



Tarra Logan
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**Fall 2020 District Council Meeting Minutes of District 10
Virtual Meeting
Saturday, September 26, 2020**

District 10 Leaders **present** were:

Alicia Smith-Kirk, DTM, District Director, CWRU Spartans Toastmasters Club President.
Sravanthi Vallampati, DTM, Immediate Past District Director.
Tricia Spayer, DTM, Program Quality Director.
Robert Churilla, DTM, Club Growth Director, Independently Speaking Club President, Westside Advanced Club President.
April Ware, CC, CL, Finance Manager, Mount Vernon Club VP Education.
Sandra Orland, DL5, Public Relations Manager, Progressive Insurance Advanced Toastmasters Club President.
Tarra Logan, CC, CL, Administration Manager, STERIS Toastmasters Club President.
Eugene Schnell, DTM, Eastside Toastmasters Club VP Education, Citadel of Hope Toastmasters Club President.
Emmanuel Agbovi, DTM, Central Division Director.
Preeti Venkataramani, SR3, Eastern Division Director.
Rachel Kresge, DTM, Northern Division Director, Cleveland Club VP Education.
Matt Buchanan, Area 10 Director, Twininspirations Toastmasters Club President.
Vikram Madamshetti, IP3, Area 10 Director, Colorful Communicators Club VP Education.
Anu Ramakrishnan, ACG, CL, Area 12 Director, Central.
Andrea Wells, PM3, Area 14 Director, Executive Club President, Warren Toastmasters Club VP Education.
Srikanth Reddy, IP1, Area 20 Director, Eastern.
Tracey Touma, EC5, Area 21 Director, CCAC Toastmasters Club President.
Becky Richardson, DTM, Area 22 Director.
Shelly Urdaneta, SR1, Area 22 Director.
Victor Adu-Gyamfi, CC, CL, Area 23 Director.
John Brian White, EH3, Area 30 Director, Wayne County Toastmaster Club VP Education.
Verlinda Bennett, IP2, Area 30 Director.
Mary Wake, Area 32 Director.
Michele LaBasi, DTM, Area 33 Director, Thursday Night Toastmasters Club President, Thursday Night Toastmasters Club VP Education.
William McGee, DTM, Area 40 Director.
Loren Dill, PI1, Area 42 Director.

