



DEC Meeting  
September 22, 2018

Location: Grants View Library

Meeting called to order at 12:25 by Elaine Curry, District Director

**Members Present:** Elaine Curry, District Director, Angela Breinin, Club Growth Director, James Childress, Program Quality Director, RJ Stratton, Public Relations Manager, Kat Mokriakow, Immediate Past District Director, Tim Spezia, Finance Manager, Josephine Emde, Division A Director, Teresa Stewart, Division E Director, Geoff King, Division F Director, Mohammed Shahidullah, Area 1 Director, Mary Merenda, Area 2 Director, Jim Bubash, Area 4 Director, Jered Wayland, Area 7 Director, Jason Grossardt, Area 11 Director, Mike Rohan, Area 13 Director, Kirby Ingles, Area 14 Director, Jennifer Huck Area 15 Director, Pam Marshall, Area 16 Director, Larry Taylor Area 19 Director

**Members Absent:** Larry Kimbrow, Division B Director, Ellen Kirchdoerfer, Division C Director, Julius Adewunmi, Area 3 Director, Patti Howard, Area 5 Director, Seth Miller, Area 6 Director, Marquetta Wise, Area 8 Director, Dwayne Miller, Area 9 Director, Keith Lillico, Area 10 Director, Rosalind Early, Area 12 Director, Gladwell Ndungu, Area 17 Director, Melissa Triplett, Area 18 Director, Toney Thornhill, Area 20 Director, Don Martindale, Area 21 Director

Elaine Curry

- Approval of last meeting – post pone until next meeting due to lack of meeting notes. Everyone agreed to this
- Motion – made by - Geoff King/ 2<sup>nd</sup> by Jason Grossardt to approve the posted agenda
- All approved

Kat Mokriakow, Immediate Past District Director

- We have 33 eligible voting members and 18 present. We have a quorum
- Motion to approve – Geoff King, 2<sup>nd</sup> by – Jered Wayland
- All approved

Tim Spezia, Finance Manager

- District budget
  - 1) Estimated revenue
  - 2) Expenses based on Dec Members input – marketing, training, etc.
  - 3) Budgeted numbers are replaced with realized payouts throughout the year
  - 4) Narratives document District efforts
  - 5) Requires DEC, Council and TI approval
- What's different this year?
  - 1) No Fall Conference, so budget is reduced

- 2) A new TI Allocation charge (\$187) added monthly – helps to offset some TI services such as printing of booklets during International conferences and their move to Colorado; (previously each district received \$2.5/member plus TI takes 0.5% of our budget each month)
  - 3) Speech contests must be videotaped and budgeted
  - 4) Storage locker is added this year - \$93/month
- Budget
    - 1) Biggest expense is travel. It is 5% over budget.
    - 2) District has surplus in the budget from last year
    - 3) Revenue is the same as last year. Expenses are higher. May be due to additional mileage
  - District Executive Council (DEC) approves Budget, then TI
  - **Motion** – Josephine Emde, 2<sup>nd</sup> by RJ Stratton to approve the budget pending TI approval of the travel variance

**Discussion:**

- Larry Taylor - Why are the expenses higher TY vs LY?
- Tim Spezia - Travel
- Larry Taylor - If that is true of TY, is it likely in the future? This is a significant increase. Is our planning a problem?
- Tim Spezia - Membership is a big source of funds
- Geoff Taylor - How do we plan events to increase membership?
- Tim Spezia – Run through James and Angela
- Elaine Curry – this is the 1<sup>st</sup> year with the change of not having the fall conference and other activities that we charge.
- Larry Taylor– The fall conference was revenue neutral, therefore there should not be a difference. Is there a significant difference in how we are covering districts? Is there a concern with talent to cover the districts?
- Elaine Curry – LY we had a higher number of members
- Tim Spezia – we are in line with our revenue. We are in pretty good shape but do not want to lose members
- Jim Bubash – Is the revenue what we get back from TI \$2.5/member/cycle?? **Tim will clarify**

**Vote:** all approved.

- Tim Spezia:  
P&L statement – see online
- Budget is approved for the entire year  
Some things carried over from LY such as late submission of expenses. There should be very little variance between budget vs actual

