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Meeting Minutes of District 10 District Executive Committee November 7, 2020

The District 10 District Executive Committee meeting convened via ZOOM conference call on Saturday, November 7, 2020, at 4:00 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
Logistics Manager, Eugene Schnell, DTM
(Non-Voting)
Immediate Past District Director, Sravanthi Vallampati, DTM
Central Division Director, Emmanuel Agbovi, DTM
Eastern Division Director, Preeti Venkataramani, SR3
Northern Division Director, Rachel Kresge, DTM
Southern Division Director, Catherine Peterson, DTM
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 30 Director, John Brian White, EH3
Area 32 Director, Mary Wake, IP4
Area 33 Director, Michele LaBasi, DTM
Area 40 Director, Bill McGee, DTM
Area 42 Director, Loren Dill, PI1
Area 51 Director, Christina Humble, IP2
Area 53 Director, Christine Walsh, ACG, ALB
Credentials Chair, Dave Wiley, DTM, PDG
(Non-Voting)
Parliamentarian Chair, Gwen Jarvis, DTM
(Non-Voting)
Data Analyst, Dan Minder, DTM
(Non-Voting)
Region 6 Advisor, Karen Isaacs, DTM

Voting members absent were

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 23 Director, Victor O Adu-Gyamfi, CC, CL
Area 24 Director, Elyane Cross, EH1
Area 25 Director, Becky Richardson, DTM

Area 31 Director, Verlinda Bennett, IP2
Area 41 Director, Vasanthi Eathakotti, DL2
Area 43 Director, Mike Arthur, EC3
Area 50 Director, Theresa Ferline-Carr
Area 52 Director, Deb Bonner, DTM
Area 54 Director, Csilla Smith, DTM

Welcome:

- District Director, Alicia Smith-Kirk, opened the meeting at 4:05 PM by welcoming everyone to the call.
- 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, Eugene Schnell, DTM, Logistics Manager and Zoom Host.

Inspirational Words - Presented by Bob Churilla, DTM:

- 2020 has been a challenging year for Toastmasters, nonetheless, challenges are what makes leaders.
- We still have a long way to go, but we have been able to rise to that challenge.
- Success is not final, failure is not fatal. It is the courage to continue that counts. - Winston Churchill.
- The new year will bring new challenges. With our team of able bodied leaders, we are prepared and equipped to handle the future challenges we may face.

District Mission - Presented by Emmanuel Agbovi, DTM:

- We build new clubs and support all clubs in achieving excellence.
- As leaders, we need to support each other, we are all work in progress.
- We need to root for each other and watch each other grow.

Officer Inductions - Conducted by Karen Isaacs, DTM:

- Karen recognized last year's leaders in appreciation for their dedication.
- Inductions were done by grouping. When called, each group turned their videos on, their duties were described, and were asked to commit to do their best in order to support the District with a verbal confirmation of 'I will.'
 - Remaining participants then showed their support by unmuting and turning on their cameras.
- Area Directors were inducted, then Division Directors, AD, FM and PRM were inducted, finally, the Trio members, Bob Churilla, DTM, Tricia Spayer, DTM and Alicia Smith-Kirk, DTM were inducted individually.
- Closing remarks were that each leader has chosen to lead the District this year. You have the responsibility to support each and every one on the team.
- A group induction was held asking the group 'will you commit to support the team?' The group collectively affirmed by saying 'We will.'

Keynote Speaker - Presented by Karen Isaacs, DTM:

The three "R's." - Renewals, Retention and Reports.

- You are all superheroes as leaders vital to our district.
- Everything we do is centered around the district mission.
- Area and Division Directors are the boots on the ground. Having direct contact with the members.
- When we know the vision and the goals, we are unstoppable.
- 3 ways you can have an impact on the success of the district through the 3 "R's."
- **Renewals**
 - Time is of the essence.
 - Renewals are now complete on the club level, but the work for the District is not done yet - now is the time to follow up with clubs who didn't have members renew and find out why.
 - In the event a club can't be saved, would they be interested in joining a different club?
- **Retention**
 - Now is the time for Area Directors to have their first Area Visits completed.
 - There are more clubs than District Leaders and it is vital for clubs to be in contact with you as you can pass important information along.
 - There is a correlation to quality meetings and clubs retaining members. Having 20 members contributes to this being possible. The meeting experience is dampened when there is a scramble to fill roles.
 - Club building activities can be held at any point. Area Directors should strive to get involved and can help clubs come up with activities clubs might be able to use to do this. Think of clubs that don't get the DCP Membership point, but are able to achieve the other points, having 3 membership building events throughout the year can help them to achieve this point.

