



Minutes

District 8 District Council Meeting **Saturday, September 18, 2021 • 9:00AM** **Virtual (via Zoom)**

Attendees: Tom Coscia DTM; David Kincade DTM; Dawn Tucker DTM; Karen Leingang DTM; RJ Stratton DTM; Wuraola Ajayi; Art Anderson; Adam Baer; Susan Boley DTM; Angie Breinin; Kathy Brennan DTM; Darren Broderick; Lawson Calhoun DTM; Lisa Campbell; Amitava Chakraborty; Bill Collier; Lisa Collier; DC Cooper; Lemont Curry DTM; Sarah Dahm; Dan Darnall DTM; Umanga De Silva DTM; Kevin Desrosiers DTM; Karen Dew-Poe; Emily Eisenbacher; Ivan Filipi; Rhonda Green DTM; Cheryl Hammond; Eboni Harris; Leslie Heilig DTM; Patti Howard DTM; Yutaka Ikeda DTM; Keith Jamerson; Makeda Joseph; Jackie Kam-Blackard; Josh Kelahan; Larry Ketchum; Herman Koester DTM; Roxann Korte; Jennifer Krupp; Amy Lamb; Warren Lambert; Artie Langston DTM; Kelly Lawson; Linda Leasman; Elizabeth Link DTM; Sharon Maddox; Lora Mather DTM; Margaret Mathews; Cynthia Mill; Linda Mlot; Dawna Moore; Debra Morrissey DTM; Michael Neal; Peter Ogunniran; Terri Orban; Evelyn Pearman; Erik Pronovost; Nathaniel Randall DTM; Curtis Scroggins DTM; Shelley Shellenbarger; Henry Siemer; Tim Spezia DTM; Mark Strothmann DTM; Joseph Taylor; Toney Thornhill; Melissa Triplett; Caren Turner DTM; Sarah Van Meter; David Walle; Atlene Washington; Paula Williams; Marquetta Wise DTM; Annetta Works-Salley and Debbie Young (75 attendees)

Meeting Preliminaries

Call to Order & Opening: Tom Coscia, DTM PDG

- Meeting called to order at 9:05 am
- Introduction of District Director, David Kincade

Adoption of Agenda: David Kincade, DTM DD

- Agenda adopted at 9:09 (placed in chat)

Credentials Committee Report: RJ Stratton, DTM IPDD

- Confirmed we have a quorum – 64 District Council members present (need 60)

Approval District Council Meeting 4/10/21 Minutes: David Kincade, DTM DD

- Approved without objection or amendments

Appointed District Officers Confirmation - David Kincade, DTM DD

- There are two vacant Area Director positions
- Approved by unanimous consent (link to officers placed in chat)

Audit Committee Report

- Skipped because Ellen Kirchdoerfer, DTM Audit Committee Chair, was not present

Marketing Team Introduction to the Council

Debbie Young, Club Quality Chair

- Recruits Toastmasters to mentor newly chartered clubs
- If interested, please reach out: debbie@dyoung.net

Yutaka Ikeda, DTM Club Retention Chair

- Working with Dawn to save as many charters as possible with 10/1 dues deadline looming
- Finding ways to keep members engaged to maintain healthy clubs

District Budget Approval - David Kincade, DTM DD

- Brianna Snow, FM, could not be present
- The budget being presented has already been submitted to the TI Finance Department and suggested changes have been made

District 2021 - 2022 Operating Budget summary

- Budgeted membership dues allocation is \$33,626
- Budgeted conference revenue is \$13,255; this is assuming we have an in-person conference
- Note: Spring speech contest will be virtual
- Total budgeted revenue is \$55,181
- Budgeted marketing expense is up a bit from last year at \$3331
- Budgeted travel and lodging expenses are up from last year at \$5425 and \$1500, respectively, based on the possibility we may be able to begin traveling in the spring
- Budgeted expenses overall \$36,524
- Budgeted net income \$18,654
- Budget reviewed for compliance to TI policy for break even and minimal and maximum percentage of budget; our budget is in full compliance

