



Minutes

District 8 Executive Committee Meeting

Saturday, November 13, 2021 • 9:00AM

Virtual (via Zoom)

Attendees: Tom Coscia, DTM; David Kincade, DTM; Dawn Tucker, DTM; RJ Stratton, DTM; Brianna Snow; Patrick Hunt; Sarah Van Meter; Annetta Works-Salley; Lawson Calhoun, DTM; Makeda Joseph; Erik Pronovost; Jackie Kam-Blackard; Umanga De Silva, DTM; Lora Mather, DTM; Herman Koester, DTM; Keith Jamerson; Darlene Willman; John Barry, DTM; Art Stanze, DTM; Fable Rushing; and Debbie Young (21 attendees)

Meeting Preliminaries

Call to Order & Opening: Tom Coscia, DTM PDG

- Meeting called to order at 9:01
- Mission: To build new clubs and support all clubs in achieving excellence.
- Introduction of District Director, David Kincade

Adoption of Agenda: David Kincade, DTM DD

- Agenda adopted at 9:03 (copy of agenda placed in chat)

Credentials Committee Report: RJ Stratton, DTM IPDD

- Confirmed we have a quorum - 16/31 DEC members present (need 50%)
- Actually, 18/31 prior to any votes

Approval DEC Meeting 7/17/2021 Minutes: Debbie Young, Admin Manager

- Approved without objection or amendments (copy showed online)

Finance Report - Brianna Snow, Finance Manager

- Appreciate everyone's effort in putting together the budget

Q&A

- Q: Jackie Cam Blackard - Are there any written instructions for using Concur?
- A: Brianna - Let me check. You must set up a Concur account with Toastmasters and link your bank account to the account because reimbursement is done via direct deposit. Concur is the only way to get reimbursed for travel, trophies, or other expenses.
- A: David Kincade posted link in chat: http://origin-gps.onstreammedia.com/origin/toastmastersinternational/eLearning/DL/concur/story_html5.html

- We currently have data through the end of September, first quarter of the TM year.
- Our revenue (membership revenue & fundraising) is below budget. We budgeted about \$12900 and have earned \$11,767 to date. Revenue could be delayed.
- We have not spent much in the way of promotional expenses or incentives.
- If you reviewed the Profit & Loss statement, you will notice some negatives. These are accruals from last year that have not yet been expensed (contra expenses).
- We have not incurred any outside marketing expenses yet.
- We are over on public relations expenses because of the timing of our website expenses.
- We have spent more on education and training than budgeted, this is minor.
- Have not spend any money for transportation.
- Our actual net income was \$11,439, the expected net income was \$11,366, that puts us about \$73 ahead.
- Brianna has no concerns about our budget at this time.

Q&A

- Q: Darlene Willman - She is trying to put together an event for area 22 and making it a PR event. Can she get reimbursed for food?
- A: Briana - We normally only budget for mileage, trophy, room rental expense.
- A: David - He sees this as a joint open house, which would be the responsibility of the clubs. The District would not pay for food.
- A: Art - Could consider the event as an area council meeting and then may be reimbursable.
- A: David - Reach out to me and we can discuss this further.
- Brianna will have the finalized Profit & Loss statement posted to the website, when it is available.

Division Directors' Reports

Patrick Hunt, Division A Director

- 70% of visitor reports are complete and expects more to be completed by November 30th
- Have been able to maintain regular division council meetings
- Have made progress in scheduling area speech contests
- They one or two leads for new clubs

Sarah Van Meter, Division B Director

- She has met four times with her area directors, focusing on ways to support Div B clubs with membership growth and education
- 16/17 clubs remain active; she hopes to have the one lost club reinstated soon
- 81% of clubs had at least four officers trained
- All clubs have been visited; 65% of the reports are in; expects all reports to be completed by November 30th
- Preparing for club contests
- Reaching out to two clubs that haven't met any goals and making sure they get assistance to be successful
- Working with five clubs with only 8 members and helping them build membership
- Talking up winter TLI

