



**District 8 Toastmasters
District Council Meeting Minutes
Saturday November 18, 2017
10:00 AM –11:30 AM**

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

10:00 Call to Order

District Mission and the District Goal were announced.

Kat Mokriakow has been formally introduced.

Kat Mokriakow walked through the proxy process.

Kat Mokriakow walked through the standing rules for the meeting and asked each participant that speaks to state their name, their club name and club number. She also required that all motions are in the positive and that QA be limited to one minute each.

The Parliamentarian is Tom Coscia who is Past District Governor.

The timer for the conference is Natalie Meighan.

10:02 Welcome and Adoption of Agenda Kat Mokriakow, DTM, DD

Nate Randall from the McBrian Lincoln Douglas Club (51) made the motion to approve the agenda.

Parshu Anantharam from the WelDon Toast Club (581506) seconded the motion.

The agenda has been approved.

10:05 Credentials Committee Report

Lora Mather, DTM, PDG, IPDD

Lora Mather stated the following:

1. District 8 has 104 eligible clubs and the number of available club ballots is 208.
2. The number of district executive committee officer ballots is 33.
3. The total number of available ballots is 241.
4. A quorum for the council is one third of the club presidents and vice presidents of education or their proxies.
5. Quorum is 67 clubs and the numbers of clubs represented in this meeting are 44.
 - a. The Credentials Committee has certified the presence of 88 club presidents and vice-presidents of education or their proxies as well as 15 members of the District Executive Committee.
 - b. Lora confirmed that we have a quorum.

Paul Cook from the Competitive Speakers Club (5585462) moved to accept to Credentials report as written

Willie Blue from the Grace Church Toastmasters (7866) seconded the motion.

The Credentials committee report has been approved.

10:08 Approval of Council Minutes May 20, 2017

Brian Pelikan, AM

The minutes were distributed two weeks ago.

QA

Spelling Errors

1. On page 4 of the minutes, Telisha McGee should be spelled as Telicia McGee. This was brought up by Elaine Curry.
2. Elaine Curry also mentioned that her husband's first name should be spelled as Lemont and not as Lamont. This correction needs to be made on page 6.
3. This was the extent of the corrections, and they will be incorporated into the Spring Conference minutes.

Elizabeth Link of the Jeffco Challengers (9903) made the motion to approve the minutes as amended.

Parshu Anantharam of the WelDon Toast Club (581506) seconded the motion to approve the minutes as amended.

The minutes are approved by acclamation and the motion is carried.

10:10 Treasurer Q1 Report (July – Sept)

Tim Spezia, DTM, PDG, FM

The mission of Toastmasters is to keep the finances revenue neutral.

The report is as of September 30, 2017.

Monthly revenue on average is \$ 4948.00.

1. This was forecasted by Toastmasters International and there is not much of a variance between actuals and expected.
2. The narrative is presenting that nothing unusual is occurring in the financials, but the largest expense that is being incurred is with respect to travel.

The treasurer has been trueing up the financials on a monthly basis after the period has been incurred.

No vote is required. This report will be submitted for audit in January, 2018.

10:15 Audit Committee Report 2016-2017

Wayne Allen, DTM, Audit Chair

General

The full audit report is contained in the attendee's packets.

The audit chair highlighted some key points that are in his audit report that accompanied everyone's packets. Here are the main items:

Recognition

1. District leadership has been keeping good track of its financials.
2. Lora Mather and Tom Coscia were recognized by the chair for keep everything in good order.
3. Cathy Babis found out that we should not be charged by the post office. This saves us money on the postage costs.

Area of concern:

1. Expense tracking has been challenging. There were some cases where receipts needed to be found for some deposits.

Areas of Improvement

1. Audit exceptions of Concur System
 - a. We need to partner more with Toastmasters International on making the Concur system more effective and easy to use.
 - b. As an example, how configure mileage reimbursements for our members.
2. Raising expense reimbursements for district leader training is needed.
3. Expenses need to be submitted within 60 days.
4. Special Considerations
5. Two checking accounts – Conference and District Funds
 - a. Need to use only one checking account.
 - b. The system will allow us to break down where all the funds need to go.
6. Monies have to be distributed among district stores vs the conferences.

