



DEC MEETING
November 3, 2018

In attendance:

Jason Grossardt, Mike Rohan, Pam Marshall, Jerry Paul, Elaine Curry, James Childress, Kat Mokriakow, Jennifer Cox, Timothy Spezia, Raymond Stratton, Tom Coscia, Josephine Marino-Emde, Larry Kimbrow, Ellen Kirchoefer, Teresa Stewart, Patti Howard, Seth Miller, Jered Wayland, Marquetta Wise

Elaine Curry, DTM, DD
Welcome

- Josephine Marino-Emde read Mission statement
- Elaine motion to adopt agenda by unanimous consent

Kat Mokriakow, DTM, IPDD

- Provided a credentials report. There are 33 DEC members and 17 are needed for a vote. At this current time there were only 15 in attendance with some people in route.
- Marquetta Wise and Theresa Stewart arrived giving us a full quorum.

Jennifer Cox, ACS, ALB, AM

- Presented the minutes from the 6/23 and 9/22 DEC meetings.
- Tom Coscia and Kat Mokriakow for some spelling errors and terminology errors to be corrected.
- There was a motion to approve with changes. 1st motion to approve provided by Larry Kimbrow, 2nd motion to approved provided by Jason Grossardt

Timothy Spezia, DTM, PDG, FM

- Budget still waiting for approval
- 1st Quarter, July 31- September 30 closing for the TM year.
- Narrative and basic finances being turned in to TLI.
- Trio leaders have been given a copy of the financial statement and deck presentation.
- Explanation of large variances in the amounts for incentives earned from last year and travel expenses.
- Where does district funding come from? – Section 8.4 - \$1150 is paid semi-annually from TLI.
- Encourage clubs to get rosters set up.
- TLI allocation charge: Full amount membership/12
- Critical to turn in mileage receipts with document support and sample
- Question: Why turn in mileage before budget is approved/rejected? Answer: Turned in and reimbursed.

- 1st Motion to approve financial report by Jason Grossardt, 2nd motion by Jered Wayland. Unanimous approval.

RJ Stratton, DTM, PRM

- Presented a copy of the St. Louis Small Business Monthly magazine where Toastmasters is featured on page 64 in the back of the magazine. This magazine is circulated among 40-50k businesses in the St. Louis metro area.
- More people are going online. As a result, the Meetup website is working very well. If you are using Meetup to advertise the clubs, focus on keywords to catch the attention of browsers.
- The event at the Missouri Athletic Club was successful and five names were collected. The Expo at the St. Charles Convention Center collected 30 names of people interested in Toastmasters. These names were collected and farmed out to various clubs.
- In relation to collecting names and farming them out to various clubs. Question: Can zip codes be added to signs? Response: It's about the district and leaders working amongst themselves to start talking to each other, sharing ideas.
- Pathways made simple presentations that are being done by RJ Stratton, Geoff King, and others around the area have been widely successful. There has been some feedback received.
- In Cape Girardeau, people were encouraged to go to the Pathways presentation because it is helpful.
- Pathways presentation information on the district website.
- Elaine – Kuddos to RJ who took it upon himself to make it simple, encouraging people, and making a difference.

James Childress, ACB, ALB, PQD

- TLI is coming up in a few weeks and volunteers are needed for various duties. It will be held on December 1 at Wells Fargo Advisors.
- Roles needed for TLI: Trainers for VPM (Pam Marshall volunteered), and Treasurer (Timothy Spezia volunteered).
- There is also a need for judges training, room monitors, hospitality and registration
- Goal is to have the agenda finalized by Wednesday. Promote officers to attend TLI.
- Patti Howard suggested Free Toast Host for these roles rather than PowerPoint.
- Larry Kimbrow 2nd idea, Patti did a presentation at his club
- Tim Spezia, Free Toast Host may be routine but are not required.
- Get set up for club officer trainings
- Spring Conference- still looking for a site for Summer TLI.
- Josephine Ende- volunteered for registration chair and room monitor
- Start of speech contest plans. Area/District are normally in March/April. They can begin to be added to the district calendars early to prevent overlap.
- Area & Division reimburse for mileage during contests.
- Division buys trophies. Areas buy their own trophies and then get reimbursed.
- Response from the Expo, and responses to survey provided positive feedback.
- Tab on district website with speech contest rules and forms.
- RJ Stratton – Events are also posted on Facebook

- Elaine Curry – Broader audiences can be reached on the website. Send information to James to verify that dates are available. James then sends them to Tom for the district website.
- Kat Mokriakow – Division Contest usually held in April, Area Contest are held in March, Club Contest and held January and February.

Elaine Curry District Director Report

- The Distinguished Performance Report can be reviewed on the TLI website, and there is also a link on the District site.
- All are encouraged to review once a week in order to be aware of who in your area is in trouble.
- Ask, “What can the district do to help me?” Use report to determine where your clubs are.
- Currently, 96 clubs are in good standing, 2 prison clubs are not added.
- The number of clubs dropped from 107 in July. If the club sent in dues, but is below 8 members – it is not included in the count for good standing.

****Break****

Jennifer Cox asked a question during break that was brought to the group.

- Question: Corporate club has had a dramatic decrease in membership. How can the club get back on track?
- Elaine Curry - Have to be get used to being engaged with members. Have quality meetings where there is consistency, table topics, speeches, effective evaluations, and a culture that encourages growth of its members, and structure.
- RJ Stratton – The club in Alton was failing, now it is blossoming because they got their members involved. It’s important to involve the members.
- Elaine Curry- There should never be a meeting without a speech.
- RJ Stratton - As officers, we should always have a speech in our back pocket.