- Are the members getting what they need? If they are, it helps with retaining those members when you know what their goals are.
 - Karen shared an example from her personal experience with a person that joined because she wanted to be able to give a moving eulogy for her parents. Regardless of being a common goal, it was something this person was able to accomplish.
- Struggling clubs with less than 12 members are eligible for a club coach.
 - Getting involved early is important as it can take some time for a club coach to come in and find tools the club can use.

● Reports

- Area Director Reports are a vital tool that helps the District Leaders know what's going on in clubs.
 - The report is sectioned similar to the moments of truth.
 - It can also help a club identify what is or isn't working to sustain their membership strength.
 - Recognition is important for keeping members happy as well as looking for leaders for the future. It makes this topic important for the report especially if a club hasn't found ways to recognize accomplishments in their members.
- Important aspects of the Area Director Report:
 - The Area Director fills out the report.
 - The report needs to be submitted once in November and once in May.
 - The Club President, District Director and WHQ get the report.
- Important Resources:
 - Area Director Report - Item 1471
 - District Leadership Handbook - Item 222
 - Serving Clubs through Visits Pamphlet - Item 219
 - Club Leadership Handbook - Item 1310
- Important Takeaway: Area Directors are the heart and soul of the District, the District would not be successful without you.
- Parting quote: Before you are a leader, success is all about growing yourself, when you become a leader, success is all about growing others. - Jack Welch.

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

- A motion to dispense the September 5th, 2020 DEC Meeting Minutes was in order.
 - Motion made by Sandra Orland, Public Relations Manager.
- The September 5th, 2020 DEC Meeting Minutes were reviewed with the District Executive Committee via a link shared with the members of the DEC, posted to the District 10 website and was shared on the screen.
- Members of the DEC were offered the ability to identify any corrections that were needed.
- With no comments brought up, the Meeting Minutes are accepted as accurate and complete.

Roll Call - conducted by Tarra Logan:

- Currently there are 36 voting members of the DEC.
- There were 25 voting members present with 19 members needed to vote.
- Quorum was established.

District Reports:

Club Growth Director - Presented by Bob Churilla, DTM

- Chartering new clubs; there are a few in development, one of which is the Diversity for Success Club.
- Corporate Clubs: there is a corporate group that has attended a few Toastmasters Club meetings to decide about charting a new club.

- District 10 Webinar Program: kick off to be in November 2020.
 - The purpose is for outreach.
 - The webinars will be open to the public.
- Advanced Club Assistance - host/sponsor/facilitate meetings as an opportunity for outreach for them.
 - Kick off date of December 10, 2020.
- Marketing Plan:
 - Exploratory into Radio Advertising.
 - Build on Social Media for marketing.
- Resignation - the Extension Chair stepped down.
- Retention - looking at clubs that did not submit their dues.
- Overall, we have a good team, we are working on new methods to promote Toastmasters with an objective approach for continued investment.

Program Quality Director - Presented by Tricia Spayer, DTM

- Club Officer Training has begun with the makeup training to be scheduled in the near future.
- Contest Season has started.
 - Club contests to be held between now and the end of December.
 - Clubs do not need to have a full contest - clubs are allowed to select their contestants in any way they decide.
 - Speak Offs can be held where contestants are voted on much like in Table Topics.
 - Clubs eligible to send 2 contestants per contest are Clubs in Areas with 4 or fewer Clubs.
 - Area Contests are able to be held between January 2nd, 2021 - March 13th, 2021.
 - First come, first served when selecting a date.
 - Zoom Hosts and Co-Hosts are a resource available by the District Zoom Master Committee.
 - Tricia will have a spreadsheet to keep track of the Area Contest dates.
 - Division Contests are scheduled and on the website calendar.
 - 3 Webinars regarding Contests have been hosted by the Program Quality Committee.
 - Chief Judge and Judges Training.
 - scheduled for November 16th in the evening.
 - Mock Contest for the Area and Division Directors to get practice with the procedure for ballot collection and other vital roles during their contest.
 - Additional Contest Resources are available on the website with links to valuable documents.
- Area Director Reports are due by November 30th.
 - To date, 26 have been submitted leaving quite a few more to be completed.