Questions

1. Nate Randall from the McBrian-Lincoln Douglas Club (51) posed a question on when the new fee reimbursements will be effective. The response was that these will not be effective immediately as these are only recommendations from the audit committee. These will be submitted to the district council for approval.
2. Curtis Scroggins from the Capita
3. I Toastmasters (503) posed a question on funds tracking in the software by asking if the funds can be separated. The answer was that the Concur system is TI's system. It is up to us to have the accounting procedures that would effectively segregate the conference funds and the district funds.

Report Approval

Paul Cook from the Competitive Speakers Club (5585462) made a motion to approve the audit report as presented.

With only one motion being required, the audit report motion is approved and carried.

Motion carried to approve the audit report.

10:20

District Budget Adoption 2017-2018

Kat Mokriakow, DTM, DD

The budget is in the attendee packets. All budgeting and funding are based on the prior year's numbers.

The observations on the budget are as follows:

1. Revenue is lower than anticipated.
2. Nine clubs were not paid.
3. The budget should be revenue neutral.
4. There are budget shortfalls. Some of note are as follows:
 - a. Conference revenue is supposed to be net zero events. There should be no profit or loss.
 - b. The district must have a retention amount of \$11,739.00 for next year's administration.
 - c. The TLIs for June and December are budgeted at a loss of \$ 8300.00.
 - i. Most of these are for room rental fees, food and printing of all associated material.
 - d. Marketing is an expense-only item. Some of the items in this category are as follows:
 - i. Club banners for newly chartered clubs.
 - ii. Working Women's Survival Show in February, 2018 and other district incentives.
 - e. Communications and Public Relations Items
 - i. Communicate Newsletter is budgeted at \$5200.00
 - f. Expenses related to three new chartered clubs and three other prospective clubs.
 - i. This will eventually help with lowering the budget shortfalls.

Question

Dan Woods from the Effingham Toastmasters (4587) posed a question on why the budget is being approved so late in the year. The response to this question is as follows:

1. This is the standard way TI does this. We have until December 1 to make any corrections to the budget.

Motion to Approve the District Budget

Nate Randall from the McBrian-Lincoln Douglas Club (51) made a motion to approve the district budget as presented.

With the motion being presented, the budget has been approved.

Motion approved by acclamation. The motion is carried.

10:25

Appointed District Officers Confirmation

Kat Mokriakow, DTM, DD

Area 1 Pebalz Eslahi	Area 12 Dhanuja Singh
Area 2 Scott Moore	Area 13 Rick Hoelscher
Area 3 Tonya Rivers	Area 14 Dan Galarza
Area 4 Geoff King	Area 15 Monaye Dockett
Area 5 Patti Howard	Area 16 Willie Rivers
Area 6 Nick Hall	Area 17 Karen Leingang
Area 7 Linda Sullivan	Area 18 Susan Boley
Area 8 John Mark Bean	Area 19 Vic Mattison
Area 9 David DeVeydt	Area 20 Nancy King
Area 10 Vi Lanum	Area 21 Evelyn Pearman
Area 11 Josh Hunt	

Kat Mokriakow acknowledged that the directors have been serving since July 1 and that they have all been doing a great job.

Motion to adopt the Area Directors as presented:

Lora Mather from Smedley Hometown Memorial (4115) makes the motion to adopt the area directors.

Daniel Galarza seconded the motion.

The motion is carried.

10:30

District Staff Strategic Report

David Kincade, Division C Director

The purpose of the staff meeting was relayed to the attendees.

David recapped the meetings that the district staff has had over the past few months.

The attendees of the meetings were as follows:

- Kat Mokriakow – District Director,
- Elaine Curry – Program Quality Director,
- James Childress – Club Growth Director
- Eileen Smith- Murphy – Public Relations Manager,
- Brian Pelikan – Administration Manager,
- Tim Spezia – Finance Manager,
- Parshu Anantharam – Division A Director,
- June Jeffries – Division B Director,
- David Kincade – Division C Director,
- Natalie Meighan - Division E Director
- Angie Breinin – Division F Director

Meeting dates were as follows:

- 8/3/17
- 9/23/17

The meetings brought forth some areas of concern.

