



**District 8 Toastmasters
Staff Meeting Minutes
Saturday, January 13, 2018
12:00 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

Present:

Absent:

Kat Mokriakow
Angie Breinin
David Kincade
Natalie Meighan
Tim Spezia
June Jeffries
James Childress
Parshu Anantharum
Elaine Curry

Eileen Smith-Murphy

A recording of today's meeting will also be provided to Brian Pelikan

0) Call To Order

- Meeting called to order @ 1:06PM

1) Membership—First Half this year vs. Previous Year

- District membership is decreasing, but renewals/retention is better.

2) Half-Year Membership Progress Report

- This year, we are under our goal by 222 members—much more than in previous years.

3) Results of Club Status

- The district chartered 4 new clubs
- Clubs not paid Oct dues as of today—11
 - 6/11 may renew,
 - 5/11 are a loss
- Div A:
 - Voices of Impact—there is still a chance with this one.
 - Mercy Health Technologies—this will not renew.
- Div B:

- Thomson Reuters Speak Now—it is uncertain whether this club will renew or not.
 - (Dhanuja's club—is she back in U.S.?)
- M-Powered Speakers—this club will not renew.
- Cran-E-Um's—there is still a possibility with this one.
- WWT-HQ TM—there is still a possibility with this one.
- Div C:
 - Fluent Hearts—this club will not renew.
 - WWT-TM Illinois—this club will not renew.
- Div E:
 - Missouri Univ. S&T—there is still a possibility with this one.
- Div F:
 - Crane Communicators—there is still a possibility with this one and their Pathways presentation is pending.
 - Speaking of US—this club will not renew.

4) Membership Numbers

- We are 300 members below where we need to be to even hit Distinguished this year.
- We need to get new member numbers increased also.
- We need these 300 members in January and February (this may be a tall order)

5) Pathways

- February 13th is the predicted roll-out for Pathways, but we need 75% of our members trained before we can roll it out.
- Predicted date of ending of current TM educational path: June 30, 2020.
- Three clubs have said that they aren't interested at all in getting trained on Pathways or having an ambassador—what can we do?
- Tarsus Toastmasters in Div. F and one club in Div. A

6) Marketing Efforts

- Non-renewal list from Oct renewals
- TM magazine distribution (libraries / businesses)-Adrian Pluss (complete by March 1st)
- Facebook (group & public) –pics, stories, etc.
- District-wide Meet Up—working well; more exposure.
- Social media training for community clubs (three divisions)
 - Corporate clubs upon request to Eileen Murphy
- Current Open House incentive by Club Growth Director James Childress (deadline extended to Feb. 28th).
- Advertising club events on District 8 website and Facebook.
- Darren Lacroix workshop coming in April (6th) (on District 8 website)
 - He's a World Champion Public Speaker

7) Creative Ideas—Brainstorming

- Div A-F
 - Parshu: Marketing video for Pathways to share with guests (YouTube? Or similar)
 - Reach out to younger potential members
 - Ads in newspapers/press releases
 - Angie: District/Division Fun Day to increase engagement—sometime after contest/conference season, so June? David: The St. Louis Zoo offers picnic areas that are free of charge, we could use one of those. Or in Forest Park or similar.
 - June: Elevator speech crafted by the “experts” –share with members in District 8 (scripting)
 - District 8, materials for guest packets—have a couple of links on website that will have pages to send to guests.
 - Remind about packets for guests link on website @ training, approx. every 6 months

- Pathways confusion vs. existing program—how to get the message out that you can finish up your current program path to DTM.
- Toastmasters Week! To coincide with Darren Lacroix's visit; we may put information on a billboard to support this event.

All Divisions—Div Directors write an article for the Communic~8 about the current TM program.

- Natalie/Cynthia: Article about Pathways and the three tier approach
- Parshu/David: Assistant AD's and their impact
- Angie: District Leadership positions available to all TM
- June: Talk about how great the Pathways training/presentation was
- Elaine/other: Contest future for D8

Due Date: January 23rd—please send to Cecily Hawksworth for publication

8) Goal is for the AD visits to be completed by the end of February.

- **New question to ask: Has anything changed in the structure of your meetings/meeting times and schedule? This will give the District clues as to which clubs might only be meeting monthly (a warning sign).
- Areas 3 & 16 do not currently have Area Directors—we will have to find someone to hold the contests. June is not able to do it.

Meeting adjourned @ 3:50PM.