Christina Humble, IP2, Area 51 Director, Playhouse Square Toastmasters Club VP Education.
Deborah Bonner, DTM, Area 52 Director, Living Truth Center Toastmasters Club VP Education, Top of the Town Advanced Club VP Education.
Christine Walsh, ACG, ALB, Area 53 Director.
Csilla Smith, DTM, Area 54 Director.
Adam Brown, PI5, Westlake Toastmasters Club President.
Amy Fahnstock, DTM, Eastside Advanced Toastmasters Club President, The Toastmasters of Wickliffe Club President.
Dale Force, EC1, Aerospace Toastmasters Club President, Lorain County Toastmasters Club VP Education.
Danay Johnson, IP3, Eastside Toastmasters Club President.
Dawn Niedetzki, IP1, Crossroads Club; Club President.
Edmund Larson, CC, ALB, Speaking Healthy Club President.
Emily Szabo, IP5, Colorful Communicators Club President.
Frances Himel, EC2, Lorain County Toastmasters Club President.
Gayle Thiessen, ACG, ALB, Transformative Toastmasters Club President.
Jenilee Taylor, DTM, Cuyahoga Falls Toastmasters Club President.
Karen Jepsen, VC5, Stark Community Toastmasters; Club President.
Mannar Dhandapani, VC2, Progressive Messengers Club President.
Mark Williams, ACB, CL, Executive Club President.
Matthew Henson, PM1, Alliance Club President.
Michael Curry, EH4, Akron Toastmasters Club President.
Molly Ketcham, PM4, Parker SpeakEasies Club President.
Priyanka Banerjie, VC2, Positively Speaking Club President.
Sharon Stadul, DTM, Word Warriors Club President, Fairlawn Club President.
Simon Medina, Toast of Rockwell Club President.
Tony Green, DTM, Beacon Toastmasters Club President, Hudson Crossing Toastmasters Club President.
Veda Redrick, DL4, Cleveland Speaks Toastmasters Club President.
Willis Miller, PI1, Toastmasters Cares Club President.
Alfred Brown, CWRU Spartans Toastmasters Club VP Education.
Anuradha Guggilam, Speak to Lead Club VP Education.
Christine Niswender, DL1, Word Warriors Club VP Education.
Faith Schlabach, PI3, Chagrin Valley Toastmasters Club VP Education.
Gregory Danko, DTM, Independently Speaking Club VP Education.
James Hruska, CC, CL, Executive Club VP Education.
Jeannine Murray, ATMS, CL, Medina Toastmasters Club VP Education.
Jolyn Brown-Redic, DTM, Medina Leaders Speak Club VP Education.
Kathleen Pennell, ACB, ALB, STERIS Toastmasters Club VP Education.
Margaret Kernen, PM1, Stow Toastmasters Club VP Education.
Mary Fair-Taylor, Westlake Toastmasters Club VP Education.
Megan Koehler, TC3, Stark State Toastmasters Club VP Education.
Norberto Flores, EC4, Beacon Toastmasters Club VP Education.
Robbie Milledge, DTM, Citadel of Hope Toastmasters Club VP Education.
Snehalatha Mannar, DTM, Progressively Speaking Club VP Education.
Victoria Nann, DTM, Central (Akron) Advanced Toastmasters Club VP Education.
William Simpson, DTM, Talk of the Town Club VP Education.
Zahirah Suddeth, DTM, The Toastmasters of Wickliffe Club Vice President of Education.
Denise Komoroski, DL1, Chagrin Valley Toastmasters Club President.
Steven Lanza, ACG, CL, A.M. Akron Toastmasters Club VP Education.
Rick Ales, CC, Impact Toastmasters Club VP Education.

Craig Gerlock, LD1, Eastside Advanced Toastmasters Club VP Education, Hudson Crossing Toastmasters Club VP Education.

Dave Wiley, DTM, Credentials Chair (non-voting).

Gwen Jarvis, DTM, Parliamentarian (non-voting).

Dan Minder, DTM, Data Analyst (non-voting).

1. Call to Order – District Director, Alicia Smith-Kirk, DTM, called the meeting to order at 10:05 AM.
2. Welcome and Review Meeting Agenda – Alicia Smith-Kirk, DTM, District Director
 - The District Council Meeting Agenda, District Success Plan, Budget, and Meeting Minutes from the May 16th, 2020 District Council Meeting was emailed to all members of the District Council prior to the meeting.
 - The Agenda was also posted on the District 10 website, a link shared in the chat box and shared on the screen. [click here to access](#)
 - The Agenda was followed as presented.
3. Inspiring Words - Tricia Spayer, DTM, Program Quality Director
 - Words of inspiration were shared: you are all leaders in these challenging times.
 - ‘No man will make a great leader who wants to do it all himself or wants all the credit for doing it.’ - Andrew Carnegie
 - Everyone contributes to the Success Plan from the Club to the District Success Plan.
 - Others will see your enthusiasm and follow your example. Remember, you have a team behind you.
4. District Mission – Bob Churilla, DTM, Club Growth Director

The District Mission was shared: We build new clubs and support all clubs in achieving excellence.
5. Be the Brand – Sandra Orland, DL5, PR Manager
 - Be the Brand by wearing your Toastmasters Shirt, using a Toastmasters background, or utilizing our name placard on our video to identify ourselves.
 - Our Brand supports our Core Values (Integrity, Respect, Service, and Excellence)
 - o Wherever we go, we can expect the same experience: there will be a Toastmaster, speakers, General Evaluator, Table Topics, and a warm welcome.
 - The new Brand Manual is an excellent resource to help you promote the Toastmasters brand.
 - o It is a resource for every member, not just officers.
 - Communication from our District Leadership is delivered through Constant Contact in order to reach our 1500+ members in our District.
 - o There are members that are not getting our communications
 - Please be aware that some email service providers may mark our messages as spam.
 - There are many members that are unsubscribed to email notifications as well.
 - o We also are also active on Facebook with Kim Krajci creating content for our District.
 - Take the message back to your clubs – ‘Be the Brand!’ & encourage your members to re-subscribe to our emails or check to make sure they are receiving them.
6. Theme of the Meeting – Alicia Smith-Kirk, DTM, District Director

