



**District 8 Toastmasters
Staff Meeting Minutes
Saturday, March 10, 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, Tim Spezia, Eileen Smith-Murphy, Elaine Curry, Angie Breinin, Natalie Meighan, James Childress, Parshu Anantharam, June Jeffries

District Director Report – Kat Mokriakow

Membership Projection vs. Actual for Current Year

Membership Payment Countdown - projected						
	Member Payments					
Path to Distinguished			Path to Select		Path to Presidents	
November	2020	56.50%	2020	57.33%	2020	57.64%
December	2350	49.40%	2550	46.13%	2600	45.48%
January	2400	48.32%	2600	45.08%	2650	44.43%
February	2450	47.24%	2650	44.02%	2700	43.38%

+ 69 members as of February 28, 2018
10/107 clubs have renewed as of March 9, 2018

Membership Payment Countdown - Actual						
Category	Member Payments					
Distinguished	4644					
Select	4734					
Presidents	4769					
Actual to Distinguished						
Month	Count		Actual to Select		Actual to Presidents	
November	2020	56.50%	2020	57.33%	2020	57.64%
December	2066	55.51%	2066	56.36%	2066	56.68%
January	2248	51.59%	2248	52.51%	2248	52.86%
February	2519	45.76%	2519	46.79%	2519	47.18%

District 8 is at the distinguished level with 2519 members.
 At end of April, we have to have most of our membership in to get our distinguished level.

Club Statistics

Clubs Loss Count: 10

Returning Club Count: 1 (Worldwide Technology – Illinois)

Probable Returning Club Count: 2

Prospective Clubs

Corporate Clubs: 5

James will need to contact Nick Hill Nambier to see if we can find a champion at his company.

Church Club: 1

Chartering

One company has their paperwork in and they will charter.

Normally takes 30 days for the company to charter.

The district needs four more clubs to charter but only two may be needed in the event that two clubs are saved.

It is estimated that it will take two to three months to get these corporate clubs chartered.

Nonrenewal Campaign

Nonrenewal List is out.

Phone calls to the contacts on the nonrenewal list are being made.

Eileen's team is helping out with the calling.

Public Relations Report – Eileen Smith - Murphy

District wide Meet Up Groups

Meet Up Group

Springfield is now called Southern Illinois Group.

This is going well

Action: Send out survey to the clubs to see if they want to be part of Meet Up

It will help promote the clubs.

Some leaders have pushed to have their clubs on Meet Up, especially the community clubs.

The club has to be actively pursuing Meet Up.

Facebook

The group is still growing.

50 in the St. Louis region.

15 in the Southern Illinois Region

10 in Columbia and Jeff City group

Need to push leaders to connect more on Facebook.

Looking to encourage folks to do this, but it will not be required.

Rules for posting to the Facebook pages were discussed.

Marketing Efforts by District

Open House Incentive

This has been extended to March 31, 2018.

The deadline to submit proof of Open House is April 14, 2018.

Some others have already had them and have been posted to Facebook.

St. Charles County Toastmasters promoting Leadership and Training Event in St. Charles

It will take place at the Spencer Road Library

Little Hills and others in St. Charles including Cave Springs will be represented there.

Open House in Little Hills is on 3/20/2018.

Send open house info to Eileen and she can post to Meet Up and Facebook.

Columbia Open House

Invitations sent out to local businesses for this event.

Leveraging BNI public lists

Darren Lacroix Workshop is coming in April.

Action: Kat Mokriakow will have Tom Coscia update this information on the website.

Theme: How competing can get you new members.

He is coming in for the National Speakers Association meeting.

Toastmaster Promotional Events

St. Louis World's Fair Heritage Festival

Working Women's Survival Show

97 people came along and signed up at the booth.

Received contact information and relied on zip codes.

Toastmaster staff has contacted them with the clubs that could be in their area.

There will be a virtual goggles incentive with this.

4/30 is the limit

Advertising

Billboard Advertising – March 25, 2018 through April 22, 2018

64 West Exit 4 B Location will take place on the first two weeks.

St. Charles on I – 70 will take place on the second two weeks.

Toastmaster Magazine Distribution

STL Live TV Appearance – March 22, 2018

Kat Mokriakow and Elaine Curry will be attending

Seven elements are needed by STL Live TV

Photos of the trio,

Banner of the District 8 Website,

Stock photos from TM,

Pathways Program Plug

Reaching out to entire district message – TV coverage area

60-second video highlighting youth leadership program.