Finance Manager - Presented by April Ware

- the 3 key messages.
 - Ensure quality experiences.
 - Retain members.
 - Grow membership.
- Our challenges have not changed.
 - Our budget is connected to our membership volume which has been impacted by the Pandemic.
- WHQ recognizes the challenge that the Pandemic has had on us all.
 - WHQ is making adjustments with the goal of responding to the needs of all of the Districts and the Clubs with their budgets.
 - They are allowing for a few increases in budget spending, amounting to about a 10% increase.

- This increase must focus on the key messages.
- More information to come as this is a recent development.
- Renewal Incentive for October 2020 offered by WHQ: an additional pathway is offered for free to members who renew by December 31st, 2020.
 - The Path must be selected by March 31st, 2021.
 - There are advantages of adding a second path, namely to have the opportunity to continue giving speeches in the second path while working on projects in the first path.
 - Resource Available: an FAQ sheet is available online to help answer questions about this incentive.
- Club In Good Standing Incentive for Oct 2020 and March 2021 by WHQ:
 - 8 members is the minimum to qualify for the Distinguished Club Program as well as have access to the reports generated through WHQ.
 - The stipulation that 3 of those members must be renewing from the previous dues period will be lifted for the next 2 renewal cycles.
 - In our District, we have $\frac{1}{3}$ of our clubs that have renewed but are not in good standing.
 - For a club that did not pay their dues in either of the previous 2 renewal cycles, the fee to re-join has been reduced.
- Our District is offering a Retention Incentive - renew a minimum of 8 members by March 1, 2021, and your club will receive a \$10 TI gift certificate.
- Concur has been launched as of September 2020.
 - All reimbursements must go through Concur.
 - If you have not been set up through Concur, please email April Ware to help you get set up.

Public Relations Manager - Presented by Sandra Orland

Email Communications that are sent from the District:

- For Area Directors please bring awareness to the District 10 emails during your interactions with your club.
 - The District uses Constant Contact which can unfortunately cause emails to be automatically diverted to promotional or spam folders.
- Our main communication will be sent out with the Weekly Update Email.
 - These do come directly from Sandra and is a shared vision between the Trio and Public Relations.
- To date, we've sent over 34,000 emails to 1492 recipients.
 - 8,876 emails have been opened.
 - Weekly email is sent to approximately 1500 members.
 - 1,088 have clicked in the email.
 - This includes emails that have registrations or links to webpages.
 - The email list gets regenerated each week and we see about 44 new email addresses added to the list.
- In the last month, we've sent 10 emails to each member in the District.
 - 2,410 opened and only 472 clicks.
- We have an open rate of less than 25% which is above industry standard!
- Our Click Rate is increasing.
- The data shows the best time for email interaction is on Tuesdays and will remain engaged for 2 weeks after the email was sent.

Content on Facebook

- Through your likes, comments and shares, we can see engagement from our members.
- We are posting a lot of content on Facebook with thanks to Kim for creating this content.
- 466 members, Tuesdays are the most popular day of the week, 9AM on Mondays shows the most interaction going on.
 - This data helps us understand when are the best time windows to get messages out.

Next steps for Public Relations

- Continue to monitor engagement through emails and social media.
- Explore instagram as a possible new platform based on new trends.
- Explore giving the District 10 facebook page a face lift.

- Weekly updates are also linked in Facebook, the District 10 website and the Officer Slack Group.

Data Analysis - Presented by Dan Minder, DTM

District engagement

- The 2020 Fall TLI:
 - 83% of clubs were represented at the event.
 - Each Division had at least 71% engagement or higher.
 - Multiple Areas had 100% engagement.
 - For areas whose engagement could be higher, we can ask what can we do as leaders to attract those club officers to attend?
- The 2020 Quality Club Forum:
 - 59% clubs represented.

Education Awards

- To date, each Division gets about 49 awards, the median is 44.
- A majority of the Areas have earned 14 awards, Area 40 has the most at 20 awards.

Membership Standing within our Region 6

- The numbers represent End of Year Totals and is a combination of all members; new and existing.
- Our District has 1380 active members, other Districts like District 60 and District 86 which are bigger Districts, they do have 3,000+ members, but we all have a steep hill to climb.
 - Our District's Percent Growth chart shows we are down (at 61.63%) and that our neighboring Districts are down with similar or worse rates than ours.
 - Our Membership Renewals To Date chart shows steady growth with a jump in membership occurring in June 2020 correlating to dues renewal.
 - Our Club Growth chart shows 99 paid clubs, we currently have 82.
 - Average deficit of all clubs in the Districts within Region 6 is 21 points.
 - Median deficit is 19
 - Our deficit is below that at 17. Comparatively, some Districts have a steeper hill to climb than we do.