The Theme of the meeting was shared: “Together We Are More!”

 - Our District Director’s shared personal life experience of coming together in marriage and achieving more.
 - She refers to her husband in saying, “We back each other up, lift each other up and support one another.”

It’s Time to W-I-N in District 10!

Work Hard

Include others

Never Give up!

Inspired by our International President to set great expectations even in a pandemic.
Let us raise our expectations for what we can achieve, look for the gaps in our District, get others involved.
Championship Ring – let us strive to become a Distinguished District

- What it means – when our clubs are achieving their goals and getting quality experience.
- Did you know? Not every District voted to have a Contest or a conference, but we did!

7. Credentials Committee Report – Dave Wiley, DTM, District Credentials Chair and committee member, Tarra Logan

- 66 Voting Club Officers are required to register and attend the meeting in order to reach a quorum.
- We have 81 voting members that registered for today’s meeting.
- A quorum was reached, and voting was done during the meeting.

8. Year-end Audit Report – Manar Dhandapani, Audit Committee Chair

- The Audit Committee consisted of Chair, Manar Dhandapani, Speak To Lead Toastmasters Club, # 7687237, Mark Dent, Crossroads Club, # 5759 and Selena Mallory, Citadel of Hope Toastmasters Club, # 5923.
- COVID-19 had an impact on how the second half of the year’s audit was conducted.
 - o Rachun Caldwell, last year’s Finance Manager, scanned all documents to keep everyone safe.
 - o The committee worked smarter and harder together to complete their audit process online.
- The Audit committee summarized that they received the supporting documentation, all transactions had adequate documentation and approvals, statements, including the profit and loss statement.

9. Review of Spring 2020 District Council Meeting Minutes of May 16, 2020 – Tarra Logan, District Administration Manager

With a quorum established, a motion to dispense the meeting minutes was in order.

- Motion made by: Manar Dhandapani, Speak To Lead Toastmasters, # 7687237

Correction Request:

- Vicky Nann, Central (Akron) Advanced Toastmasters #8023 advised of the following correction to the May 16, 2020 minutes:
 - 1) Section 10-Page 2, under Adoption of District 10 Alignment Report for 2020-2021, second paragraph should read, “Immediate Past **President...**” (**CHANGE TO Immediate Past District Director**).

Discussion: Ryan Tomcko was listed as the elected Southern District Director at the time of this meeting he has since stepped down and we will confirm the appointment of Distinguished Toastmaster, Catherine Peterson today, as the new Southern District Director. No change will be made to the meeting minutes.

10. Voting Procedures – Tarra Logan, District Administration Manager

- Since a quorum was reached, the voting was able to take place during the District Council Meeting.
- Voting software ElectionBuddy was used to calculate the results.
- The voting remained open until a simple majority of the 81 votes were reached.
- Three ballots were sent out to registered voting members.
- No proxies were permitted when the voting process was conducted virtually.
- Weighted votes were assigned to each District Council Member. They were sent 1 ballot and their votes were tabulated based on what their weighted vote was.
 - o District Executive Committee members are entitled to one (1) vote and may cast up to two (2) additional votes as a Club President or Vice President Education. All other members of the District Council shall be limited to a maximum of two (2) votes.
- **The results of the voting from this meeting are contained in sections 12 - 14.**

11. Voting and Approvals – Alicia Smith-Kirk, DTM, District Director

- Four items were up for voting during the meeting:
 1. the approval of the appointed District Leaders
 2. the 2020-2021 Budget

- 3. the District Success Plan
- 4. the second Contest Type
- Each item was discussed, called for a motion to approve, and for a second to the motion, a brief discussion was held and then voted on.

