



Tarra Logan
Administration Manager
District 10
Administration@district10.org

Meeting Minutes of District 10 District Executive Committee January 16, 2021

The District 10 District Executive Committee meeting convened via ZOOM conference call on Saturday, January 16, 2021, at 2:00 PM with the following leaders **present**:

District Director, Alicia Smith-Kirk, DTM
Program Quality Director, Tricia Spayer, DTM
Club Growth Director, Bob Churilla, DTM
Public Relations Manager, Sandra Orland, DL5, EC4
Finance Manager, April Ware, CC, CL
Administration Manager, Tarra Logan, CC, CL
Immediate Past District Director, Sravanthi Vallampati, DTM
Eastern Division Director, Preeti Venkataramani, SR3
Northern Division Director, Rachel Kresge, DTM
Southern Division Director, Catherine Peterson, DTM
Western Division Director, Mark Meisner, IP2
Area 10 Director, Matt Buchanan
Area 11 Director, Marcie Dickey, CC, CL
Area 12 Director, Anu Ramakrishnan, ACG, CL
Area 13 Director, Malcolm Tsung, ACB, ALB
Area 14 Director, Andrea Wells, PM3
Area 20 Director, Srikanth Reddy, IP1

Area 21 Director, Tracey Touma, EC5
Area 22 Director, Shelly Urdaneta, SR1
Area 23 Director, Victor O Adu-Gyamfi, CC, CL
Area 24 Director, Corinne DeMuth, DTM
Area 25 Director, Basim Kareem, VC1
Area 30 Director, John Brian White, EH3
Area 31 Director, Verlinda Bennett, IP2
Area 33 Director, Michele LaBasi, DTM
Area 40 Director, Bill McGee, DT
Area 43 Director, Mike Arthur, EC3
Area 52 Director, Deb Bonner, DTM
Area 53 Director, Christine Walsh, ACG, ALB
Area 54 Director, Csilla Smith, DTM
Parliamentarian Chair, Gwen Jarvis, DTM
(Non-Voting)
Data Analyst, Dan Minder, DTM
(Non-Voting)
Past District Governor Tony Green, DTM
(Non-Voting)

Voting members absent were:

Logistics Manager, Eugene Schnell, DTM
(Non-Voting)
Central Division Director, Emmanuel Agbovi, DTM
Area 32 Director, Mary Wake, IP4

Area 41 Director, Vasanthi Eathakotti, DL2
Area 42 Director, Loren Dill, PI1
Area 50 Director, Theresa Ferline-Carr
Area 51 Director, Christina Humble, IP2

Welcome - District Director, Alicia Smith-Kirk, DTM

- The meeting started at 2:03 PM by welcoming everyone to the call and shared the theme of the meeting: Leadership is about Thinking Ahead.
- The Agenda was shared via email, posted in the Chat Box and shared on the screen.
- Alicia introduced and thanked her team, Gwen Jarvis, DTM as Parliamentarian, Administration Manager, Tarra Logan, Rachel Kresge, DTM, Northern Division Director and Zoom Host.

Inspirational Words - Presented by Bob Churilla, DTM:

- We are all accomplishing many tasks both great and small, all contributing to the success of the District.
- With that, we are on our way to accomplishing great things.
- Bob shared a quote from Steve Jobs, 'If you really look closely, most overnight successes took a long time.' and reminded us to keep in mind that everything we are doing is contributing to the long term success of the District.

District Mission - Presented by Program Quality Director, Tricia Spayer, DTM:

- We build new clubs and support all clubs in achieving excellence.
- Everyone joined Toastmasters for a reason.
- Tricia was reminded of a figure skater that said he felt fortunate to be able to compete during the pandemic as some places canceled their competitions. We as leaders are experiencing the same, we are fortunate to take part in this as we are each learning and building new skills. You may not see it, but you have grown.
- From her personal experience when she broke her wrist a few years ago, she went from not being able to move it to regaining full movement through the small, incremental growth from the physical therapy. The same is true for our leadership development, we are all building those leadership skills and even if they seem too small to measure, they add up to great progress.