1. Toastmasters renewal dues

- a. Clubs [paying late] continue to be a challenge with the corporate clubs being the most behind on payments.
- b. Requests are being sent to all club leaders to start this earlier so companies have more time to pay their balances. Some suggested timeframes are April - start on February 1st and October – start on August 1st to collect on the remaining balances. It may be easier to have the corporate clubs just pay the dues once per year.
2. Promoting youth leadership –
 - a. Eileen Smith-Murphy is working with youth leadership to reach out to local news stations. District 8 has been helping the youth in the community
3. Low Membership –
 - a. We are looking into how the district can help low membership clubs.
 - b. More efficient planning is needed.
 - c. In order to receive a Club Coach, the following is necessary:
 - i. Expect plan of growth.
 - ii. Four officers attend the TLI.
 - iii. Mindset of having the club at charter strength of 20 members.
4. Responsiveness to Area Directors
 - a. In the event that Area Directors do not receive responses from the club despite best efforts, the Division Director and/or Trio will intervene on their behalf.
5. Geographic concerns –
 - a. Traveling to events in STL like TLI is a hardship for these club officers
 - b. It was discussed by the division directors and the PQD about how training for members will be satisfied for members in a group setting.
 - c. A toastmaster no longer allows one-to-one training, but this does not apply to prison clubs.
 - d. More communications coming out on this.
6. Challenges identified by staff to be incorporated into the club training.
7. Award Delays
 - a. There are delays in the submission of members achieved awards.
 - b. Some clubs hold back earned awards until the new TM year.
8. Less enthusiasm
9. Low promotion of district events at the club level
10. Reducing conflict in clubs.
11. Clubs losing long standing champions.
12. Lack of contest participation

QA

Question 1 from Paul –

For TLI for remote locations, can Skype or WebEx be used?

1. Nothing prohibits us from doing it; however, there are no guidelines on this yet. Toastmasters have not provided any approvals for virtual training yet.

2. Toastmasters say it has to be face-to-face.

Elaine will work with the division directors to see if we can reach them.

End of the Staff Strategic Report

10:40 Public Relations Manager Report

Eileen Smith-Murphy, PRM

The goal of the Public Relations Manager is to help clubs help themselves in addition to serving the district. In addition, it is the mission to provide effective accessible platforms to connect Toastmasters of District 8 with our communities, our leadership and with each other.

Eileen designed a three-method approach:

1. Online Presence
2. Community Presence
3. Club and Social Presence

Online Presence

Public Facebook Page

1. Open to the public.
2. 355 likes on this page as of today.

Private Facebook Group

1. It is a closed private area just for Toastmasters of District 8
2. Promoting internal events like this conference.
3. There are 201 members in this group.
4. This was started in July.

Meetup.com

This is an online digital version of the old bulletin board on the college campus. All is set up and live on the district level. It is doing well.

Three groups set up that are running concurrently:

1. St. Louis Metro
2. Springfield, IL
3. Columbia and Jefferson City, MO

No one has to be in these areas in order to participate.

Any club can participate provided that they meet requirements. They are as follows:

1. Any club with unrestricted membership and is in good standing can participate.
Area Directors determine who can be eligible for this service.

Meeting Request Form

1. It is included in the conference packet.
2. These forms need to be filled out.
3. It contains a listing about the club meeting.

YouTube Channel

1. We are making a new YouTube channel.
2. The old one will be retired.
3. There will be links to club videos.

New district website.

1. Approval is needed to post events.
2. Political events are not permitted.

Media Opportunities

Contacts are needed.

Public Events

Only three events are scheduled this year. The events are as follows:

1. World's Fair festival
 - a. Offered prize for doing one-minute table topic. That was a good draw.
2. Working Woman Survival Show
 - a. Not limited to women.
3. STL Earth Day Festival in April in Forest Park.
 - a. This is being worked on.