12. District Director Appointment of District Leaders – Alicia Smith-Kirk, DTM

The District Council members received a link to the list of appointees presented before the District Council for approval as the District Executive Committee approved the appointment of these leaders at the DEC meeting held September 5, 2020.

Appointed Leaders include:

- 24 Area Directors were appointed, 3 DEC Members: The Public Relations Manager, Finance Manager, and Administration Manager, and an additional 27 District leaders, several of whom were recommended by the Club Growth Director and Program Quality Director for their extended teams.
 - o These Toastmasters were selected based on their dedication to the program, and their demonstration of living the Toastmasters core values of Integrity, Respect, Service and Excellence.

A motion to vote to approve the appointed members of the District Leadership Team was in order.

- Motion made by Sharon Stadul, Word Warriors Club # 3578
- Motion Seconded by John White, Wayne County Toastmaster Club # 7050301

No additional discussion was had, and the election commenced. The Result is listed below:

Election Results for District 10 Fall 2020 District Council Meeting - 1 of 3		
Ballot Question: Do you Approve of District 10's Appointed Officers?		
Options:	Votes	Percentage
Yes - I approve of District 10's Appointed Officers	78	100.00%
No - I do not approve of District 10's Appointed Officers	0	0%
Number of Voting Members: 78		
Vote Carried: Yes – I approve of District 10's Appointed Officers		

13. District Budget – April Ware, District Finance Manager

The itemized budget was shared with members and was also made available in the materials emailed to members. The budget for the 2020-2021 year was reviewed, shared on-screen and a summary was provided to the District Council.

Approvals needed:

A preliminary draft of the budget was presented to the District Executive Committee on September 5, 2020, voted on and approved. Additional approvals are needed from both the District Council and Toastmasters International WHQ. The District Budget was approved by Toastmasters International Finance Department prior to our District Council meeting on September 26, 2020, at which the District Council voted by majority to adopt the District Budget.

Challenges:

- Because of Covid-19, many members opted out of renewing in the April renewal period. Toastmasters International reduced District budgets worldwide by 18% in response to continued Covid-19 impact.
- When comparing our current Budget and the historical costs associated with logistics for in-person meetings and conferences, we will net a negative dollar amount.

- o To protect ourselves from that, we need to focus on raising our membership base this year to have enough funds to support meeting in-person next year.

What influences our decisions for the budget:

Our focus is on having quality member experiences, maintaining our current membership, to grow our clubs especially to set us up for success for the next year.

- In the past we had more resources, volunteers, and funds; this year is about getting back to the basics and in a creative way.
- We are reallocating the funds that would typically go toward lodging, travel, food and beverage to go toward our key areas of focus.

Breakdown of the budget:

- Key areas to focus our budget on (65% of our funds to spend) Our top priority is education and training. Second is club growth, third is marketing outside of Toastmasters.
- The Administration bucket (10% of our funds to spend) with 5% automatically allocated to Toastmasters International to cover costs of the global organization.
- Conference and District Bookstore Budgets net to zero and do not appear on our District's Budget.
- Recognition – important to the District as this provides incentive for actions taken by members that support our District, is a positive way to connect with and reward our members and helps us grow our membership.
- The Shipping Cost Budget will significantly increase this year in anticipation of maintaining operation during the Pandemic.

How the Budget is managed:

The budget is managed by our District Director and all budget categories roll up into our Trio members. Every member contributes to our budget. With our budget being tight this year, the best thing you can do is to make your communications direct and clear.

Key message from the perspective of the Budget this year:

Ensure we are maintaining high quality membership experiences. Ensure we are maintaining our membership that we currently have. Grow our membership.