IPDD Remarks - Presented by Immediate Past District Director, Sravanthi Vallamapti, DTM:

- This is the meeting to look forward to as the theme is Looking Ahead.
- Update #1: nominations for next year's leadership; a special thanks to those who have submitted their nominations, and the offer is out there for more leaders to step forward.
 - a notification will be sent out about the deadline being extended to February 15, 2021.
- Update #2 As the Corporate Club Liaison, there will be a meeting January 27th to look at what we've done these past 6 months and what we could do to improve in the next 6 months.
- Parting thought: let's think ahead, surge forward because leadership lasts.

Roll Call - conducted by Tarra Logan:

- Currently there are 36 voting members of the DEC.
- There were 33 voting members registered prior to the deadline with 19 members needed to establish a quorum.
- Quorum was established.

Review of prior DEC Meeting Minutes - conducted by Tarra Logan:

- A motion to dispense the November 7th, 2020 DEC Meeting Minutes was in order.
 - Motion made by Cathrine Peterson, DTM, Southern District Director.
- The November 7th, 2020 DEC Meeting Minutes were reviewed with the District Executive Committee a copy was emailed to the members of the DEC, and was shared on the screen.
- Members of the DEC were offered the ability to identify any corrections that were needed.
- Correction request made by Preeti Venkataramani, SR3, Eastern Division Director:
 - On page 5, under the Division Director Reports of the November 7th, 2020 DEC Meeting Minutes, the wrong designation was listed.
 - Her designation was listed as: Preeti Venkataramani, DTM and should be corrected to: Preeti Venkataramani, SR3.
- No additional comments were brought up.

Education Session - Review District Goals Progress - District Director, Alicia Smith-Kirk, DTM

- Welcome to the new members of our team: Malcolm Tsung, Corinne Demuth, Basim Kareem.

Distinguished Reports

- Under Leadership Central, and the Dashboard, there are Additional Reports that are very helpful. There are District Summary, District Reports, and Almost Distinguished Reports.
 - The Almost Distinguished Report tells us which clubs have at least 4 DCP goals earned and how many members they have.
 - This report helps us see what is left to do to earn the Distinguished District Status.
 - Currently, our District needs 13 more clubs, 2162 more memberships and 40 more Distinguished clubs in order to earn the Distinguished District award.
 - These numbers may sound like a lot, but our Data Analyst has helped us to see this can be more manageable when you narrow it down to the Divisions.
 - The Central Division needs 2 more paid clubs and 10 more Distinguished clubs.
 - Distinguished Clubs are not denoted as Distinguished until the second round of dues are collected.
 - The Report also breaks down what is needed to achieve Distinguished, Select Distinguished or President's Distinguished status.
 - you can easily navigate through to an Area, for instance, Area 40 has met its August-November Visit goal has been met, needs 4 more February - May Club visits to qualify, the Area has already met the goal for number of paid memberships and will need 4 more clubs to be Distinguished.
 - Daily Reports are also very helpful such as the Educational Achievements for the current year.
 - Sorts by Area by default, but you can sort by other selections.
 - You can look for club coaches to see if one has been assigned in your Area.
 - These reports have great detail that can help us to connect with our team.
- The Dues Renewal Status Report gives a quick snapshot of where our Area, Division, District stands with membership.

District Success Plan:

- Alicia encouraged everyone to look at their Division Success Plan, Area Success Plan and Club Success Plans to help drive success.
- We are operating under the core values of Toastmasters International and our Team's operating principles of fun, quality, appreciation and trust, fairness, equity, understanding, servant leadership, establishing communication, expectation benchmarks and delegating to impact.
- Obstacles we face are the impact from Covid-19, uncertainty of health, new laws or rules, uncertainty of chartering or building clubs online, change in developing virtual presentation skills.
- How we function as a team; we use consensus, collaboration from all with buy-in from the team as best practice while understanding there will be instances where decisions need to be made by the District Director to best serve the District.
- We use gentle accountability, trust, honesty, conflicts should be addressed timely with Core Values and the District Mission front of mind.
- Our goals are: Membership payment growth, Club Growth, and Distinguished District Achievement.

