



**District 8 Toastmasters
DEC Meeting Minutes
Saturday, February 3, 2018
1:00 PM –4:00 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, Elaine Curry, James Childress, Lora Mather, Tim Spezia, Eileen Smith-Murphy, Parshu Anantharam, June Jeffries, David Kincade, Angie Breinin, Scott Moore, Patti Howard, David DeVeydt, Rick Hoelscher, Dan Galarza, Monaye Dockett, Karen Leingang, Vic Mattison, Evelyn Pearman, Ellen Kirchdoerfer, Tom Coscia.

Call-To-Order

The meeting was called to order at 12:32PM.

Reading of the District Mission

Parshu Anantharam, Division A Director, read the District Mission to get us started.

Meeting Incentives

Kat Mokriakow has Multiplier Money Lottery Ticket incentives again this time. This is where Kat asks a question and the first person to raise their hand gets a lottery ticket.

Q: What is the District Director Vision?

A: Patti Howard answered correctly and won the ticket.

Quorum Report

Lora Mather informed the attendees that we have a quorum.

Meeting Minutes Adoption

The adoption of the meeting minutes from the last fiscal year meeting was performed by those attended.

There was one correction to the minutes—Evelyn Pearman was not listed as an attendee. Parshu Anantharam made a motion to accept the meeting minutes as amended.

Scott Moore seconded the motion.
All presented approved the minutes as amended.

Treasury Report—Tim Spezia

In general, the finances are looking fine.

Membership is a little down.

The audit is due by February 15, 2018.

The District Meet-Up costs are covered.

Local Expenses:

We have a new expense that we have not had to pay for in the past. It is for a storage locker that contains historical items. The historian took care of this in past.

85% of our expenses are taken in through Concur. Concur has been a huge asset to the District.

Mileage Reimbursements

They are going to reduce our mileage reimbursement (per TI). New rate is \$0.32 per mile.

Public Relations Report—Eileen Smith-Murphy

There are multiple District PR events coming up.

PR Workshops are taking place on February 5, 2018, February 17, 2018 and February 21, 2018.

Working Women's Survival Show

TM magazine distribution

This will be distributed at the local level by the Areas.

We have our group and public Facebook pages.

District-Wide Meetup Groups

42 are in the St. Louis Area;

10 are in the Columbia, MO & Springfield, IL regions.

We are advertising club events on the District 8 Website and on the Facebook page.

Darren Lacroix workshop is set for April 6, 2018.

Eileen Smith-Murphy is building a marketing page on the District 8 website

Social media training for community clubs among three divisions is underway.

Corporate clubs can have this upon request to Eileen Smith-Murphy

It was declared that there will be a Toastmasters Week, starting on March 25, 2018.

Billboard advertising will occur between March 25, 2018 and April 15, 2018.

There will be a District 8 "Fun Day", which may take place at the zoo, but it may be too expensive. Consequently, we might just go to a park somewhere and have a BBQ and games.

Considering placing ads in newspapers and issuing press releases.

Non-renewal list from October renewals will be used as a basis for a follow-up call campaign.

Club Growth Director Report – James Childress

Club Count: 107,

Club Count Needed: 117

Paid Members: 2202 paid members

#53 is 38.6% with 20+ members

#69 net growth is 6%

Club Count Stats

District 8 lost 2 clubs;

10 clubs are not paid. This is down from 12 in November and December.

The corporate clubs need to submit on-time dues renewals.

Chartered Club Count - 4 (Fantastic News!!)

Prospective Clubs: 6

Promising Lead Count: 3

Program Quality Director Report – Elaine Curry

Finishing up Club Officer Training
Pathways Training

Goal: 70% of District 8 clubs will be trained to move into Pathways by February 13, 2018

Spring Conference

May 18– 19, 2018 at the Holiday Inn in Earth City.

District Director Report – Kat Mokriakow

There will be one more campaign. Those who participate will receive an Outstanding Toastmaster pin.

Membership Status

Membership is down. More members are needed.

Trend: More corporate clubs are being lost than community clubs.

Monaye Dockett said that one of her clubs may not be completely lost.

Area and Division Director Breakout Sessions

Areas of Focus

- 1) New Clubs/Saving Clubs
- 2) Membership Building
- 3) Excitement
- 4) Achievements from members/Area Directors

The team met in groups by Division and talked amongst themselves about the various focus areas. They thought about how they might be able to go about affecting change in our Areas. Ideas were written down on a whiteboard for everyone to look over and discuss.

Adjournment

DEC Meeting adjourned at 2:46PM.