Questions from Council Member:

Vicky Nann, PDD, DTM, Central (Akron) Advanced Toastmasters Club # 8023 raised two questions:

1. Is there a carryover amount?
2. Is there a retention amount that is accounted for at the end of the year?

Response from District Director, Alicia Smith-Kirk: acknowledged this year's budget template provided by Toastmasters International is different than the previous year. There was discussion about membership allocation, district reserve and retention amount needed at year end. Because the templates were different, additional offline discussion was recommended to allow time to determine the answer.

No additional discussion was had, and the election was deferred until after the District Success Plan was presented

- The result can be found at the end of section #14.

14. District Success Plan (DSP) – Trio Members Alicia, Bob and Tricia

The DSP was shared with members and was also made available by email prior to the meeting.

The DSP for the 2020-2021 year was reviewed, shared on-screen and a summary was provided to the District Council.

Team Charter presented by Alicia Smith-Kirk, DTM, District Director

How we will operate

- We will operate under the Toastmasters International's core values: Integrity, Excellence, Service, and Respect
- Our Team Operating Principles will be: Quality and Fun, Openness and Trustworthiness.
- Our Organizational justice will consist of fairness and no arbitrary decisions.
- How the teams will interact were outlined for the group which included committing to collaboration, fact

finding, gentle accountability.

Potential Obstacles we face

Covid-19 barrier of face-to-face meetings, other rules or laws that come into effect that impact meetings. We want to build our confidence in chartering clubs online and growing our memberships online.

Meeting Protocol:

The Trio meets weekly, Top 7 meets every two weeks, District Executive Committee (DEC) meets four times per year, and District Council Meetings twice per year. Our Meeting Protocol will have defined goals, process our tasks according to TI deadlines while being mindful of self-care.

Membership Payments Growth presented by Alicia Smith-Kirk, DTM, District Director

The District does have special challenges:

- The Pandemic caused drop in member payments and paid clubs District-wide and worldwide. Last year the District ended June 30, 2020 with 3,542 member payments. By July 1, 2020 we had 4 clubs come back into good standing - moving our base up to 98 clubs.
- Our prison clubs face a variety of challenges which have been amplified by the Pandemic. Even in the best of times, our prison clubs have difficulty fund raising for dues, gaining access to Pathways, and communication with liaisons is at times limited.

Outreach Strategies:

- The District will pursue new marketing strategies and pilot programs such as exploring Rotary Alliance and other online opportunities to charter new clubs and grow membership in existing clubs. As well as look into focus groups for club types (i.e. corporate clubs)
- There will be Retention incentives for early payment of club dues renewals to keep clubs in good standing.
- Identify our clubs qualify for a club coach (fewer than 12 members) currently 42% of our clubs qualify.

Our Resources:

- Our extended committees are our resources, and our DEC Members help implement District Strategies.
- Program Quality Director's team identifies training needs and recognizes top clubs for education awards.
- Club Growth Director works with the PR Manager to promote new initiatives.
- Extension Chair works with the team to focus on chartering new clubs.
- The Retention Chair will work with Incentives and Recognition chairs to streamline retention efforts.

Club Growth Situational Analysis Presented by Bob Churilla, DTM, Club Growth Director

The current situation in the District has changed due to the Pandemic. What we did in the past may not be as effective for what we need to do now. We are in a new environment, we need to try some new things, focus on retention of our members and will need a relocation chair for clubs that may not have access to their old meeting location once the Pandemic is over.

New Marketing Strategies:

- Advertise on the radio in non-primetime slots, targeted direct mail, and social media advertising campaigns.
- Because we are meeting virtually, we will market to individuals (Toastmasters and non-Toastmasters) outside of District 10 interested in online meetings and in particular specialty clubs.
- Before the end of the year there will be an assessment of how effective these efforts have been.
- We will develop monthly webinars on topics such as interviewing skills, speaking tips, etc. that will be directed to non-Toastmasters audiences.
 - o Use this to attract people that are not yet members. These events can highlight interpersonal communication skills.

Fundraising

Because of the Pandemic, we will need to use fundraisers to make up for the reduced budget. We will hold two fundraising events during the Toastmasters year specifically to increase advertising funds for the District.