Rotary Club Alliance:

- Area Directors are encouraged to share the powerpoint with your clubs to increase awareness and understanding.
- Call to Action for the Area Directors: if you haven't done so already, reach out to your clubs with this information.

Retention Incentive:

- Clubs that get a minimum of 8 members to renew by March 1st, 2021 will earn an incentive from the District.

Awards:

- We are in the January 31 recognition incentive period and are working for the 7 for Success program.
- We held the DTM Recognition Ceremony which was a great success.
- Please be sure to incentivize Educational Awards and Membership growth.

Focus Groups:

- Our District has a need to create focus groups.
- We will be looking at the different types of clubs we have.
- If you are part of a club that is in the government, college/university clubs, or a prison club, or advanced club, let Alicia know.

Social Media and Advertising:

- All members of the DEC are encouraged to like/share/comment on posts from the District through Facebook.
- A pilot program for Radio and direct mail has been initiated with more info in the Club Growth Director's Report.
- Webinars have been set up and will continue to occur, these can be found on the District 10 calendar.

Parting Thoughts:

- Each of you is encouraged to use the tools we have available to us. We have our District 10 website, the calendar is very helpful to use.
- To help understand where we are and what we need to accomplish, the Leadership Central Page on the TI Website, take a snapshot of your Areas and look for Clubs needing Club Coaches, help with membership, or even Pathways training.

Keynote - Leadership is about Thinking Ahead, Finance Manager, April Ware, CC, CL

- April spoke of finances while thinking ahead for your next opportunity in Toastmasters
- The District Budget has 3 key messages.
 - Ensure quality experiences.
 - Retain members.
 - Grow membership.
- The past 6 months, we are doing well from a revenue standpoint. We have met our goal from an expense standpoint, we are below our target, we are in the green.
 - We are within \$20 of our Revenue Goal set by Toastmasters International and thanks to all your hard work in helping retain and gain new members.
 - We are below our Expense Target.
 - the changes in our processes have influenced our expenses.
 - One example are the Contest Trophies. In the past, we would buy them in bulk in the Fall and hand them out to the Area and Division Directors. This year will be different, we will be ordering them and shipping them directly to the individual winners.
- For the next 6 months:
 - we need to build beyond the target that Toastmasters International has set for us. Our available funds are dependent on our membership strength.

- Because we have seen a drop in membership, we need to be aware of this.
- In order to help the next year's leadership, we need to build our membership base. And we need to consider that with the potential of going back to in-person meetings also incurs expenses that we didn't have this year from meeting virtually.
- The District has a fiscal responsibility to take the funds we do have and re-investing them into our members. Clubs have the same principals, if they have large funds, they also need to re-invest into their clubs and members.
- We need to ensure that the goals we set up for the second half of the year, we commit and complete those.
- Member Retention starts today, not in March when due renewals need to be submitted.
 - Our current membership is at 41% and we are already at the halfway mark for the year. We've done a great job so far, but we will have to do more to get to the target for reaching Distinguished status and in helping our District for the following year.
 - Start today to encourage our clubs to start invoicing their members, have the treasurer give reports at each of their meetings. Strive to have memberships dues submitted earlier than the 1st of April.
 - Call to Action: celebrate with each member that renews and help them know the value they bring to the club, District and beyond.
- Consider using 2 or 3 of your Pathways speeches to explain to the member the value they bring to the club up to the District and to Toastmasters International. Help the member understand the difference between the Club dues and the Membership dues.
 - If you need help doing this, reach out, there are many treasurers that can help.