Active Leadership –

1. Working with the division and with clubs.
2. Workshops on Club PR will be provided to help people use the tools available to them.
 - a. Local workshops will be done.

10:50

Club Growth Director Report

James Childress, CGD

John Barry has been helping out James. Special thanks from James to John's for all his help.

Current state –

1. 104 paid clubs.
2. Base 113 clubs
3. The peak was 116 clubs but experienced some club loss in October.
4. District Distinguished Requirements

- a. 117 paid clubs to be Distinguished
- b. 119 paid clubs to be Select Distinguished
- c. 123 paid clubs to be President's Distinguished.

Membership Payments

1. 4508 is the base
2. 2005 members.
3. Distinguished Requirements
 - a. 4644 to be Distinguished
 - b. 4734 to be Select Distinguished
 - c. 4869 to be President's Distinguished

Suspended clubs –

1. There are some clubs that have not paid yet.
2. 38 clubs need club coaches in the district. Division A and E are in need of these, including Area 5.
3. James reiterated that a plan of growth is needed before a coach can be assigned, and four club officers need to go to the TLI.

New Clubs

1. PMIMSL, Saint Francis
2. Cape Girardeau
3. World Wide Technology Illinois

Prospective Clubs

1. Centene,
2. Forest Park Community College
3. Three corporations were prospected with Michelle Kabele.
 - a. Craftsman – St. Charles
 - b. GL Group - Midtown
 - c. Kemper Homes – Maryland Heights
 - d. It appears these groups could hit the 20 member threshold very quickly.

Hot Leads –

A few demos were done in the following areas and/or organizations:

1. Saint Genevieve
2. Bi-State Development Agency
3. Mount Vernon
4. Springfield, IL
5. Daugherty Solutions
6. First Baptist Church in Webster Groves
7. IBM (early summer),

Mentors needed for three prospective clubs.

Incentives –

1. A campaign is in progress in conjunction with the TI incentives, Smedley and Talk up/Beat-the-Clock awards
2. The clubs that have 5 new or dual or reinstated members can get the following:
 - a. \$ 50 (1 award)
 - b. \$ 75 (2 awards)
 - c. \$ 100 (3 awards)
3. Money Talks won the Smedley Award with 7 members
4. Open House Promotions until 1/31.
 - a. If a club does an open house and does one of the options below will be reimbursed up to \$ 40.
 - i. Options
 1. Option 1
 - a. Project 10 Share Club Membership Campaign
 - b. Project 6 Organize a Club Membership Campaign
 2. Option 2

- a. Project 10 Share a Club Public Relations Campaign
- b. Project 6 Organize a Club Public Relations Campaign
- 3. Option 3
 - a. Project 10 Share a Club Special Event
 - b. Project 6 Organize a Club Special Event
 - c. Befriend a guest at an open house
- b. Claiming the Prize
 - i. The following must be submitted by 2/16/18:
 - 1. Receipts
 - 2. Photos
 - 3. Event flyer
 - 4. Copy of the meeting agenda
 - 5. Copies of Completed Leadership Projects
 - 6. Record of attendance of members and guests
 - c. There is a special bonus for completing an option and a successful club series, prior to the open house. The reward is as follows:
 - i. The will receive a club starter kit is the prize.
 - ii. The purpose is to help people get into the leadership programs and progress to the DCP program.

11:00 Program Quality Director Report

Elaine Curry, DTM, PQD

Importance of building membership emphasized.

- 1. Quality of club meetings and conferences.
- 2. Programs we provide.

2005 members in District 8.

The trip supports all 2005 members we have but needs everyone's help.

Incentives

- 1. Incentive 1
 - a. November 1
 - b. 4 education goals attained means 4 advanced manuals will be awarded.
- 2. Incentive 2
 - a. March 1,
 - b. Dues renewed one month in advance. Attainment of this goal means a social dessert outing for the club.
- 3. Incentive 3
 - a. Year-End
 - b. If Presidents Distinguished or other distinguished category is maintained or have advanced, a banner with the toastmaster values will be awarded.
- 4. Individual Award
 - a. Triple Crown

We need to make TM relevant as many people drop out before attaining their CC.