Q&A

- Q: Daren Broderick - How does this compare to last year's budget? Also noted some reference errors on the spreadsheet; will put those in chat for David to review.
- A: David - Similar, but did increase recognition, contests, education & training and club growth over last year; we've reduced travel and lodging
- Q: Herman Koester - I noticed that the TI policy expense percentages exceed 100%. What is your thought on that?
- A: David - yes, those are maximum percentages; we still must build our budget to not exceed revenue
- Q: Rhonda Green - Why outside marketing % different in both places?
- A: David - Not sure why. (Per the budget this expense category has a minimum spending requirement of 5% and maximum spending requirement of 10%.)
- Q: Rhonda - What type of outside marketing activities are included in the \$3331?
- A: David - social media including boosted and paid posts across different platforms. We have partnered with TI to pilot Canva that will allow us to create visually appealing posts and manage them across various platforms. By participating in the pilot our cost is 30% of what it would actually cost for an enterprise of our size.
- Q: Lemont Curry - Can clubs take advantage of Canva, or is it just for the District?

- A: David - Yes. We are not sure how this works yet, the role out Oct 1st.
- Q: Rhonda - How will fundraising of the \$7000 be accomplished?
- A: David - Fundraising is for the Roberts/Drummond Inmate Scholarship Fund, and in the form of silent auctions and donations.
- Q: Rhonda - I don't see where the money is coming in as revenue, but I don't see where it is paid out.
- A: David - The funds are given to TI and then TI pays it out for membership dues and paths of the prison clubs.
- Q: Lemont - There were issues in the past knowing how much was being collected and put back into the program.
- A: RJ Stratton - We raised \$2500 last year; it goes for scholarships; the funds go to TI to hold because they have non-profit status, and the District does not; TI pays out when needed; all expenses for the prison clubs come out of the TI fund.
- Q: Rhonda - Why is the amount budgeted (fundraising) 3 times what we collected last year?
- A: RJ - We didn't meet the budget last year and need more funds to support the prison clubs.
- A: David - We raised the amount also because there is a third prison club in the works.
- A: RJ - Prison clubs are fully subsidized by us.
- A: David - Toastmasters is one of the best training programs to keep members from reoffending.
- Q: Toney Thornhill - How does showing this as revenue help us balance our budget since it doesn't show the expense?
- A: David - We are completing the template that TI requires; it doesn't include an expense item for the offsetting expense.
- A: Rhonda - Every dime that comes into the District is TI's responsibility; they allow us to use the funds to run the District and do not require it to "balance" as a regular budget.
- A: David - good explanation
- Q: Toney - The fundraising is for TI, but you are telling us it is for District 8, you need to tell members that it is for TI.
- A: Rhonda - The money is for that specific fund and allocated for that specific fund.
- A: David - The money goes into the account and is earmarked for our prison clubs.
- A: RJ - The funds go directly into that account.
- Q: Toney - You need to tell members that the money goes to TI not District 8.
- A: RJ & David - Agree we need to be clear.
- A: Karen Leingang - Curtis Scroggins and Evelyn Pearman can provide information on what has been done with the money; these are our own clubs and members.

Motion by Rhonda Green: Motion to accept 2021 - 2022 budget as presented

Vote via poll: 100% in favor; motion passed

Club Growth Report - Dawn Tucker, DTM CGD

- Responsibility for growing membership in existing clubs and adding new clubs
- Storytelling Workshop - Sat 9/25/2021 (virtual); considering starting a storytelling specialty club; open to anyone; can invite potential members
- St. Charles City/County Library Speaker Series in October - 8 virtual sessions; open to anyone
- Speechcraft Coordinator Training - 10/17/2021 & 1/12/2022 - Annetta Works Salley (virtual); how to host a digital speech craft and get credit
- Club Coaches are needed to help clubs with 12 or fewer members; contact Dawn cgd@dist8tm.org
- Membership due need to be in by 9/30/2021 or 9/25/2021 if going for the Super Club incentive
- If your club will have 8 or fewer members at renewal, please notify Dawn: cgd@dist8tm.org
- Will be offering District Open Houses to help smaller clubs attract new members; district will help with marketing and asking larger clubs to buddy up with smaller clubs (based on meeting day/time)
- A specialty club survey was done to identify interest in some new clubs (considering storytelling, professional speaking, leadership, travel, technology lovers, entrepreneurs, comedy/humor, book club)
- We are losing some clubs due to low membership; attempt to convert or replace them with specialty clubs

