



**District 8 Toastmasters
DEC Meeting
June 26, 2021 10AM-2PM
Virtual (via Zoom)**

Attendees: RJ Stratton, Tom Coscia, Brianna Snow, Dawn Tucker, Neeharika Jaladanki, Victor Mattison, Andrew Welter, Alice Gander, Annetta Works Salley, Evelyn Pearson, Jackie Kam-Blackard, James Childress, John Barry, Patrick Hunt, Sarah Van Meter, Sue Rankin, Tammy Ablan, Umanga De Silva, Wayne Schoeneberg, Karen Leingang, Art Stanze, Rebecca Jordan, AMy Lamb, Arielle Bohnert, Charidee "Shannon" Geier, David Kincade, Debra Morissey, Herman Koester, Keith Jamerson, Lawson Calhoun, Linda Leasman, Lisa Collier, Makeda Joseph, Peter Ogunniran, Sara Dahm

Meeting Preliminaries

- Meeting called to order
- Adoption of agenda
- Credentials Committee Report
- Minutes approved as presented at 10:04AM
- Quorum - 20/33 members present

Marketing Report - John Barry, Patti Howard, Evelyn Pearson

- 4 new clubs started virtually
- Strong marketing team, have been innovative
- Email bursts to selected cities to reach the markets
- 7 clubs in process as we enter the new year
- Starting to get to leads as state opens up
- Company interested in doing Speechcraft - if you are interested in leading, please contact Dawn Tucker.
- We signed up 4-5 new club coaches last year
- Created the Marketing team, Club Coach Playbook
- Hardest part has been to get members to promote Toastmasters
 - As we put out material, the more exposure we will get
 - Make connections with those interested!
 - Need a team of 2-3 people to reach out to divisions and area directors
 - Critical position, need a team that is personable and able to reach out

Financial Report - Brianna Snow (postponed)

- Membership revenue is up



- Fundraising revenue hasn't started to take off just yet
 - Prison club fundraising is strong, is not reflected in this income statement
- District Store revenue is also lower this year
- Only 1500 short of our projections - not bad!
 - Means that our membership revenue is high enough to compensate other areas where we did not meet our projections
- District Store expenses are \$0
- Recognition budget is higher than expected - we allowed reimbursement for postage, etc. for trophies
- We continued to use materials that we already have or do not require reimbursement for marketing - operating under budget
 - \$1350 budgeted, we have only used \$1000
- PR budget operating under budget
- Educating and training expense shows contra expense
- Speech contest budget is significantly under budget due to virtual events
- Administrative budget is under budget - \$2200 budgeted, we have spent \$2000 so far
- Travel budget is also under budget
- Other expenses - small contra expenses
- Majority of budget dollars are
- Total Revenue
- Total Expenses - \$3380.56
- Net Income - \$27335
- Reports are not available at the moment, Brianna will send to Tom to post on District 8 Website

Club Growth Director Report - Victor Mattison (postponed)

- Great team - John Barry, Patti Howard, Evelyn Pearson
- Tried to do many new things
 - Direct outreach, city targets for marketing, etc.
 - Good foundation created for next year
 - We are looking at club growth as a hybrid and virtual opportunity as well as in-person - they are not going anywhere
 - Really need 5 Area Directors for Division E - if anyone is interested, please contact Victor!

Program Quality Director - Dawn Tucker

- Congrats to clubs that trained 7 officers for Winter and Summer trainings
 - Clubs: JeffCo Challengers, WashU Met Masters, Toast of Wu, Smedley, Memorial, and Southern Illinois



- Trying to compile a list of leaders who worked on Youth Leadership and/or Speechcraft events
 - This information is held by TI, not the District
 - If you or someone you know participated, please let Dawn know.
- Triple Crown - can use last year's requirements (6 pathway levels completed in one year) along with this year's requirements
- Club elections should have happened in May - if you are an Area Director, please make sure your clubs have elected their leaders, and uploaded their Officer list
 - 63 lists have been turned in so far
- Sign-ups for TLI are open right now on the district website
 - Can opt-in to get important messages from District 8
 - Low percentage of members open emails, so trying to find another way to communicate
- Must submit levels on Base Camp and the TI website, otherwise, they are not counted.
- If you have earned an incentive or an award, please follow up!
- District 8's 80th Anniversary is coming up - please keep an eye out for messages and use the opportunity to participate!
- Karen Leingang will be taking over Dawn's role next year
 - Division F is also looking for two Area Directors
 - Karen plans to set up committees to help with Program Quality work
 - TLI committees - plan events, create planning document, support chairs, etc.