Clubs in our District that are closest to achieving Distinguished status

- Clubs in each Division are close to this achievement.
- The Western Division has 3 clubs
- In the Northern Division, there is a club that only needs 2 members to join and meet the qualifying requirement of 20 members and another that has already earned 6 DCP points, but has a ways to go in building the qualifying membership total.

Parting request: If you have experience in data analysis, Dan welcomes the opportunity to work with his committee.

Division Director Reports

Central Division Director - Presented by Emmanuel Agbovi, DTM

- We are made up of 24 Clubs and 5 Areas.
- All Area Directors have been very involved. All Area Directors have visited each club twice, in some cases 3 times.
 - meeting on virtual platforms has made the increased number of visits possible.
- There is 1 club in Area 10 that is struggling but Emmanuel is working with the Area Director and the Club to bring it back to good standing.
- There is a club with 14 members that decided to delay having meetings during the Pandemic. Emmanuel will be meeting with the top leaders of the club to see if they will change to start meetings again.
- What Emmanuel loves about Toastmasters is that we step in and do the work.
 - One club in Area 14 has 8 members but are working with the Directors to see what can be done to increase membership.
 - One of the Area Directors stepped down but was able to be filled in promptly by one of the members.
- The Central Division will continue to work towards being a Distinguished Division.

Eastern Division Director - Presented by Preeti Venkataramani, SR4

- The Division has added 52 members since July 2020.
- Referencing Dan Minder's Report, 79% of the Officers in the Central Division have participated in the TLI.
- 5 Area Reports have been submitted, leaving quite a few more to be submitted in the next 2 weeks.
- The Area Directors have established quarterly Area Council meetings which will create an opportunity to share learned experiences with each other.
- A bit of good news: we had 1 club rejoin this year.
 - They are funded by their corporation whose cycle ends just after the Toastmasters cycle and they joined Area 23 just after the end of the Toastmasters year.
- Preeti has noticed that the Tall Tales choice for the 2nd speech type has generated a lot of new interest in this year's Contest Season.
 - Part of this has other members interested in the International Speech contest and to meet the requirement the Directors have noticed members attending other Area Clubs in order to meet the Level 2 Completion requirement. This helps Clubs to get outside interaction and the Online Platform has been beneficial in making this a possibility.
- Beatriz Ibarra, from Area 20 was nominated for the Master of Online Ceremonies and was recognized in the October Toastmasters Magazine.

Northern Division Director - Presented by Rachel Kresge, DTM

- Highlights for the Division:
 - Area Directors have been working on their Area visits, the upcoming contest and meeting 1 on 1 looking for big positives and what are the unique needs of the clubs in their Area.
 - Examples are do they need a Retention Committees or Club Coaches, help with an Open House- with membership being a big focus, what would help each club?
 - A few Clubs in Area 52 were in danger but have been able to come back in good standing. This is the type of success that they will continue to build on.
- Area 53 Director, Christine Walsh had a few comments to share about the progress in her Area, she is creating a team that will be putting together a Newsletter, and the Area Contest Date has been set.
- Alicia took a moment to commend Rachel Kresge and Deb Bonner for their work in Area 52 given the challenges the Area had to start from. Every club in Deb's Area is a specialty club. She wanted to

remind them of the outstanding work they've done. The Win is defined in our efforts and not just in numbers. Broadly to the team, Alicia recognized us as the leaders dedicated to the District achieving our mission.

Southern Division Director - Presented by Catherine Peterson, DTM

- We now do have a full slate of Directors, this is an accomplishment because the Division started out not having all the Area Director roles filled.
- She gave thanks from the bottom of her heart to each of the Area Directors she's been working with.
- 5 Area visits are completed, many are scheduled.
- There are 16 Clubs with a few that are on hiatus due to the Pandemic. The Division has 216 members and has earned 41 awards.
- The makeup TLI is scheduled for December 5th and are looking for volunteers to help out.