Distinguished Club Situation Analysis – Tricia Spayer, DTM, Club Quality Director

Our District has earned 137 individual education awards and 11 DTMs since July 1, 2020 however, some clubs are still challenged with meeting online.

Our focus this year is to reward our members:

- all 7 officers trained both summer and winter - Magnificent 7.
- all 7 officers trained in either summer or winter Reward - 7 for Success.
- So far, we have 26 clubs that had all 7 officers attend the first round of training.
 - o Mark your calendars for November 7th – our second round of training.
- 76% of all clubs met the minimum of 4 officers trained.

Retain and grow members

- Recognize members who have achieved Level 5 in Pathways by issuing a Proficiency Pin. Recognize them at pop-up recognition ceremonies.
- We understand TI is not sending the paper certificates anymore, but we want to have your accomplishments recognized.

Promotions you can take back to your club and can earn rewards for accomplishing.

- Promote Perfect 10 in District 10 for Distinguished Club status.
- Set a goal, aim for Distinguished Status by January 31st, 2020.
- We have 2 clubs that are already Distinguished.
 - o Educate members more for Contest and Pathways training.
 - o Promote WIIFM (What's In It For Me?) to members.
- Educate members about projects 4 and 5 have transferable skills the member can apply to their job.
- What do you want to learn, your clubs, 1 on 1 help? You can reach out to Tricia Spayer for help finding the resources you need.

A motion to vote to approve District Budget and District Success Plan was in order.

- Motion made by Srikanth Reddy, Steris Toastmasters Club # 1073866
- As this budget was put together by committee, it does not require a second.

Questions from Council Members:

1. Norberto Flores, EC4, Beacon Toastmasters Club # 2358921 raised two question:
Question: If we recruit from outside District 10, would we be encroaching on that District?
Response from Club Growth Director, Bob Churilla: a lot of the older restrictions from the past have been eased and this will not be an issue. What we are doing is in alignment with what we are permitted to do.
2. Gayle Thiessen, ACG, ALB, Transformative Toastmasters Club # 887592 raised the question:
Question: As a Club Coach, what new marketing program would be getting new members for your club fall under?
Response from Club Growth Director, Bob Churilla: we are looking into getting someone on the radio or a local PBS Station. Other ideas are welcome from the group.

Fundraising: fundraising is not typically done by the District, but this year, our budget was cut by 18% Bob wants us to bring ideas that move beyond the revenue available from the budget, one way is by looking for ideas to fundraise this year.

Alicia Smith-Kirk, DTM encourages us all to bring guests to club meetings and help a prospect find a club that is a good fit for them which may not necessarily be your club, but your effort benefits the District as a whole.

We must keep 25% of the District Revenue in our District Reserves. This is necessary for next year’s committee to have operational funds.

No additional discussion was had, and the election commenced. The Results are listed below:

Election Results for District 10 Fall 2020 District Council Meeting - 2 of 3		
Question 1: Do You Approve of District 10's Budget for 2020-2021?		
Options:	Votes	Percentage
Yes - I Approve of District 10's Budget for 2020-2021	75	98.70%
No - I reject District 10's Budget for 2020-2021	1	1.30%
Number of Voting Members: 78		
Vote Carried: Yes – I approve of District 10’s Budget for 2020-2021		

Question 2: Do You Approve of District 10's District Success Plan for 2020-2021?		
Options:	Votes	Percentage
Yes - I Approve of District 10's District Success Plan for 2020-2021	75	98.70%
No - I Reject District 10's District Success Plan for 2020-2021	1	1.30%
Number of Voting Members: 76		
Vote Carried: Yes – I Approve of District 10’s Success Plan for 2020-2021		

15. Decision on upcoming Speech Contest Type – Alicia Smith-Kirk, DTM, District Director

- At our DEC meeting on September 5, 2020 we held a preliminary vote on what the second speech contest type would be and the results of that was Table Topics.
- This vote will be our final vote on what we would like our 2nd speech contest to be.
- Our Options:
 - o Tall Tales
 - o Humorous
 - o Table Topics
 - o Evaluations
- Each year, the District Director determines if Areas that have 4 or fewer clubs can advance either the 1st place winner or both 1st and 2nd place winners from the Club Level to the Area Level Contest.
 - o District Director Alicia invited the district council for input to consider when making this decision.