- Specialty clubs are meant to be a secondary club for existing Toastmasters or bring in brand new Toastmasters

Program Quality Report - Karen Leingang, DTM PQD

- Reviewed the District 8 website as a resource for programs and incentives: <https://dist8tm.org/>
- Promotion: 7 officers trained each session + Club Success Plan by 9/30/2021 = Toastmaster t-shirt for each officer
- Promotion: Every member in club completes 1 Pathway level + earn 5 distinguished club goals = \$50 TI merchandise for the club
- Promotion: complete 6 Pathway levels* = Triple Crown Pin
- Promotion: complete two Pathway level 5s = Pathways t-shirt
- Promotion: Area Directors who go above & beyond* = TI merchandise
- Club officer training was completed in August - 30/95 clubs had all 7 officers trained: 67.82% overall
- District Officer training was completed in August - 24/25 officers were trained: 96% overall
- Area Directors need to complete their first round of club visits by 10/31 and submit their reports by 11/30
- Winter TLI is scheduled for 12/4 and will be virtual
- If you are interested in presenting or serving on the TLI committee, please contact Karen PQD@dist8tm.org
- Division Directors please get your make-up training scheduled between 11/1 - 2/28
- Looking for a conference chair for the District Conference; hoping it will be in-person, but may end up being a hybrid event
- Speech Contest will be virtual

*See District 8 website for more details on this promotion: <https://dist8tm.org/program-quality-director-2021-22/>

Meet Up Report - Kevin Desrosiers, DTM Meet Up Chair

- Meet Up is a platform for promoting events and completely subsidized by the District
- Great way to reach out to new members
- The District has three meet up groups, based on area: St. Louis, Central/Southern Illinois, Columbia/Jefferson City
- Kevin provided a demonstration of posting an event
- To get an account reach out to Kevin: stlhawks57@hotmail.com
- District 8 website has a [resource](#) for using Meet Up under Resources > Club Marketing Resources
- Q: Herman Koester - Is it better to post your Zoom URL in the meeting description or the online field?
- A: Kevin - Posting in the description provides an extra layer of protection from Zoom bombing; also make sure you have a waiting room and have a way to admit people
- Q: Bill Collier - Why do we need to contact Kevin, do we need to pay for an account?
- A: Kevin - You need to contact me to get administrative rights to add events; the District subsidizes the accounts
- Q: Darren Broderick - How many potential members can we reach by posting our events?
- A: Kevin - St. Louis group has 245, Central/Southern IL group has 78 members, Columbia/Jefferson City group has 124 members

District Director Report - David Kincade, DTM DD

- To provide a State of the District report in an upcoming District newsletter

New Business

- Bill Collier: South County Toastmasters is having a Founders Meeting - 10/20 - all are welcome
- Evelyn Pearman: Talu Toastmaster Club Annual Awards Banquet - 10/25; submit your application for facility access to Evelyn by 9/25 tmepearman@gmail.com
- Curtis Scroggins: Thank you for your support of the prison clubs; looking for Competent Communicator & Competent Leader manuals from legacy program; contact Curtis if you have one you are willing to donate or sell contact Curtis: scrogginscurtis@gmail.com
- Dawn Tucker: PR Manager had to step down; looking for someone to fill that role; we have a team of people available to help you; please contact any trio member if interested

Closing

- Adjournment: David Kincade, DTM, DD
- Meeting adjourned at 10:40