Incentives:

- The District has created an incentive for clubs that renew at least 8 members by March 1st, this will put the club in good standing in advance. If you meet this goal, you will get \$20 from the District to your club.
- If you earn 5 DCP points by January 1st, your club will get a \$25 gift certificate to Toastmasters International as an incentive offered by the District.
- 7 for Success and the Magnificent 7 Incentives are for attending officer training events in the year.
 - There will be a prize drawing for \$50 or \$75.
- Toastmasters International has an incentive program for chartering a club with reduced initiation fee before January 31st.
 - Talk Up Toastmasters is now coming up - if you get 5 new/reinstated members between February 1st and March 31, you will get a ribbon for your club and 10% off Toastmasters International order.
- Stay tuned, more incentives to come!

What leadership qualities?

- Earning trust, general accountability, humility, empathy, ability to delegate, also, we need to be able to look ahead.
- Think back to where your clubs used to meet. Toastmasters International helped us transition into the Zoom platform for virtual meeting.
- We don't know what it will look like, or when it's coming, but we do know Toastmasters will be providing us guidance at some point to help us transition back to meeting in person.

- No matter what the future may look like, as leaders, we can start thinking ahead, what are our needs for our future meetings? Either your old physical location or consider alternatives to Zoom as the virtual platform.

District Officer Reports

Club Growth Director, Bob Churilla, DTM

- Chartering new clubs;
 - 2 clubs have recently developed:
 - the Diversity for Success Club
 - Advanced Humor Club
 - 4 prospects that are still in development.
- District 10 Webinar Program:
 - The purpose is for outreach.
 - The webinars will be open to the public.
 - One in November wasn't marketed as well as it could be and will be looking to give the webinar in the future to increase viewership.
 - Webinar in early February about interviewing skills is being planned.
 - In late February, there will be a presentation on Club Coaching and Facilitation.
 - Facilitation will help with conducting Moments of Truth.
- District Marketing Plan:
 - Radio Advertising.
 - For a 30 second ad in prime time, the cost is \$198.
 - We are looking into non-prime time slots and seeing if we can get a discount for being a non-profit.
 - Another option being explored is a Public Service Announcement on PBS.
- Questions:
 - Preeti Venkataramani, SR3 asked about the Advanced Humor Club.
 - Response from Bob, there are 2 sponsors: Annette Palmer and Greg Danko and Sharon Stadul are providing support. They have a meeting set up for January 23rd. The requirements aren't going to be stringent and more information will be posted as it comes available.
 - What is the scope for the commercial, are you advertising for struggling clubs?
 - Response from Bob, this will be a generic advertisement, not geared to any particular club.
- Assessment for what's working will be done in March.
 - Did the radio advertising pay off?
 - Because the year was so different, we needed to try new things to reach out to the community.

Program Quality Director, Tricia Spayer, DTM

- Please implore your members to read your Area and Division Newsletters, valuable information about incentives can be found there.
- Incentives:
 - Please also let your clubs know the 5 DCP points by January 31st incentive does not include the membership goal and is intended to help clubs earn Distinguished by the end of the year.
 - either a \$25 award to Toastmasters International or a Pathways Tracker and Word of the Day.

- as of today, there are already 18 clubs that achieved 5 points or more.
 - There are several clubs that are close to earning 5 points as well.
 - Magnificent 7 Awards
 - In the summer, there were 30 clubs that had 7 officers trained.
 - So far, there are 3 clubs that had all 7 officers trained in both sessions.
 - There are 2 more make-up training sessions and we'd love to see all 30 of those clubs earn that and you can register for those events through our District Calendar page.
- Educational Awards, our members achieved 118 awards from October through December, 2020.
- Contest Season has started.
 - Mock Contest was held on the 8th of January
 - Helpful resources are available on our website under the Contest Tab with step by step instructions, scripts, and forms so you are set up for your Area or Division Contest.
 - All but 3 Areas have scheduled their contests.
 - Please use the Zoom Committee for your Zoom Master and Zoom Co-Host.
 - Special thanks to Eugene Schnell for generating all of the Zoom Links and Preeti Venkataramani for getting the registrations posted to our District Calendar.

