



**Toastmaster District Council Meeting: September 19, 2020  
10AM-12:30PM**

**Attendees:**

Neeharika Jaladanki, Tom Coscia, James Childress, RJ Stratton, Toney Thornhill, Warren Lambert, Art Anderson, Lisa Griebe, Alinda Heron, Mark Strothman, Ralph Rounds, Kay Flanery, Keith Jamerson, Alice Gander, Kathy Brennan, Jackie Kam, Sarah Willey, Lynn Wilson, Dawn Tucker, Sara Dahm, Cheryl Hammond, Terrell Whitener, Dwayne Miller, Patrick Hunt, Mike D. Pres 3913401, David Kincade, Amanda Rozhon, Leslie Apps, Patti Howard, Victor Mattison, Timothy Spezia, Brianna Snow, Herman Koester, Sarah Van Meter, 16607281280, Donald James, Tammy Ablan, Rebecca Jordan, Umanga De Silva, Sue Rankin, Annetta Works Salley, Amy Lamb, Andy Kowal, Andy Sciaroni, Angie Breinin, Ann Larsen, Curtis Scroggins, Brandon Pals, C. Gokonakonda, Cindy Heern, Art Stanze, Andrew Welter, Nicole Arms, Karen Leingang, Elaine Curry, Elizabeth Link, John Barry, JOhn Fetter, Kat Higashino, Kelly Lawson, Krystal Clay, Lance Richter, Lawson Calhoun, Linda Mlot, Lindsay Pearson, Lisa Bangert, Logan Howard, Lora Mather, Lori Sailiata, Marquette Wise, Melanie Ciotti, Melissa Triplett, Mike Rohan, Nathaniel Randall, Neelu Panth, Neva Nichols, Josephine Marino, Peter Ogunniran, Rachel Taube, Ralph Rounds, Rosemary Wilson, Sandra Kardis, Suzanne Slovak, Willie Blue, Yutaka Ikeda

Guests: Kat Mokriakow, Evelyn Pearman

*Name issues: Mike D. Pres 3913401, 16607281280*

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**Meeting Called to Order at 10:05AM by RJ.**

**Agenda Adopted via unanimous consent at 10:09AM.**

- Removed District Alignment Amendment

**Credentials Committee Report - James Childress**

- James needed more time, so we will revisit
- We need 63, have 65 Presidents and VPEs for a quorum.

**Approved minutes from last District Council Meeting, May 16, 2020 as stands at 10:11AM**

**Confirmed Appointed District Officers for 2020-2021 at 10:15**

- New Club Growth Director - Victor Mattison
- Victor was elected to this role as our prior Club Growth Director, Larry Hemingway, SR, was unable to continue in the role due to health reasons.
- Newly Appointed Marketing Team

**Adoption of year-end audit report 2019-2020 - Kat Mokriakow, Immediate Past Audit**

- Audit was conducted from January 1, 2020 to June 30, 2020

- Purpose is to validate operational controls relating to district finances are in place and operating per District 8 Procedure Manual and TI "Audit Committee Guidelines.
- Audit determines that District 8 has maintained adequate controls.
- There are some findings that need to be addressed
  - January - missing one itemized receipt for food purchase
  - February - reimbursement went over the limit for trophies
  - March - missing one itemized receipt for food purchase
  - No Findings for April - June
- Purchases under \$1
- Suggestion to make sure that we receive an itemized bill.
- Recommendation to have all district leaders review District 8 Procedures Manual on approved reimbursement amounts
- Thanks to David and Seth for joining the audit committee
- Question from Kay Flanery - Why are we reviewing purchases under \$1?
  - There is a credit card fee for such small purchases, TI reviews these.
- Kat made a motion to accept the Audit Committee Report for 2019-2020.
  - Seconded by Toney Thornhill

### **2020-2021 Budget Presentation from Brianna Snow, District Finance Manager**

- Had to make changes after TI review, budget went through many changes before being approved.
- Revenue:
  - Primary revenue is membership.
  - \$10K less than last year as we are losing clubs.
  - Will fluctuate as clubs increase/decrease membership
  - Other revenue comes from conferences, fundraising, education and training, district sore, and speech contents
- Expenses:
  - No changes from last year
  - Expenses are proposed, based on in-person events
  - Conference - all estimated expenses by hosting an in-person conference in April
  - Fundraising - expenses made during fundraising initiatives
  - District Store expenses - generally offset by store revenues, self-sustaining
  - Marketing - postage, printing, etc.
  - Recognition - member, club, area, and district level recognition expenses
  - Club Growth - expenses relating to chartering new clubs and providing incentives and rebuilding clubs in need of members.
- PR - website expense is in this category now, also expenses promoting districts
  - No newsletter related expense; we are not printing newsletters due to budget constraints
  - Education/Training: club incentives, officer training, area/division training, possible TLI expenses
  - Speech Contest - room rentals, trophies
  - Administration - Zoom expenses, storage locker expenses, TI allocation (monthly fee)
  - Travel/Lodging/Food/Meals - minimal, mostly based on mileage
- Final Proposed Operating Budget
  - Total Revenue: \$49, 917
  - Total Expenses: \$30,169
  - District Net Income: \$19,748
- Questions?
  - Sarah Willey: What type of fundraisers do we have?
    - We raise money for prison clubs. This year, we are also fundraising for youth clubs.