Contacting local TV and Radio station affiliates

Mobile Technology Advertising – James Childress

Mobile App

Directing traffic to individuals
Door to door mailing
These campaigns can target specific subdivisions or area codes.
We can get as granular as we want.
Flash Mob Activity – James Childress
Toastmaster Flash Mobs
We viewed an example of this on YouTube. It was well-received.
Do this on the division level
Do a trial and include everyone and see how it works
Mall or Cortex Area, Westport
During Toastmasters Awareness Week
Action: Angie to work with James on this.
Requesting clubs to send press releases to local press and local newspapers
There is a template for the press release on the TM website
Eileen can help the clubs with their press releases
Radio timeslot booked on May 1 in Columbia. Area 21.
Leader Letter has two flyers on Pathways
Reconnecting with Corporate Leaders
Webinar by David DeVeydt is a good example of how to do this.
He reconnected with his leaders and has had great success.
The club leader should be engaged with their corporate leaders
Leadership changes at the companies happen frequently and need to maintain contact so that there is continuity.

Upcoming District Events

Earth Day
March 22nd Organizational Meeting
This is the meeting with vendors to talk about the plan for Earth Day.
Event Date: April 21st and 22nd
Reconnecting with Corporate Leaders Webinar by David DeVeydt
Toastmaster Awareness Week 3/25 to 3/31
Wear TM pins, badges and commit to talking to 10 people about this.
District 8 Fun Day
Not sure what the policy is for fun days but this will be researched.
We are targeting May or June for this event.
The World Bird Sanctuary may be a good site for this. It is located off of I-44 and in Lone Elk Park. Eileen is working on securing a time.
There is a big picnic area that could be very beneficial for the event.
World Bird Sanctuary will put on a show.

Education Goals

Categories

46 Clubs for Distinguished
51 Clubs for Select
57 Clubs for Presidents

Status

Five or more goals achieved – 29 clubs
Four goals achieved – 14 clubs
Three goals achieved – 17 clubs
The membership requirement cannot be determined until the dues period ends.

What will prevent Dist 8 from being Distinguished

Going to pathways right away could prevent distinguished.
Completing levels discussion
We need clarity on what it takes to complete a level.
This can help with the planning.

Action: Dan and Elaine to communicate what it takes to complete a level. There are some youtube videos on this that can be sent out.

What about unpaid clubs?

Following up with clubs that are low on membership or are having difficulty with the process will help.

The directors are following up.

Slow growth

It was suggested that outreach to corporations that have TM clubs worldwide could be a good option to increase growth as TM awareness is already very high and accepted. Kat is working on that, especially on one that the TM President suggested could be a good start.

Changing Up the Game Plan

What does our business model look like and what can we do to change the game plan?

More district presence and collaboration are needed.

Marketing awareness needs to be increased and is already in flight.

There is always money available on marketing from TM and the districts need to act on that. District 8 has been very active this year on this, which has been helpful.

Brand Transformation

Showing the brand transformation in the advertising will help show the changes at Toastmasters and appeal to younger groups as well.

The Speakers Bureau can make a difference here.

Need to show how Toastmasters can be more fun.

Focus on communication and leadership aspects of the program.

Some people are so scared of speaking that they avoid Toastmasters.

Showing what else is available to them in the program can incentivize them to get in.

Where can we find more prospective clubs and how do we get more involvement from members?

Flash Mobs

Brought back long-range planning committee

Parshu and Monnaye are part of that. Past district directors and governors are also included.

Three focus areas:

Peer to Peer Mentoring

Member Retention

Outreach to Newer Groups (Diversity and Inclusion)

Action: Long-range plans need to be submitted to Kat by April 7th

Division Status and Goals

Area	Base	Paid	Lost	Gain	
A	23	22	2	1	D10;S11;P12
B	27	25	4	2	D11;S13;P14
C	20	20	1	1	D8;S9;P10
E	14	13	1?	0	D6;S7;P7
F	29	27	2	0	D12;S14;P15

Survey from Adam to be sent out on what people are looking for.

Action: Send to Laura, Tom C and Kat M before general review.

Three Remaining Meetings for the TM Year

April 7th

DEC Meeting

Voting on

Realignment

Procedures Manual

Future of Contests

Hear about Conference

Jeanette Lynch to promote the conference

Hear about Long Range Commitment Planning

May 19th

Council Meeting

Voting on

Realignment

Procedures Manual

Future of Contests

Next Years Leaders

Trio

Division Leaders

Hear about Long Range Commitment Planning

June 23

DEC Transition Meeting

Status of District Shared

Celebrate the district leaders

Presentation of incentives

Transition discussion among the district leaders will be critical.

Meeting adjourned at 3:50 pm.