Discussion from Council Members:

1. Sharon Stadul, DTM, Fairlawn Club #2803 - expressed concern with the Table Topics contest asking what training could be provided by the District to help club level contests be effective at implementing breakout rooms for the contestants to ensure a fair contest could be maintained.

- i. Tricia responded by saying there will be training multi-tiered training for the clubs, and another tool will be the Zoom Master Committee that will be able to help clubs in implementing the breakout rooms during contests.
2. Bill Simpson, DTM, Talk of the Town Club # 2917 – expressed his strong support for Tall Tales, very few clubs have them and we have not held this type of contest on the District level. This could be unique and beneficial to have.
 - i. Tricia shared her experience with hosting a speak-a-thon at her club and it was a challenge to get people to participate which could result in a small pool of contestants to advance up to the District Contest.
3. Preeti Venkataramani, SR3, Parker SpeakEasies Club # 533 via chat – proposed if we select Table Topics, then Areas with 4 or fewer clubs should advance 2 speakers, otherwise, only advance 1 speaker if any of the other contests are selected.
4. Becky Richardson, DTM, Progressive Insurance Advanced Toastmasters Club # 4667023 via chat – she supports Tall Tales but sees concern in getting enough people to participate in that.
5. Amy Fahnestock, DTM, Western Reserve Club # 2502 via chat – she has always wanted to have a Tall Tales contest and agrees with Bill.
6. Sandra Orland, EC5, PR Manager, via chat – Tall Tales and Humorous Speech Contestants do not need to be sequestered during the contest.
7. Manar Dhandapani, Speak To Lead Toastmasters Club, # 7687237, asked for clarification around the ruling for Areas that have 4 or less clubs.
 - i. Alicia explained clubs would advance 1st and 2nd place winners to the Area Level Contest.
8. Mark Williams, ACB, CL, Warren Toastmasters Club # 3577689, via chat – expressed he would love to see a Tall Tales Contest.
9. Emily Szabo, Colorful Communicators Club # 871427 – if we do not host the Tall Tales Contest this year, then there should be training to help promote the contest and educate members about the contest type.
10. Craig Gerlock Immediate Past Club Growth Director via chat – contest types that align with Pathways seem to be Evaluation, Table Topics, Humorous, Tall Tales in that order.

District Director, Alicia Smith-Kirk, DTM reminded the Council that last year we did Table Topics, the year before was Evaluations and the year before that was Evaluations. She then posed the question ‘if you are interested in the Tall Tales Contest, will you commit to recruiting members to compete in this contest?’

- The chat box was used to confirm multiple members committing to this effort.

No additional discussion was had, and the election commenced. The Results are listed below:

Election Results for District 10 Fall 2020 District Council Meeting - 3 of 3		
Ballot Question: Which type of contest do you want to conduct in addition to the International Speech Contest for 2020-2021? (Note that we are required by TI to host the International Speech Contest)		
Options:	Votes	Percentage
Evaluation	7	9.30%
Table Topics	18	24.00%

Humorous	16	21.30%
Tall Tales	34	45.30%
Number of Voting Members: 75		
Vote Carried: Tall Tales		