Public Relations Manager, Sandra Orland, DL5, EC5

Email Communications that are sent from the District:

- help you understand how we get the word and what steps you and other members can take to make sure they are receiving our communication.
- Data from Our Weekly Update Emails:
 - To date, we've sent emails to over 51,000 emails.
 - 13,528 emails have been opened; 80% on a desktop and 20% on a mobile device.
 - Weekly email gets sent to around 1458 members.
 - about 1000 people have clicked in the body of the email.
 - there is a lot of clickable content in the Weekly Updates.
 - We have an open rate of 27% which is above industry standard!
 - This past week has seen a 25% open rate.
 - Our Click Rate is at 12% which is average for industry standard.
 - Check the Promotions Folder in Gmail or spam folder in other emails
 - The District uses Constant Contact which can unfortunately cause emails to be automatically diverted to promotional or spam folders.

Exploring other methods for distributing our Weekly Updates:

- We've posted our Weekly Updates on Facebook and on Slack, but on both platforms, they did not get a lot of attention.
- Our website doesn't update quickly enough when we've tried to post our content there.
- We are relying a lot on our emails and on Facebook to reach out to the members of the District.

Content on Facebook:

- The District does have a strong presence on Facebook. It is important for our leadership team to have a presence on at least one of the Social Media platforms.
 - Even with the negative messages about the world news, Facebook still is a vital tool to keep in contact with people in your social circles.

MeetUp:

- Ask if your club is on MeetUp.
- This program auto-promotes upcoming meetings for clubs with at least 5 members that RSVP.

- This brings visibility to your club's meeting to other users on MeetUp and could help you get that next member to join!

LinkedIn:

- consider getting your club on LinkedIn.
- Membership has a larger reach than a group - consider if you continued to post on LinkedIn and it drew 1 or 2 people in on a consistent basis, that would have a noticeable impact on your club.

Engagement through emails and social media:

- Engagement measures the amount of likes, comments, and shares we get on our content.
- Industry standard is 2%.
- In January, 114 people liked, commented or shared our content.

Data Analyst, Dan Minder, DTM

What it takes to be a Distinguished District:

- 1.5% net increase in membership payments growth
 - at the last DEC meeting we were at 1489 with 3597 members as our base and 3651 to reach Distinguished
 - today, we are at 88 clubs and will need 13 clubs to reach this goal or about 2 to 3 additional clubs per Division.
 - if our renewals doubled after the March renewal period, then the District would need to add 673 more members, or, 135 new/reinstated members per Division but assigning this number to every Division isn't the most effective way to do this.
 - The Central Division is 24% of the District, the Eastern Division holds 29%, Northern at 22%, Southern at 11% and the Western Division has 14% of the District's membership.
 - If each Division gets a 0.55% growth, the Central Division would need 171 members, the Eastern Division 252, Northern 147, Southern 40 and the Western Division 62 members.
 - The Totals work out to 3651 - the exact number we would need to reach Distinguished.
- 1.5% net increase in club growth
 - at the last DEC meeting we were at 82 with 99 clubs as our base
 - today, we are at 88 clubs and will need 13 clubs to reach this goal or about 2 to 3 additional clubs per Division.
- 40% of the club base to reach Distinguished as well.

Clubs in our District that are closest to achieving Distinguished status

- Area 10, Twininspirations Club and Speak to Lead have 5 goals met. Twininspirations only needs 2 more members and Speak to Lead would only need 4.
- Area 13 Pen Toastmasters in Warren have 5 goals and need 6 members to become Distinguished.
- Additional clubs close to Distinguished Status:
 - Cuyahoga Falls has 7 goals and only needs 5 members.
 - Akron Toastmasters already met the membership requirement and have earned 7 goals.
 - Parker Speakeasies has 29 members and met 8 goals.
 - Charden Toastmasters have 6 goals and need 4 more members.
 - Eastside Toastmasters have 4 goals and need 12 more members
 - Positively Speaking have met their 5 goals and need 1 more member.
 - Chagrin Valley Toastmasters have met their goals and need 5 more members.
 - Cleveland Club has met 4 goals and needs 5 more members.
 - Communicators have met 4 goals and need 4 more members.
 - Fedorators have to focus on some of the other goals, but have 41 members.
 - Citadel of Hope has met 4 goals and needs 4 more members.
 - Case Western Reserve have met 4 goals and need 8 more members.