- Sarah would like to support
  - Art Stanze: Will divisions and areas be notified of their approved budgets?
    - All budgets as submitted were all within policy and approved as submitted.
  - Art Stanze: Heard that all conferences will be virtual in 2021, does this mean we are canceling our reservation for the April conference?
    - RJ: We are looking into it, we may keep it virtual but also make it hybrid, still planning.
  - Art Stanze: Is there training available on Concur usage?
    - Brianna: Yes, if there isn't anything available, Brianna can put it together.
  - Art Anderson: Did we have left over money from last year's budget?
    - Yes, but this isn't reflected until all budget items from last year are completed.
  - Art Anderson: What is the Meet-Up for prospective members?
    - District pays for a professional Meet-Up account to recruit.
- Brianna made a motion to adopt motion as presented.
  - Seconded by Herman Koester
  - Voted on budget via poll to approve.
- District Budget was accepted at 10:58AM.

### **New Marketing Team Introductions:**

Patti Howard: Club New Source Research

- We went from 22 to 12 clubs that have member challenges
- Patti is also interested in helping members share their Toastmasters stories. She recommends sharing these stories with friends, family, and colleagues

John Barry: Club Extension Chair

- Help take new clubs to charter.
- Support members who would like to be sponsors.
- Grassroots efforts.
- Remember that members have a \$50 incentive for a lead that becomes a chartered club

Debbie Young: Club Quality Chair

- Support club mentor program
- Club quality focus - newsletter sent to club, area, and division leadership

Evelyn Pearman: Club Retention Chair

- Club coach program for struggling clubs with less than 12 members
- October 7, 12PM – Lunch & Learn for becoming a club coach
- Will host a monthly Q&A call
- Promote Toastmasters online, bring friends to virtual meetings

### **Public Relations Manager - Alinda Heron, PRM**

Upcoming Events:

- Manager or Leader? With Elaine Curry on September 23 at 12PM
- Club Coaching Training with Evelyn Pearman on October 7 at 12PM
- Welcome Video from last DEC meeting was posted at the International Meeting, we are at 1 hour and 19 minutes
- Program Quality/Director Incentives, upcoming events, etc. posted online
- LinkedIn Page - please connect!
- Videos will be posted from Lunch and Learns
- Questions
  - Toney: Do we have a speakers group that is advertised?
    - Suggestion to compile a list/short video on available speakers
  - Nate: Seeking a list of all clubs that are meeting virtually online

### **Club Growth Director - Victor Mattison, DTM, CD**

- Understand that this is a challenging period with WFH, job insecurity, etc.
- Important to retain and grow membership to the best of our ability.
- Identify places where there are no clubs and start them locally - people like to stay in their communities.
- Area for Rotary partnerships - Rotary clubs are having the same challenges we have today
- Virtual platform has benefits - members can attend from home
- Seek groups to seek new potential clubs - businesses, churches, schools, communities, prisons, governments, rotary clubs, etc.
- Responsibility lies with all leaders and all members to reach out and seek groups that may be interested
  - Open houses, member win-back, etc.
- Incentives
  - Individuals:
    - \$15 incentive if you sponsor 5 new members to an existing club
    - \$15 incentive if you coach a club to Distinguished Club Status
    - \$50 to sponsor a new club from introduction to chartering
    - Do all three and receive an additional \$30
  - Club:
    - Turn in dues on time by 9/20
    - Hold an open house or host Youth Leadership/Speech Craft
    - Send a Picture to District 8 Webmaster
    - Add 4+ new members
    - \$25 for TI Merchandise

#### **Program Quality Director - Dawn Tucker, DTM, PQD**

- 404 total trainees
- Contact Dawn if your training reports aren't accurate on Club Central
  - Deadline to report total trainees is 10/31, please contact Dawn ASAP
- Lunch and Learns - very successful, diverse topics
- Upcoming - Learn how to build a club website on Toast Host
- D8 Contest College - how to host a speech contest, and how to WIN a speech contest
  - October 24, 8:30 AM
  - Special Guests will be attending!
- Winter TLI
  - January 9th, 9AM
- Spring Conference
  - April 9th and 10th
  - Either a hybrid event or a virtual event
- Incentives
  - Clubs:
    - 7 officers in summer and winter
    - Club Success Plan signed and emailed by 10/31/20
    - Incentive: Toastmasters appreciation gift of choice for each officer
  - Youth Leadership and Speechcraft
    - \$50 worth of Toastmaster merchandise
  - Triple Crown Pin: Multiple paths, listed on Dist 8 website
  - Area Directors: 2 paths
    - Based on club visits, visit reports, attend meetings with division leadership
    - \$15/\$30 Toastmaster merchandise

#### **District Director: RJ Stratton DTM DD**

- Closing remarks

- Vision review
- Q&A:None

Meeting adjourned at 12:02PM

**Area Directors and Division Directors requested stay on the line for speech contest content.**

**Dawn Tucker:**

- All contests are now virtual, even with live conferences.
- Tom will provide guidelines on TI rules for virtual contests
- 22 areas, so we have up to 22 virtual contests in February 2021
- Extend Division's 2 Zoom accounts for areas to use if they don't have a paid Zoom account
  - 2 contests can be conducted at the same time on the two accounts.
  - Must be scheduled
  - Saturdays: 9AM, 1PM, 6PM slots (no 6PM slot on Feb. 13)
  - Sundays: 2PM, 6PM slots (no slots on 2/14)
  - Weekdays: 6PM slots
  - First come, First serve basis
  - Send emails starting 10/3 8:00AM
  - If you have flexibility, please send your choices a little later.
  - Even if you have your own Zoom accounts, keep in mind that helpers/Zoom Masters will be limited.
- Document listed under Resources and Virtual Meetings for Zoom Masters' list
  - 8 Zoom Masters as of now
  - If you would like to be a Zoom Master, email Dawn.
- Historically, dual area contests happen like 1 large contest
- Suggestions to choose a weekend over a weeknight from members.
- Take time to decide a contest time that works for all clubs in your area.

Meeting Concluded at 12:21PM