



District 8 Council Meeting  
St. Louis County Library - Thornhill Branch  
12863 Willowycck Drive  
Minutes for March 7, 2020

**Call to Order District Director Welcome and Reading of the Mission – James Childress, ACS, ALB, DD**

**Credentials Committee Report and Reporting of Quorum - Donna Seidel, ACS, ALS, AM**

- There were 16 District officers in attendance.
- We need 17 for a quorum – no quorum, no voting.

**Adoption of the Agenda - James Childress, ACS, ALB, DD**

- Angie Breinin, ACB, ALB, PQD noted on the minutes from June that Annetta's name misspelled, should be Annetta Works-Salley, PRM
- November minutes have issues – tabled for next meeting
- Minutes approved for record

**Finance Report - Tim Spezia, DTM, PDG, FM**

- Mileage \$0.14 cents per mile – use Concur to submit receipts and reason for visit
- Submit expense reports in a timely manner
- 2<sup>nd</sup> quarter now closed
- Financial report
- Membership revenue has declined
- If spring conference is cancelled due to COVID19, it would be a huge loss to treasury. Awaiting direction from Toastmasters International.
- Keeping close eye on surplus before EOY so it is not sent to Toastmasters International.
- Conference is posted on St. Louis Event Brite – anyone can register (non-members).
- 203 views of registration form
- 34 registrations as of - 3/-07/2020
- 1/3 of past year's registrants
- 6 are first-timers

**PRM Report - Annetta Works-Salley, PRM**

- PR has been busy – clubs doing great work
- March – talk up Toastmasters! This drives visits to social media sites.
- Facebook is getting good conversation and feedback.
- St. Louis Business Expo April 14 (daytime) – volunteers needed!
- Volunteers wear Toastmasters logo'd apparel OR "Ask me about Toastmasters" buttons in conjunction with "dress for success"

**Club Growth Director - Raymond "RJ" Stratton, DTM, CGD**

- Start with Why. Why is the club struggling?

- Membership is down (less than 8). Clubs are struggling
- Members are the eyes and ears for the district.
- When guests attend ask members to express “why?” they initially joined.
- Less than 8 members for two renewal periods will suspend a club. The process to reinstate is arduous and back dues owed.
- Why are members leaving?
- District dashboard – 105 clubs previous, down to 99 clubs now.
- 3 new clubs, 2 more ready to charter
- Need 107 clubs to reach Distinguished District – we can do this!
- Corporate Clubs and rural area clubs are struggling the most.
- Officers of corporate clubs can request a “sales pitch” IF those club officers provide an HR contact AND ask that HR contact to share that information with upper management.
- April 1<sup>st</sup> is the club dues renewal deadline.

#### **District Director Report/ Unfinished/New Business - James Childress, ACS ALB DD**

- Open Houses - PR, speechcraft, members “talk it up”, tell your story of why you joined
- Funds available for PR and Open Houses
- 46.4% of officer training by 2<sup>nd</sup> round
- Training down 65.2% in 1<sup>st</sup> round
- 20 clubs had zero officers trained
- Trainer commented that some officers feel the 2<sup>nd</sup> round is pointless, but new information IS presented and that message is not conveyed well. Officers do not see the value of training as they get information from veteran club members.
- Trainers not well prepared – train the trainer sessions?
- Distance is an issue – 30-120 minutes of travel for 90 minutes of training is perceived as an obstacle
- DCP points awarded for Club Officer training
- Spring Conference numbers are down – talk it up
- COVID19 might affect conference
- Quorum needed for voting – club representative required or proxy vote by club member
- Summer TLI – looking for venue, Edward Jones?
- Corporate Liaison
- Pathways -72.9% adoption rate
- Some clubs have already achieved 10 Pathways education awards
- Education awards shows on TI, but not on Basecamp – TI is working on correcting this issue as all awards will be issued from Base Camp as of July 1<sup>st</sup>
- Youth Leadership – another group graduating March 8<sup>th</sup>
- 2 prison clubs – may move to Div E to keep from folding
- Next DEC meeting May 16<sup>th</sup> (same location/time – Thorn Hill Library 10:00 am)
- **Legacy awards applications MUST be submitted by June 1<sup>st</sup> even though some requirements will not be met until June 30<sup>th</sup> hard deadline – PRE-APPLY!**

BREAK

**12:41 Mastermind training and Team Building exercise - Angie Breinin, ACB, ALB, PQD**

1:35 PM LUNCH – working through lunch to make up time

**Team Building exercise - Raymond "RJ" Stratton, DTM, CGD**  
**Celebrate Recognition/Birthdays - James Childress, ACS, ALB, DD**

2:40 PM - Meeting adjourned cleanup