Maintaining the clubs is another high priority.

11:10 District Director Report

Kat Mokriakow, DTM, DD

New Website

1. Kat Mokriakow was talking about the new website for District 8 that was created by her with the assistance of Tom Coscia. This was one of her key goals. Tom is the webmaster for the district.
2. Kat demonstrated the new website.
3. In the news tab, the following will be there in the slide show:
 - a. Conferences
 - b. TLLs
 - c. Club News
 - d. Short Term Incentives
4. Advertisements
 - a. If you need any information publicized to the district, Tom may publish it.
5. Resources
 - a. Broken down by member, club and district
6. The dashboard is now accessible from the website.
7. Static information is at the bottom of the page. The following information can be found there:
 - a. Pathways will connect to the TI website
 - b. Open Houses are also there.
 - c. The Speakers Bureau is there as well.
 - i. That is run by John Barry and Farzana Chohan
 - ii. Information is out there for all the members
 - iii. More to come when John writes up his report.
 - d. Youth Leadership
 - i. Chaired by Greg Phillips

District Director Incentive

1. December 1 and ends April 30.
2. This is on the website.
3. Incentive: Write a note or article about the challenge you had and how you overcame it.
 - a. If attained, an outstanding TM pin will be awarded. 100 pins have been ordered.
 - b. These can be posted to the internal and external Facebook pages.

Results of Toastmasters International Annual Business Meeting held in August, 2017

1. Proposals are presented at these meetings that affect all Toastmasters.
 - a. Questions on Proposals
 - b. Page of proposal and copies have been made for everyone to share with their clubs.
 - c. Most proposals passed with a large margin.
 - d. The club secretary and club president have a vote.
 - e. If they cannot attend, can submit a proxy electronically to your district director or another member in your district. It is a good idea to assign to your district director as he/she is involved in the interview process of the candidates
 - f. Kat and James interviewed 20 people over a period of three days during the international convention.
2. Region 5 Leader is Don Bittick
 - a. He was our Regional Advisor before Michelle Kabele.

Board of Directors Meeting –

1. We cannot vote on items that are presented by the Board. It is observation only.
2. District Leader Focus
 - a. The District will direct their leaders to focus on strengthening existing clubs, building new clubs and supporting club leaders through developing training that empowers them to have an exceptional club experience. In addition, it is asked to have the district success plan put together earlier in the year.
3. Contests
 - a. All district level speech contests can only be at the annual district conference. These are held in May [spring/summer] each year. The only speeches that will be

permitted are those that originate at the club level and then progress to the division and then to the district level.

- b. Kat spoke with TI about this. TI responded by saying that contests are discouraged in the fall but they did not say that you cannot have them. The final level of the contest will still have to advance to the annual district conference.
- c. The district council will determine if we will continue the evaluation contest. The only one that is required is the International contest. We highly encourage all council members to be present to make their vote heard on the future of the evaluation contest.

District Leader Suggestions

1. Pathways –
 - a. Read as much about Pathways
 - b. Welcome the Pathway Guides.
 - c. Try to have as many members in attendance when the guide is present.
 - d. Think positively about the program.
2. Looking for opportunities in marketing and education.
 - a. Get involved in marketing plans and education efforts.
3. Long-term district planning is underway.
4. Area Directors did 100% of their training.
5. Requesting Area directors to complete 100% of club visits.
6. District Leaders to help with club retention by calling people who do not renew.
7. Lead a moment of truth. James is promoting this.

May 2018 will be next district conference. We are working on this.

12/2 will be the next TLI.

11:25 New Business

No new business

11:30 Adjournment

Motion to adjourn made Vi Lanum – Noontime Toastmaster (7316) –

Elizabeth Link from the Jeffco Challengers (9903) seconded the motion to adjourn the meeting.

Meeting adjourned at 11:42 am.