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### **Meeting Minutes of District 10 District Executive Committee March 10, 2021**

The District 10 District Executive Committee meeting convened via ZOOM conference call on Saturday, March 10, 2021, at 42:00 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, EC5  
Finance Manager, April Ware, CC, CL  
Administration Manager, Tarra Logan, CC, CL  
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  
Western Division Director, Mark Meisner, IP2  
Area 10 Director, Matt Buchanan  
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, IP2  
Area 22 Director, Shelly Urdaneta, SR1  
Area 23 Director, Victor O Adu-Gyamfi, CC, CL

#### **Leaders absent were:**

Logistics Manager, Eugene Schnell, DTM  
(Non-Voting)  
Area 11 Director, Marcie Dickey, CC, CL  
Area 21 Director, Tracey Touma, EC5  
Area 32 Director, Mary Wake, IP4

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 40 Director, Bill McGee, DTM  
Area 42 Director, Loren Dill, PI1  
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  
Alignment Committee Chair, Norberto Flores  
(Non-Voting)  
Alignment Committee Member, Rosita Turner  
(Non-Voting)  
Club Retention Chair & Past District Governor Tony Green, DTM (Non-Voting)  
Credentials Chair & Data Analyst, Dan Minder, DTM (Non-Voting)  
Credentials Committee Member, Keith Wilhelm  
(Non-Voting)  
Parliamentarian Chair, Gwen Jarvis, DTM  
(Non-Voting)

Area 33 Director, Michele LaBasi, DTM  
Area 41 Director, Vasanthi Eathakotti, DL2  
Area 50 Director, Theresa Ferline-Carr  
Area 51 Director, Christina Humble, IP2

#### **Welcome - District Director Alicia Smith-Kirk, DTM**

- The District Director gave the team a pre-meeting notification at 3:55pm.
- The meeting started at 4:03 PM by welcoming everyone to the call and shared the theme of the meeting: Spring into Leadership.

- The Agenda was shared via email, posted in the Chat Box and shared on the screen.
- Alicia Smith-Kirk introduced and thanked her team, Gwen Jarvis, DTM as Parliamentarian, Administration Manager, Tarra Logan, Dan Minder DTM Credentials Chair and Keith Wilhelm, Credentials Committee member and timer, Emmanuel Agbovi, DTM, Central Division Director and Zoom Host.

**Theme** - Spring into leadership

- What a great time of year to encourage the people around us to spring into leadership right here in District 10.
- People are looking for opportunities to better themselves, build their skills, their network and experiences.
- This is something we can provide:
  - Perhaps the Vice Presidents in your Area would like the opportunity to collaborate on a newsletter to highlight club members' accomplishments.
  - If you don't have a secretary in your Area Council, this would be a great time to recruit one to help with the Area Council Meetings.
  - Consider what your next opportunity could be, many of the reports today will have opportunities that can help you discover what your next leadership opportunity could be.
- Each member of the DEC is recognized as having the character, tenacity, diligence and pure heart for leadership.
- Our District Director is grateful for each leader that stepped up and worked hard this past year so we can finish strong.

**Opening Remarks**

- Program Quality Director - Tricia Spayer, DTM
  - We are in the 3rd quarter of the year and there have been challenges, Tricia's words of encouragement are to keep working at it, keep building your strength.
  - You may not see the growth in yourself right now, but the person you'll see in the mirror after the end of the year will be one that has grown as a leader.
  - Tricia thanks everyone for doing what each leader has signed up to do.
- Club Growth Director - Bob Churilla, DTM
  - Time flies when you're having fun, and time also flies when you're busy.
  - We are in the homestretch with a lot ahead of us - our conference is 6 weeks away.
  - It's important to pat yourselves on the back, we have served in one of the District's most challenging years. We're making our way through it with flying colors.
  - This year, we have learned a lot and will leave a legacy for the upcoming year's Trio leadership onto the District.

**Inspiring Words** - Toastmaster Tony Green, DTM, PDG

- District Director Alicia Smith-Kirk Introduced Toastmaster Green as a long time mentor and advisor to Trio Teams year in and year out.
- Toastmaster Green recognized the DEC as fellow leaders and leaders of our future.
- It's been a long journey, you'll notice things next year that you didn't last year if you weren't a District Leader before.
- No matter what level of leadership you've taken on, this year has pulled back the curtain to all of the behind the scenes work it takes for the District to operate. An inside joke becomes when you hear
- members criticize decisions like our officer training events scheduled on Saturdays, you'll understand that wasn't decided on as a punishment, rather, it's the best available time to bring everyone together.
- Your club benefits tremendously from having a former District Leader as a member, they now have a point of contact to ask questions like, why do they schedule these meetings on a Saturday?
- You benefit as well, you will not be as intimidated by a member of District Leadership.
  - Club members learn that our Area Directors are members from within our District, not someone from out of state that visits twice a year.