Concur this year

- Mileage receipts
  - 1) Place club name/number on summary page
  - 2) Show total mileage
- Concur this year
  1. Accuracy is important
  2. Finance

**Richard Porter - Audit Chair Report**

- His role is to make sure we are in compliance with TI
- Expenses must be entered into Concur
- Audits are done in a step by step fashion. He starts with Concur. He has to check expenses that have flags. Reviewed an expense that appeared to be a duplicate. Be sure everything on the right side is filled out. This will

avoid delays as he will have to contact the member for an explanation. Be sure to attach receipts. If you have obtained approval to go over your expense, be sure to attach supporting documentation such as an email. This will avoid delays

Tim Spezia – The expense will not be approved if you do not attach a receipt. Be sure the receipts and supporting documentation supports what you enter on Concur

### Elaine Curry - District Success Plan

- Potential Obstacles
  1. Membership can prevent us from reaching District Distinguished
  2. Invite District Officers to Club events. It helps to motivate clubs and pumps them up. Recently went to Club Talu – a prisoner received DTM. It took him 30 years. One of his obstacles was to become a mentor. His perseverance was very motivating.
  3. The ultimate goal is to help members become successful
  4. How to handle decisions. Some situations are not easy to solve. Don't be afraid to ask for help.
  5. Membership growth – there was a lot of teaching at the International Convention. Focus 80% of time on retention and 20% on new growth. This was an eye opener. There are only 8 days left to renew. Be sure your members are on top of this. **Geoff** – If you have annual clubs, this September deadline is the only deadline that must be met for club renewals
  6. We needed 46 clubs to reach distinguished and we had 46. Every district that reaches distinguished will receive accolades at the convention

### **Motion** Made by Geoff King/ 2<sup>nd</sup> by Jered Wayland to accept District Success Plan

- Jim Bubash – question asking members to approve it since this is the 1<sup>st</sup> time members were asked to view.
- Geoff King – Success plans should be a living document anyway which means it may change during the year.
- Larry Taylor made an amendment to approve preliminarily pending everyone the ability to view it and bring back to the next meeting.
- Jered Wayland- it is a short document. Can we take a break to read

Table the motion at 1:32 to view the document

Reconvened at 1:44

- Larry Taylor – What are membership incentives?
- Angie Breinin – I will cover.
- Larry Taylor - What is the \$10K marketing budget?
- Angie Breinin - marketing and PR
- Elaine Curry – Digital billboard on I64. It is the same as LY. 32 clubs earned a Core Value Banner from TI \$96 cost to TI. These clubs had to go beyond Distinguished.
- Larry Taylor- rescinded his motion.

**Vote:** all approved. No one abstained

Elaine – Want to discuss how things are going for the ADs

- Who has completed their visit? – Larry.
- What are your Tips?
- Larry - Predecessor sent a spread sheet with club officers and when they had meetings. That gave him a head-start. He wrote to all of the clubs and asked if he could start scheduling visits. Some said yes but wanted 1<sup>st</sup> visit to be a practice since they were not ready yet. He completed what he could and sent back the pdf and allowed them to fill in the blanks because he wanted them to be a part of the report. One of his obstacles was each field requires filling out. He entered “TBD” He went back to the practice clubs. He said it was good for the club

officers to see page 4 and allow them time to plan since ½ were new. It was a self-help process and he learned a lot. “TM is always the same and always different”