- Independently Speaking have met their 6 goals and need 1 more member.
- Talk of the Town has met their 4 goals and needs 7 more members.
- Wayne County Toastmasters have met 5 goals and need 3 more members.
- Hall of Fame Advanced have met their 4 goals and need 11 more members.
- Mt Vernon has met 4 goals and needs 9 more members.
- TNT have met 7 goals and need 9 more members.
- Rocky River has met 4 goals and needs 3 more members.
- Talk of the Town Club has met their 5 goals and need 7 more members.
- Crossroads have met 5 goals and need 10 more members.

Division Director Reports

- **Central Division, presented by Area 13 Director Malcolm Tsung**

- DCP Progress:
 - Area 10, 13, 14 have clubs with 5 DCP points met.
 - Akron Toastmasters has 6 DCP points.
 - Cuyahoga Falls has 7 DCP points met.
- Membership Growth
 - Slight increase from DEC meeting, now at 334 paid members.
 - 2 clubs working on membership.
- Education Awards:
 - Stow and Kent have the highest education awards

- **Eastern Division Director, Preeti Venkataramani, SR3**

- we currently have 387 members
- there are 4 clubs have 5 + DCP points
- we have 2 new club coaches assigned
- The Eastern Division Makeup TLI will be held Sunday, January 17th, from 4 -6:30pm.
- Kim Krajci will be hosting a Podcast meeting
- The Division has started a Best In Area Award
 - 3 criteria to win; best PR report, most DCP points earned. Awards will be given in June
- Personal thank you to the Area Directors.
 - Srikanth Reddy and Tracy Touma went above and beyond to complete Area Director Reports.

- **Northern Division Director, Rachel Kresge, DTM**

- 2nd TLI the past week and will be creating the report of how many members were trained. Before the season is done, the Area Directors will be working to get as many members trained as possible.
- All Area Directors submitted their round 1 reports on time and complete.
- Area Council Meetings have begun and Area Directors are planning for their Round 2 visits.
- Planning Area Speech Contests are beginning.
- Our biggest area of opportunity is in membership growth, but we have seen growth in membership thus far.
- We look forward to finishing the year strong together.

- **Southern Division Director, Catherine Peterson, DTM**

- Our total membership is 147 members, over 4 Areas and 16 clubs.
- We have earned 55 educational awards.
- 3 Triple Crown shows we have 3 members earning this Award.
- We have 4 Club Coaches assigned.
- before the 2nd half Officer training we had 4 clubs that had 4 or more officers
- Thursday Nights Toastmasters achieved the Magnificent 7 award!

- With a few more training sessions remaining, there is some possibility for a few more clubs to earn this as well.
 - Area Reports were submitted on time.
 - The First Area Contest is scheduled for Saturday, February 7th.
 - Division Contest will be on April 11th at 4pm.
 - Special thanks to Michelle LaBasi, Verlinda Bennett and John White.
- **Western Division Director, Mark Meisner, IP3**
 - Big congrats to the Area Directors getting their reports on time. They have been creative in finding ways to reach out to their clubs including social events with the officers.
 - All Area Contests and the Division Contest are scheduled.
 - 30% of the members have already received educational awards.
 - Congrats to Bill McGee who earned his Triple Crown
 - 3 clubs that are not quite in good standing.
 - 4 clubs are almost Distinguished.
 - From Dan's Report, we need 62 members or 3.5 members per club which seems manageable.