16. Division Director Reports

- Central Division, Emmanuel Agbovi, DTM: Leaders are made here - we have 395 members, 167 officers, and 5 Areas, 24 clubs. Challenge our Area Directors to get our officers to get involved to bring our Division to Distinguished. We are looking for who can be our next Area or Division Directors.
- Eastern Division, Preeti Venkataramani, SR3: Eastern is off to a great start; we began with 408 members and have grown to 440 members as of today. Every month 15+ Levels are achieved indicating strong adoption of Pathways. All clubs are up to date with their Zoom Meeting settings. The Eastern Division TLI was a huge success. 21 out of 24 clubs have met the requirement of having at least 4 club officers trained. STERIS Toastmasters Club conducted a great Virtual Open House with their CEO starting off the meeting talking about the importance of communication. 4 members just earned their DTM and will be recognized at the upcoming DTM Minting Ceremony.
- Northern Division, Rachel Kresge, DTM: We have been focusing on Training through the TLI, providing education and support. Area Directors will work with her to find areas of opportunity to help clubs based on their reports. We want to know what we can do to support you.
- Western Division report was not available to give a report.
- Southern Division, Catherine Peterson, DTM: report provided by Alicia Smith-Kirk on her behalf as she was not able to attend today's meeting. Area business needs to be completed by end of October. There were 3 clubs that earned the 7 for Success Award! 29 Education Awards to date. They have 240 members, up by 7 members. They are bringing awareness to our District YouTube Channel and encouraging members for future Area leadership opportunities.

17. Remarks - Immediate Past District Director, Sravanthi Vallampati, DTM

- Grace, Grit and Gratitude – are what has kept the district going through the past year with handling the Pandemic.
- On the Club Level, the District achieved 49 Club Online Ovation Awards: 26 Gold and 23 Silver. We had 2 Great Revival Awards and 30 Club Membership Awards: 6 Membership Consistency and 24 Membership Resiliency Awards.
- On the Area Level, the District achieved 20 Area Online Ovation Awards: 15 Gold, 3 Silver, and 5 Bronze. 21 out of 22 Visiting Victor Awards.
- On the Division Level, the District achieved 5 Division Online Ovation Awards: 1 Gold, 3 Silver, 1 Bronze. Division Paid Club Champion Awards: 1 Gold, 1 Silver, 1 Bronze. Division Membership Paid Award: 1 Gold, 1 Silver, 1 Bronze.
- Our District earned the Silver Online Ovation Award; out of 116 District, our District came in at #16! Take that as inspiration.
- Special Thanks to the District Leadership Committee, the District Alignment Committee, the Audit Committee.

18. New Business - Data Analyst Report – Dan Minder, DTM

- Data from World Headquarters based on Pathways is used to parse data in a way that can help the District better understand our District's performance.
- Pathways Engagement:

- o 82% of the District's members are engaged in Pathways. A trend we can see are that club officers are the most likely to have adopted Pathways, at 92%, whereas new members have a lower adoption rate at 58%.
- o Where we stand in the Region, we are 79.6% which is 9/10 of a point below the Region's average. Our officers are above the average by 6/10 of a point, but our new members are 5/10 of a point below the Region average.
- The takeaway message is 'what can we do to take new members under our wings and get them engaged in Pathways?'

Additional New Business - No additional discussion was had.

19. Announcements:

- Alicia Smith-Kirk, DTM, District Director announced that the next District Council Meeting will be a Virtual meeting and is scheduled for Thursday, April 22, 2021 - 6:00 p.m. - 9:00 p.m. This year's conference will be hosted by the Northern Division.
- Bob Churilla, DTM, Club Growth Director announced the Club Quality Forum and Recognition Ceremony will be held on October 17th, 2020.
- Tricia Spayer, DTM, Club Quality Director announced the DTM Bash will be held on October 2nd, 2020, registration for the event is needed.
- Sravanthi Vallampati, DTM, Immediate Past District Director, announced that there is still time for any final nominations to her for the Toastmaster, Area Director, Division Director of the Year Awards.
- No additional discussion was held.

A motion to vote to end the District Council Meeting was in order.

- Motion made by Andrea Wells, Area 14 Director
- Motion Seconded by Sravanthi Vallampati, DTM, Immediate Past District Director

Meeting adjourned at 12:55 pm EDT by District Director Alicia Smith-Kirk, DTM

Respectfully submitted,

Tarra Logan
Administration Manager, District 10