District Director Report - RJ Stratton

- District 8 has performed very well this year - one of the strongest in the world
- Only 3 clubs lost overall
- Gained members
- 14 clubs made presidential distinguished this year, some made select and distinguished
- Several clubs only needed to meet membership targets to hit distinguished
- Special recognition for Area 4 - Select Distinguished Area
- Marketing team and Zoom Masters were created this year and were vital to our success
- Two new prison clubs
- Prison Club fundraising was successful - TI is considering adopting
- Combined meetings helped maintain clubs
- Storage documents were consolidated
- Club Coach Mentor Playbooks were created
- Job Descriptions were created for roles and responsibilities for district leader positions
- Chartered 3 new clubs
- Note from Wayne



Townhall - RJ Stratton

- For incoming leaders: Please download and read the District Leadership Handbook.
- TI will leave it up to local municipalities to allow in person, virtual, and hybrid meetings
 - But we are going back to in person as permitted
- Amy Lamb: Is there anything the clubs need to do to communicate with TI that they want to host in person meetings?
 - No, but there is a part on the TI website to note that clubs are hosting virtual meetings.
 - Need to get club to agree and vote on meeting structure, make sure it is in club bylaws
 - Art Stanze: Make sure you abide by your host's rules - meeting location guidelines must be met, be a good guest!
- Andrew Welter: Has the district made any decisions about contests for next year?
 - TI said that District must decide by July 31 to go virtual or in person.
 - If you choose in-person, you can revert to virtual as needed. To allow flexibility, this is better.
 - DEC must vote on this before July 31. Next meeting is tentatively planned for July 17.

Meeting Adjourned to Breakout Sessions.

District Executive Council Meeting Attendance – June 26, 2021

	NAME	DISTRICT OFFICER TITLE	PRESENT – YES/NO
1.	Raymond "RJ" Stratton	District Director	Yes
2.	Dawn Tucker	Program Quality Director	Yes
3.	Victor Mattison	Club Growth Director	Yes
4.	James Childress	Immediate Past District Director	Yes
5.	Alinda Herron	Public Relations Manager	No
6.	Neeharika Jaladanki	Administration Manager	Yes
7.	Brianna Snow	Finance Manager	Yes
8.	Art Stanze	Division A Director	Yes
9.	Andrew Welter	Division B Director	Yes
10.	Nicole Arms	Division C Director	No
11.	Jennifer Jacobsen	Division E Director	No
12.	Karen Leingang	Division F Director	Yes
13.	Alice Gander	Area 1 Director	Yes
14.	Zev Yudovich	Area 2 Director	No



15.	Jackie Kam-Blackard	Area 3 Director	Yes
16.	Patrick Hunt	Area 4 Director	Yes
17.	Donnie James	Area 5 Director	No
18.	Annetta Works Salley	Area 6 Director	Yes
19.	Curtis Scroggins	Area 7 /22 Director	No
20.	Leo Tungaraza	Area 8 Director	No
21.	Tamara Ablan	Area 9 Director	Yes
22.	Sue Rankin	Area 10 Director	Yes
23.	Tim Scarbrough	Area 11 Director	No
24.	Becky Jordan	Area 12 Director	Yes
25.	Kesha Kent	Area 13 Director	No
26.	Umanga De Silva	Area 14 Director	Yes
27.	Terrell Whitener	Area 15 Director	No
28.	Debra Morrissey	Area 16 Director	Yes
29.	April Watts	Area 17 Director	No
30.	Sarah Van Meter	Area 18 Director	Yes
31.	Wayne Schoeneberg	Area 19 Director	Yes
32.	Stacey Costin	Area 20 Director	No
33.	Seth Jarboe	Area 21 Director	No