Western Division Director, summarized by Alicia Smith Kirk, DTM and 2 Area Directors

- Mark Meisner was not able to attend today. As a substitute, Loren Dill and Bill McGee provided summaries.
- Area 40 Director Bill McGee, DTM
 - There are 5 Clubs and have earned 5 goals. The online meetings are facilitating new members joining.
 - Each of the clubs are thriving. One of the Advanced clubs holds a meeting dedicated to Table Topics and evaluations of them, offering something special that you don't get at a regular meeting.
- Area 42 Director Loren Dill, P11
 - There are 4 Clubs in the Area, Loren was the Area Director the previous year.
 - Last year, he had a medical situation that occurred when the 2nd round of Area Reports were due. A club president in the area stepped up to help fill out those reports when he needed the help.
 - 1 of the clubs that was a corporate club dropped off the map back in May 2020 when the Pandemic hit. They have come back since then, but are struggling from the setback.
 - Bill has conducted 3 Area visits and completed 2 Area reports.

Contest Updates and Needs - Presented by District Director, Alicia Smith Kirk, DTM

- With Tricia describing the situation regarding contests, the main ask that Alicia Smith Kirk has heard so far is that Clubs are looking for judges for their contests.
- The offer was extended to the DEC members to discuss other needs they are hearing from their clubs.
- With no topics brought up, Alicia recommended that the Area Directors reach out to the Program Quality Director if you have a specific need that wasn't addressed so far.

Goals Review & Planning - Presented by District Director, Alicia Smith Kirk, DTM

- For Area Council Meetings:
 - In the past, these have not been listed on the District Calendar published on the Website, but there is a template under Public Relations that could be a great resource to use.
 - Alicia brought this up to the Presidents Training as a great opportunity to promote awareness for the Area with the clubs as well as build connections.
 - One question that came up from the Presidents training was asking how the Zoom meetings get set up?
 - For the Area Directors, please be aware that each Division Director manages a Zoom for the Division to utilize.
- Review of the Dashboard on the TI website.
 - 3 metrics to be measured on for being a Distinguished District: paid clubs by the District, membership payments, Distinguished clubs.

- At every dues renewal cycle, there is always a drop as we wait for clubs to submit their payments.
 - Our District's base is 99 clubs, currently, we have 82 clubs creating a -17.7% growth.
 - 0% growth will occur when we reach 99 clubs.
 - To be a Distinguished District, we need to add 2 clubs by June 30, 2021.
- Our District has 1380 paid members and do not specify the members that may belong to more than one club.
- Once we get past January, we will start seeing the listing for Distinguished Clubs.
- Daily Reports and Additional Reports.
 - Daily Reports shows Educational Achievements for the current year.
 - We were shown Emmanuel has already earned a Triple Crown, who was awarded a Club Coach and used it toward their DTM.
 - The list identifies awards that are pending or awarded along with the date.
 - Additional Reports show the Almost Distinguished Report.
- The District Summary Report shows the numbers the District needs to hit to achieve Distinguished Status.
 - We were shown how to find Clubs that need a Club Coach, even separate out by Division or Area.
 - We also were introduced to the report that shows the top 10 clubs with the highest educational awards. Also referred to highest per 7,1 member base.
- Area To Do's is a helpful tool for Directors, it identifies what needs to be accomplished to become Distinguished.
- Karen Isaacs gave some parting words to not be discouraged by the numbers. Dan's report did a great job displaying what the data is telling us and remember we are not alone, the numbers show we are all in the same situation. She loved the theme of keeping the Toastmasters Promise, remember what our goals are and the dashboard is a handy tool to help us as we continue to make progress. As Region Advisor, she supports our Top 4 leaders for the District but also the leaders throughout our District. She was inspired by the amount of progress she heard. She reminded us that people are looking to us as a positive influence which is important in times like this where it can feel like too steep of a hill to climb. She shared with us that when she was an Area Director, she would make sure to point out what the club is doing well along with where they are aspiring to go. Using the information from the dashboard is helpful for having talking points and is a helpful perspective that not all officers are aware of this tool. She shared her reason why she joined Toastmasters and is connected to the Core Values of Toastmasters. 'Tough times never last but tough people do,' Robert H. Schuller

Unfinished business and Adjournment - by District Director, Alicia Smith Kirk, DTM

- Alicia asked the DEC if there is any unfinished business, with no comments brought up, a motion to adjourn the November 7th, 2020 DEC Meeting was in order.
 - Motion made by Christine Walsh, Area 53 Director.
 - A second was made by Andrea Wells, Area 14 Director.

The DEC meeting was adjourned by District Director, Alicia Smith-Kirk, at 6:15 p.m.

Respectfully submitted,

Tarra Logan
Administration Manager, District 10