Panel Q & A – All questions asked by Elaine Curry

Division B Panel – Larry Kimbrow, Pam Marshall, Mike

- Question – What have you learned about your Division/Area during the 1st quarter?
- Larry- How to get in contact with clubs that won’t respond?
- Elaine – Why don’t you just show up?
- Larry – We found some really good clubs, well on their way to Distinguished Club status.
- Pam- one more club for club visits
- Larry – How to get visits in with no Area Directors?
- Elaine- We get experienced Toastmasters to help.
- Mike- Dealing with a corporate club where everyone says Toastmasters follows my business needs. So, they will miss the Toastmasters meeting. This is also the club in which Larry mentioned earlier where the club will not respond for a visit. A live meeting gets questions asked/answered. In a way, they are lazy. How do we really get them to grasp the program?

- Pam – What works at corporate, a Toastmasters light agenda. Scaled down to one speaker, 30 minute agenda.
- Elaine – The trio and training are focused on retention. If you retain what you have, they can bring people on. Important to be consistent.

Division C: Ellen Kirchdoerfer and Jason Grossardt

- Question: How do you recognize members in your Division/Area for awards received? I.E. DTM Award, Triple Crown, District incentives etc.
- Ellen – Has not looked at awards, does not know where they are posted.
- Jason – Has not done much. Knows which clubs have received awards, but not the individual.
- Mike – How do we build new members and retention? Many pushes for an open house don't go anywhere.
- Jason – Give ownership of club health to the officers and have a strategy session. Broadcast, meetups. Example: church TM meeting coincides with a youth group, they had more guest than members attend. Ask people what would they want to see in the club.
- Pam – Area is finding different best practices. Is it possible to share best practices across the district?
- Elaine – Yes.
- Ellen – Visit clubs within your area as networking avenues.
- RJ- Do you have contact information for club officers.
- Ellen – Yes.
- Elaine – Some list “opt out” of TI marketing material not area or district. Returning to original question, if you are signed into the website to look for rewards; club central-performance dashboard- daily reports-3rd down, education achievements-awards. District 8 officer resources will also a method to receive this information.

Division A: Josephine and Patti

- Has your Division/Area participated in the events held thus far in the first quarter?
- Josephine – People showed up and she tracked her people. Believes it is important that district and division people are always there.
- RJ – What events are you trying to do in your area?
- Patti – Starting a new club to cover Southeast Missouri & Southern IL. At the health facility TM club, there are themed meeting such as Superheroes, get decorations, and vote on Table Topic rounds.
- High Noon club is planning on RJ coming. Poplar Bluff open house in the future.
- One club had a storytelling contest – open to the Public.
- Larry- As club coach what are you going to do for our clubs?
- Patti-Put a firecracker under Larry, haha. Went online for great ideas and ways to turn it back over to the members.
- Larry – became president without a club vote.
- Josephine- did the same thing. Discussed open house and contest broadcast, radio, newspaper, website, officer training, makeup training.
- Ellen- announcement. District website has no events posted on the calendar past TLI.

- Elaine - DEC meetings just reopened site will appear this coming week. Areas can download now.
- Ellen – Is there an effort to contact non-renewing members?
- Elaine – TLI does it every year.

Division F: Marquetta Wise and Jerry Paul

- What can the District do to assist you in supporting your clubs and District 8 members?
- Marquetta – Now that she has completed club visits:
 - Left one club to let her know what they would like help with.
 - Now has gone back and asked additional questions of officers.
 - Now taking the lead.
 - Realized that some meetings have become so laid back that its chaos and not structure. Now reaching out to the trio, and planning to assign coaching.
- Kat – Club has to agree and vote on a coach verbally or written.
- Jerry – In three weeks, it will be seven years as a member in South Co. TM.
 - Haven't visited several clubs. Has four corporate clubs and it's been difficult getting in touch.
 - The CWE Club seniors mentor members, but worried about losing membership by not engaging them enough.
- Josephine – When someone want to speak, can contact her club in advance to allow speeches.
- Marquetta – If a club is failing and refuses a club coach, what do you do?
- Kat – You have to let them go.

Division E: Theresa Stewart and Jered Wayland

- Question: What steps have been taken to check if the clubs are on track with the Club Success Plan?
- Theresa – Go online to see where they are, look at awards from traditional plan, and offer help.
- Jered – Just does whatever Theresa tells him to do. Looks at website, emails all of the officers in the group instead of just the president.
- Jered - A group was struggling, worked to engage two different club so they could help each other. Basically, building a culture of engaging people.
- Mike – Found out many clubs have not done a success plan, any suggestions?
- Jered – Create a board and track
- RJ- Put dates alongside to complete goals.
- Tim – There is an old track board. There is not one for the Pathways program yet.
- RJ – How many clubs do Moments of Truth?
- Jered – none
- Larry – TLI lays it out.

Performance District discussion - All

- Larry - There also needs to be a points of contact for sign in sheets from events.

- Pam – Is there a way to get all the officers list? Answer: Additional resource tab.
- Mike – Is there an app for Pathways?
- RJ – There is an app, it is not recommended because it doesn't have everything that the laptop provides.
- Elaine – Peer to peer call, had some best practices.
- Patti – Contests and incentives not publicized – in process of redoing incentives listed on website, awaiting banner.
- Marquette – Clarify statement regarding allowing a club to dissolve. The TLI website states something different regarding coaching.
- Kat- will find out more information about coaching and send information.
- James- RJ will do Pathways Presentation at TLI
- Elaine – Requested feedback regarding the virtual meeting. TLI mandated that the annual fall meeting be done virtually.
- Larry – It was awesome, easy to hear clearly.
- Elaine – We didn't have a quorum to vote on the budget, six surveys were sent, go back and vote. Was very surprised by the attendance and questioned the time of day. Liked today's panel discussion.
- Patti gave motion to adjourn the meeting
- Ellen gave the second motion to adjourn.