Annetta Works Salley, Division C Director

- Area directors are working as a team

- Reaching out to potential and former members
- Helping clubs with hybrid and virtual meetings
- Would like to learn from others what works for them
- Club membership and retention are a concern
- Talking up TLI
- Helping new leaders in Division C clubs by hosting monthly "Division Director Hours" once a month to help leaders or members with Pathways
- Providing Speech Craft training for District 8; great program for club growth and program quality
- Expects all club visit reports to be in by November 30th

Lawson Calhoun, DTM, Division F Director

- Has had one meeting as a division
- They are experiencing membership challenges and trying to address this with their clubs
- One of his area's has contest scheduled and working with other areas to get scheduled

Marketing Committee Report - John Barry, DTM, Club Extension Chair

- We need to market differently now that we are more virtual
- Now we are trying to develop our own leads:
 - Emails to new companies
 - Purchase some lists
 - Reaching out to incubators
 - Encourage DEC members to reach out to their own employers
 - Human Resource Directors - Society of HR management - 300 members
 - Learning Directors - ATV
- Cisco Systems chartered 10/1/2021
- Other Leads:
 - Darlene Willman is working with Women of Little Black Book to start a club
 - United Credit Union
 - Habitat for Humanity in downtown St. Louis
 - Veteran Administration in Cape Girardeau
 - Church in Rushville, IL
 - Booneville Correctional

Education Committee Report - Art Stanze, DTM, Chair

- The trio established the Education committee to support the program quality director
- Goals:
 - Provide electives for the TLIs
 - Provide training sessions for the District conference
 - Provide Lunch & Learns
 - Colleges
 - POD casts
 - 75% of clubs to reach 5 or more Distinguished club goals; this would be a 50% improvement
 - 95% Pathways enrollment; this would be a 10% improvement
 - Zoom training
 - Free Toasthost training
 - Pathways training
- Encouraged everyone to attend TLI
- Encouraged feedback

Club Growth Report - Dawn Tucker, DTM, Club Growth Director

- Her job is to help grow the number of clubs, but also help existing clubs grow in membership
- Monitoring: dues being paid and low membership clubs
- Quite a few low membership clubs due to low funding and dislike of Zoom meetings
- Hosted Candid Conversation events to discuss concerns with club officers
- Would like to host combined open house meetings based on time/day of meeting; plans to start holding these early January
- Each club will have to advertise the joint open house to their potential or previous members
- Encouraging clubs to think of Zoom as an opportunity for developing new skills; can help sell these to new potential members
- Focusing on club membership growth way before dues or due; it should be an ongoing goal
- Looking for ways to make new clubs successful, such as hosting a kick-off event to get it started; such as Darlene Willman's event

Program Quality Report - Karen Leingang, DTM, Program Quality Director

- Report was presented via pre-recorded video
- Club visit reports are due November 30th. The goal is for each Area Director to have completed at least 75% of their visits and reports completed.
- Winter Toastmaster Leadership Institute
 - Scheduled for Saturday, December 4th
 - Theme: Expand Your Potential
 - The event is all virtual
 - Keynote: Julie Doll of Australia
- Club Officer Make-up Training
 - Club officer training make-up sessions are being scheduled; check the District 8 website
 - Once your division schedules their make-up training, please notify Tom Coscia so he can post on the website
- Contests
 - Evaluation & International Speech
 - Clubs contests must be completed by 1/31/2022
 - Area contests must be completed by 2/28/2022
 - Division contests must be completed by 3/31/2022
- Spring Conference/Awards Banquet
 - Spring Conference will be virtual and is scheduled for 4/22 - 4/23/2022
 - Separate awards banquet will be a separate event; date TBD, maybe June; hope to be in-person
 - Let Karen know if you are interested in being a chair for this event
- Spring Toastmaster Leadership Institute
 - Date TBD
 - Format TBD: virtual vs hybrid vs in-person
 - Let Karen know if you are interested in being a chair for this event