- Mike Rohan – Area 13 Director – he has 1 that he went to Thursday. Many of them said membership fades in the summer due to vacations, etc. Some have not responded due to being busy at work. He has 1 corporate club that has been put on hold due to a sales campaign. Not sure if they will start up again. – Signature Speaks. They have visitors. There is a giant learning curve on Pathways. There may be an option to go to an open house at a club. Not bad, but there was a long void.
- Pam Marshall- I have visited 1 club. 4 more are scheduled and 1 has not responded to emails. I was a late appointment
- Elaine Curry – would like to have peer to peer mentoring. Each one could share challenges and tips to success to avoid working in a silo. Some clubs use “Life” as a reason for not working as they should.
- Larry Taylor sent questions after a visit. “Is there an opportunity for clubs to collaborate?” Some clubs have a lot of members and struggle to give them speaking times. Other clubs have low membership and struggle with filling roles. Is there an opportunity to have these clubs work together?
- Jason Grossardt – Some of his clubs have asked the same thing – Small club in Godfrey, IL
- Jennifer Huck - When they started a club at Washington University, they had visitors from other clubs – Clayton.
- Larry Taylor – need Best Practices
- Kirby Ingles – An idea that he has seen – visit as many clubs as you can, even if you visit clubs multiple times
- Kat Mokriakow – P2P mentoring – started with a previous group for members who had done conferences and other activities. It will be informal with no agenda. Just an opportunity to network. Kat will coordinate but did not want to interfere with the Trio’s agenda. She suggested Coffee Houses. She will find a quiet one and she has a budget. This will be scheduled soon
- Larry Taylor – A lot of value with the connections made along the way of interacting with others. Would like to add a purpose for the meeting and not be just another meeting.
- Elaine Curry – It is critical that we are able to support one another. A win for any club is a win for District 8. If a member wants to change or sign up in a club that is closer to home, this should be welcomed. Should we have joint open houses to help each other bring in the community? Work with The Trio. Angie is responsible and excited. This should start as soon as we finish this meeting and not wait.
- Jim Bubash – What do you mean for open house?
- Elaine Curry – Clubs along with them bringing other people.
- Jim Bubash - Are there restrictions for members giving speeches at other clubs? No – they can join multiple clubs. Many DEC members are members at multiple clubs.
- Josephine Emde – speakers must be TM members. Don’t give them a chance to speak unless members. Be careful not to allow members from other clubs speak at your club if you have members who need to speak. Every meeting should have speakers.
- Jim Bubash – has 2 clubs that have a hard time finding speakers. Who should he ask?
- Elaine Curry - AD should act as the mediator to coordinate w/n the area. If no luck, speak to peer AD to coordinate.
- Larry Taylor – are all of the club meeting times posted? Need to build a strategy – geography and day of the week posting. Promote.
- They can also use TI to “Find a Club”
- Elaine Curry: Want to make District 8 a place where people no longer say “Toastmaster....What is that?” We have to learn how to reach out to each other.
- Can the TI website cater to someone who is partially blind?” Several members stated that this is a work in progress.
- Teresa Stewart - 1 Challenge – finding the right members to join a club. They did have someone visit yesterday and she had someone call about membership. Sometimes people visit and do not join. Need to schedule open house. She is optimistic that they will grow.

- Jered Wayland – Everything is going well. Challenge – some of the presidents were not responding about club visits. He was able to get them all together on a call
- Josephine Emde – Got a late start due to operation. She has 1 AD getting on calls and responding to emails. How can she help that person fulfill his duties?
- Geoff King– maybe due a visit. Take it as a team approach vs individual
- Mike Rohan – Sometimes you have to get people to make the decision on if they want to do their job. Ask nicely but make it reality.
- Josephine Emde – what do you do if they do not respond?
- Mike Rohan – ask specifics such as “Do you want me to come to your meeting on the 25<sup>th</sup>” People will usually respond to specifics.
- Elaine Curry – sometimes you have to give people a way out. Life happens but the clubs should not suffer.

## Pathways

- Tim Spezia– Some of the club members are resistant to the online usage. Be sure everyone knows their passwords. They should be logging in every week and become familiar with the site.
- Jason Grossardt – Every visit to his clubs has at least 1 member using Pathways. As they get more specifics, they will continue to use it.
- Pam Marshall– Our club is 35 years old and has several members who have challenges with technology. Slowly adapting to Pathways
- Geoff King – CWE – the VPE must be passionate about Pathways and has everything they need to help other members. They have a flier with the core competencies and the 10 paths. This can be printed from the website. They should print extra Ice Breakers forms for new members.
- Elaine Curry – don’t give up on them.
- Josephine Emde– had a club member who refused to use it because they thought they couldn’t finish with the old program. They then made that person the VPE. Pathways helps you give a “Sandwich” evaluation. Previous evaluations were a struggle
- Mohammed Shahidullah – It does not allow you to look forward. It would be nice to be able to know what is coming up.
- Elaine Curry – provide feedback to TI.

