happen. Submit to division director so we have the evidence.

Provide detail about how to support the club even after the plan is submitted.

More than two visits per club per season. Some are already doing this.

Bring one or more prospective club opportunities to James.

Help with demonstration meeting or chartering.

Attend all dec meetings or two division or two council meetings.

\$ 50 toward toastmaster online book store

\$ 50 toward toastmaster apparel.

Outstanding Toastmaster Pin

Gift of choice on Toastmaster Website.

Total Value is \$ 200.

Area Director of the Year gets a trophy and it is for one year.

This is within the Toastmaster Year.

#### **Division Directors Support Area Directors**

Make the visits but you do not have to be the one to do it.

Complete statement on how you do the support.

Attend two division council meetings

Attend all DEC's – Council m\

\$ 25 toward online bookstore

Outstanding Toastmaster Pin

Gift accessories

#### **Budget**

Must submit budgets to qualify and be reimbursed for anything.

### ***New Business***

Elaine Curry presented the look of the trophies.

Elaine designed the trophies with Crown Trophy.

Table Topics trophies incorrectly labeled; Elaine to correct

No other new business.

## **Focus**

Pathways  
PQD Incentive  
Club Growth Incentive  
Plan Your Open House  
Speakers Bureau  
Youth Leadership

We are directing everyone to those websites.  
Youth Leadership is something we will push this year.

## ***Attaining the Distinguished Level***

Base is 113.  
How do we get to 116 or 123? We get there by having club retention.

## ***Toastmaster PowerPoint Presentation on Toastmaster Value and Benefits***

*On the Toastmasters Site under Resources*

Customizable for a District

This is used for demonstrations.

Showing this so you can be familiar with it and be able to field questions.

How many corporate clubs in District 8? 56 companies. Close to the halfway mark.

How do we stack up to the other clubs? This is common across the board.

We were primarily community clubs.

We need to reconnect with companies and demonstrate the benefits.

Key people have left so we need to reintroduce the club to the corporate leadership and present the value.

Leadership credentials of Toastmaster cannot conflict with Leadership Programs of the Corporation. We cannot override the programs that are in place with the company. Encourage members to connect with corporate leadership.

Toastmaster Leadership is more on the soft skills.

Edward Jones Bulls and Bears Club had a great experience with the senior partners.

Military Rank and Toastmaster Leadership Positions – Respect the military rank in the meetings and show Toastmasters not affiliated with the military.

Can develop future leaders for the company.

Kat relayed her experiences with ESI. Toastmasters helped her get to her supervisory position.

Customer Facing Benefits

Employee-to-Employee Communication

Communication

Soft skills that are gained with Toastmasters

Facts: 345000 members in 116 countries

Notes from Toastmasters in the deck that will help choose your words.

Practice impromptu speaking.

Obtaining feedback immediately.

Evaluation structure.

What about writing skills? It is an integral part of Toastmasters although not advertised. Writing needed to prepare speeches and to provide evaluations. Manuals which will change with Pathways.

Leadership Track – Feedback on the roles that you have.

HPL has a lot of practical advantages.

The President of Toastmasters International came to district 8 and brought manuals over to Washington University. The Chancellor picked out a specific manual.

Conflict resolution is a major benefit.

Toastmasters practice. This is different from most education programs.

We need to speak about the dollar value vs corporate training programs that just go on the shelf after the course has been taken.

Add Enterprise, MasterCard and Wells Fargo. What about American Airlines?

O'Fallon, IL has the original declaration about Illinois declaring a month

Toastmasters Month in 1977.

Emphasize next steps and how to get the company to create a club. What issues can Toastmasters help you solve? This needs to be addressed.

Should we reach out to professional organizations like PMI? These are opportunities to look at.

Christmas party will have more giveaways.