Old Business:

Zoom club accounts:

- Zoom account support to clubs is a continued retention effort of the district to connect with and support our clubs.
- April alluded to this earlier, we are not certain of what TI restrictions will look like going forward but we know they are listening to our needs.
- For now, All of our zoom accounts have been or will be extended to June 30, 2021 on this year's budget.
- We do encourage you to encourage your clubs to obtain a free zoom account for additional club events such as open houses, trainings, mentoring sessions

Area Council Meeting reminders:

- An important reminder to schedule your Area Council Meetings and give your clubs leaders 4 weeks written notice.
- We have 3 Area Directors who scheduled their first ACMs in the first half, A41 Vasanthi Eathakoti, A53 Christine Walsh, A10 Matt Buchanan.
- The District Director reminds Area Directors to register their Area Council meetings and shares the registration link.

District Director invites Area 53 Director, Christine Walsh to share her Area Council Meeting experience and how her area leadership team building is going.

- Her meeting went exceptionally well; pleased, this was the first time conducting this type of meeting.
- She had a couple wonderful volunteers who are now Assistant Area Directors.
 - Iris Smith from the Cleveland Clinic
 - They were instrumental in helping her event go so well.
- She modeled it after the District Council Meeting format.
- During the meeting, 5 clubs spoke about their progress; looked up what's needed based on their reports.
 - The President of each club gave a really good report.
 - Two clubs in Area 53 almost Distinguished and recognized them - Citadel of Hope and Case Western Reserve.
- TLI officer training - from that meeting, she noticed increased participation in the Northern Division.
 - more officers were trained
 - more people volunteered for the upcoming contests - contest master, chief judge, ballot counters halfway on our way still more recruiting to do
- kudos to Sandra Orland talked about the Tuesday Updates that has stuck in Christine's mind.

- She looks at it every Tuesday and repeats the idea of a digital guest packet after a visitor attends a meeting.
- Valuable takeaway - The fortune is in the follow-up we cannot forget the follow up!
- The Free Path Incentive is an important incentive to share.
- The new assistant Directors had ideas.
 - Iris VPE of Cleveland Clinic Toastmasters - your'e essential 2021 Toastmasters New Year's Resolutions to members and anyone who visited the club in the past year.
 - they got new members from that
- Monica Schnell Assistant Director - shared a good way to track what people do in pathways seems easy got idea from another club in Baltimore where she lives.
- Idea for the Area's newsletter; will roll out end of month; will highlight two clubs - one veteran member and a new member share experience about toastmasters
 - Will add ideas from today's meeting about incentives.

New Business:

Alicia Smith Kirk:

- Discussed clubs that we influence - Top 7 influences 18 clubs.
- The link was shared to all DEC members to add the clubs they influence.
- This is not a report that we can find; it gives us a person of influence we can contact.
- Also helps us identify clubs that have district leaders in them.

Announcements:

- **Announcement of next DEC Meeting to be held Wednesday, March 10, 2021 - 6:00 - 9:00 p.m.**

Closing remarks

- **District Director, Alicia Smith Kirk, DTM** - Announced the next DEC meeting, reminded DEC members to follow the district 10 calendar, thank them for their leadership and service with a special thank you to her facilitation team, Parliamentarian Gwen Jarvis, DTM, Administration Manager, Tarra Logan, Zoom Host and Northern Division Director Rachel Kresge, DTM.
- **Program Quality Director, Tricia Spayer, DTM** - it is great to see everyone's enthusiasm and how the Area Council meetings went. You will come out stronger from your experience. This helps you outside of toastmasters.
- **Club Growth Director, Bob Churilla, DTM** - this work has been gratifying. You do make a difference everyday. The District is not just nameless faces - each of you contributes to our successes.
- **District Director, Alicia Smith Kirk, DTM, shared the following quote:**

“Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves” ~ Dr. Ralph Smedley

Adjournment - by District Director, Alicia Smith Kirk, DTM

- After the closing remarks, a motion to adjourn the January 16th, 2021 DEC Meeting was in order.
 - Motion was made by Andrea Wells, Area 14 Director.
 - A Second was made by Christine Walsh, Area 53 Director.

The DEC meeting was adjourned by District Director, Alicia Smith-Kirk, at 4:40 p.m.

Respectfully submitted,

Tarra Logan

Administration Manager, District 10