## Club Growth – Angie Breinin

- Today is her Birthday !!!!
- We have a base of 107 clubs. We need to add 4 more clubs. Focus on retention.
- Larry Taylor– the membership number is based upon 2 renewals. How many people since there are members who are in multiple clubs?
- No but we can figure it out. We are 1/3 to ½ newbies in his Area. We are down 200 net but lost 1K members.
- Prospective clubs
  1. First Baptist Webster Groves will charter October 1
  2. MasterCard will be starting their 2<sup>nd</sup> club on the same campus
- Several clubs need coaches – 32 eligible with 32 unassigned. They can be asked to have a club coach. We can strongly encourage but can’t mandate.
- Forming a club coaching and sponsor committee
- Dues are due by September 30. NO GRACE period. Need at least 8 renewals are needed.
- ADs are doing a fantastic job. Their reports must be submitted to TI by 11/30. Stretch goal is October 30.
- She will post membership growth incentives on the district website

## James Childress

- Challenges to get officers trained

1. Members who are serving in roles multiple years think they don't need to be trained
  2. Officers are in multiple clubs and don't get credit
  3. Trained officers is the key to success of the club
- Mike Rohan – is there a way to see who has been trained? Yes – dashboard under district central. Talk to the Division Director who has access
  - Geoff King– Thanked Larry and Jennifer for helping with training. Had other clubs help. Need to have multiple dates and have it out early. Inform members that they can go to any training and not limited to their division. This needs to be added to the website.
  - Larry Taylor – this is P2P so it is great to have other people in your role mentoring.
  - Jason – For the next cycle, there should be early posting of make-up training. There can be 2 areas doing training together. Division Directors should help support the Areas.
  - Josephine Emde– There were people outside of her division that came to her training session. Wanted to Thank Wash U for their help.
  - Mohammed Shahidullah - People are more likely to participate if the training is closer to home.
  - Elaine Curry – DDs can set up their own training. The only limitation is there can't be individual training
  - Be sure to advertise if there is a change in the time for training

## SALT – Outstanding for turning in officer lists

### RJ Stratton

- Culture, Communication, Commitment to members. Need to create a culture where everyone cares about everyone. “As leaders, we are stewards of every life we touch” – book?
- He wants a line of communication across the entire district. He put a location spot on a map for every club. We need to create a culture in which every member views Toastmaster as an investment into their life.
- He has received feedback from ADs and DDs. He takes it forward to help members succeed.
- Get everyone involved to help with commitment. He reached out to the district for help on a flyer for the leadership expo. Meetup for open house posting.
- Don't tell members what to do. Let them know what you need and allow them to contribute.
- Believe in your members

### MAC (Missouri Athletic Club) results

- He did an event there and received interest.
- 6 hour event
- Had 6 leads for membership

### Pathways

- People are resistant to change because they do not understand
- He has a map to track when people complete levels
- The website has been cleaned up
- Other things planned for recognition – monthly and not just at the end of the year

### The Meeting Room

- Community Bulletin board online where people can post things to share – Work in Progress

October 24 –Small Business Expo in St. Charles – We have a booth at this event (enter details)

We have an ad in the Small Business Monthly Newsletter

### Elaine Curry

- Thanked everyone for all of their contributions today
- International Convention runs about \$500 – doesn't include hotel nor food
- 2020 – Paris

- Presented an award to Larry Taylor for all of his contributions on email and also during the meeting.
- District Council meeting will be done virtually. – District Council includes Presidents and VPEs of Clubs plus DEC. Date TBD. Will utilize an online service to make it easy.

Farzana Chohan

- Other districts have used a combination of Go to Meetings and other online services. Go To Meetings will take role. She will share the details with Elaine Curry

Kat Mokriakow

- Begin to think about what role you would like to have for next year. 12/1/18 is her deadline

Congratulations to Jered Wayland on his new baby boy

Motion made by Geoff King to adjourn

Seconded by Jered Wayland

Meeting adjourned at 3:41pm.

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Division Director

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Date

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Pam Marshall, A16D

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Date