Unfinished Business

There is no unfinished business

New Business

There is no new business

District Director Announcements - David Kincade, DTM District Director

- Almost half of our area director visit reports are complete (49%)
- The purpose of the area director reports is to help make the clubs healthier and holds clubs accountable for their educational program by spurring club to have active educational program and work toward the Distinguished Club Program
- Centene Speaks added nine new members; they are now an all-virtual club; employees saw the importance of learning how to communicate virtually
- Clubs should tap into the market of communicating via Zoom
- Happy that contests are getting scheduled
- Appreciates those who have volunteered for District roles
- Cisco is a great personal development opportunity for its members
- Small towns are a good source of potential members
- Four of our clubs are already distinguished; Talu Club has already achieved 7 DCP points
- Toastmasters is a well-respected brand
- Annual Conference in the Spring will be an all-virtual event
- We will have a separate Awards Banquet in-person; we were applauded by TM president
- Attendance of District events has been way up since the pandemic due to the ease of attending via Zoom
- The District Award Picnic last weekend had 70 attendees at Faust Park
- Discussed the importance of being innovative and finding ways to engage our members
- Encouraged everyone to attend TLI on Saturday, December 4th
- Julie Doll is our keynote speaker from Western Australia

Q&A

- Q: Herman Koester - What are clubs who aren't doing pathways doing?
- A: David - Good question, Pathways is the only education program. If you aren't doing Pathways, you aren't doing Toastmasters education.
- A: Art Stanze - Most of the clubs are between 95 - 100%. If a club is recruiting, there could be a delay in getting new members enrolled. We should be happy with 95% enrollment. We should be concerned about the clubs that are at 30 - 40%.
- Q: Annetta Works Salley - Has anyone gotten a new path since the Level 1 change?
- A: no responses
- A: David - The new Level 1 is really targeted at why new members join. Toastmasters International listed to the feedback.

Closing

Adjournment: David Kincade, DTM DD

- Meeting adjourned at 10:25AM
- Division breakout rooms were opened for DEC members conduct Division meetings

DISTRICT EXECUTIVE COMMITTEE ATTENDANCE			
	NAME	DISTRICT ROLE	PRESENT
1	David Kincade, DTM	District Director	Y
2	Dawn Tucker, DTM	Club Growth Director	Y
3	Karen Leingang, DTM	Program Quality Director	N
4	Raymond "RJ" Stratton, DTM	Immediate Past District Director	Y
5	Michelle Sturdivant	Public Relations Manager	Y
6	Debbie Young	Administration Manager	Y
7	Brianna Snow	Finance Manager	Y
8	Patrick Hunt	Division A Director	Y
9	Sarah Van Meter	Division B Director	Y
10	Annetta Works Salley	Division C Director	Y
11	Victor Mattison, DTM	Division E Director	N
12	Lawson Calhoun, DTM	Division F Director	Y
13	Makeda Joseph	Area 1 Director	Y
14	Erik Pronovost	Area 2 Director	Y
15	Jackie Kam-Blackard	Area 3 Director	Y
16	Amy Lamb	Area 4 Director	N
17	Arielle Bohnert	Area 5 Director	N
18	Umanga De Silva, DTM	Area 6 Director	Y
19	Lora Mather	Area 7 Director	Y
20	Lisa Campbell	Area 8 Director	N
21	Margret Mathews	Area 9 Director	N
22	Linda Leasman	Area 10 Director	N
23	Herman Koester, DTM	Area 11 Director	Y
24	Lisa Collier	Area 12 Director	N
25	Shannon Geier	Area 13 Director	N
26	Terri Orban	Area 14 Director	N
27	vacant	Area 15 Director	N
28	Debra Morrissey, DTM	Area 16 Director	N
29	Peter Ogunniran	Area 17 Director	N
30	Keith Jamerson	Area 18 Director	Y
31	Sara Dahm	Area 19 Director	N
32	Umanga De Silva	Area 20 Director	Y
33	vacant	Area 21 Director	N
34	Darlene Willman	Area 22 Director	Y