- Toastmaster Green’s parting thought is to encourage each leader to keep a smile on their face.
  - You may be trying to impress someone above you, but you’ll come to find out that you may not even know who you are impressing.
  - You may find out next year or two years from now that they went for their DTM or wear the tie they do because they saw you doing it.
  - That person you’ve influenced will say, “I was impressed by you when you came to our club, and you’re the reason why I stay with Toastmasters.”
- Toastmaster Green thanked the members of the DEC for their leadership and hanging in there. Your efforts will pay dividends that you may not see now.

**District Mission** - Area 12 Director, Anu Ramakrishnan

- We build new clubs and support all clubs in achieving excellence.
- As a first time Area Director, it has been a tremendous learning experience for Anu.
- She was amazed by how hard all of the clubs have worked this past year.
- Toastmasters inspire us to be better leaders and to give back to the community around us.
- Anu was grateful for all of the support she got from her Division and District Leadership at every step of the way.
- Anu was inspired to see how the Area Directors jumped in to help one another out and how it reflects our leadership truly living up to our District’s Mission.

**District 10 Mid-Year Audit Committee Report** - Audit Committee Chair, Christian Giardini

- Christian found the work to be incredibly impactful and educational.
- He thanked his committee members: Robbie Milledge and Charlene Vandeweerd, and also our District Director Alicia Smith-Kirk and our Finance Manager April Ware.
- As the Audit Committee, they were able to approve and verify all of the transactional documents and the mid-year Profit and Loss (PNL) Statement for July 2020 - December 2020 to Toastmaster International’s Standards and Governance.
- The committee created a report of commendations and recommendations.
- The narrative acknowledged the reduced spending during the 6 month period due to the Pandemic preventing in-person meetings and their subsequent cost.
- Also in the narrative was the Trio’s recognition of meeting routinely to monitor the under spending and look for ways to re-invest those funds into the District for Club Growth as we move back into in-person events.
- The committee identified as having been done well:
  - Setting up routine meetings.
  - they broke the Audit into 3 parts: used the process of auditing the 1st quarter, having a debrief, moving to auditing the 2nd quarter and a debrief, then a final debrief with the District Director and Finance Manager.
  - Virtual Connection was very convenient to get together and the use of Google Drive helped them collaborate on the same live document.
- The committee identified as room to improve:
  - The use of the new Concur system.
  - The committee hopes to gain access to the Intacct System to follow a transaction from the PNL to a bank statement.
  - It would be wise to have a kick-off meeting with the Finance Manager to ensure the correct vernacular is used and understood by the full committee.
- Christian’s parting words: all in all, this was a successful execution and the committee was able to reach the approval on the documentation for the Mid-Year PNL.
- District Director Alicia Smith Kirk thanked Christian and his Audit Committee for their diligence in details, professionalism and excellent manner in which their team carried out this important district business. She also thanked Finance Manager April Ware who worked diligently every step of the way to ensure our Audit

Committee had all details they needed for their process and also maintained strong communication with Toastmasters International. She also acknowledged that we are in a year of change because of the Pandemic, this is also the first year that Toastmasters International has rolled out the Concur System while still transitioning from email communication in the previous year.

**Attendance Virtual Roll Call** - Administration Manager, Tarra Logan

- Leaders were requested to rename themselves with their title first followed by their names. For example, Admin Manager - Tarra Logan.
- This helped in quickly checking for who is present and being able to move on to the next agenda item.
- The report that verifies whether quorum has been established based on registration was next.

**Credentials Report - Establish Quorum** - Credentials Chair, Dan Minder DTM

- There are 36 members of the District Executive Committee.
- To achieve a quorum, a simple majority of committee members must be registered and present, which is 19.
  - If everyone votes, a simple majority would be 19.
- There are 23 committee members represented. As such, we have achieved a quorum.
- District Director Alicia Smith Kirk, DTM thanked our District 10 credentials committee chair, Dan Minder and Keith Wilhelm; a member of the Credentials Committee and asked if there were any questions from the members of the DEC.
- Without objection, the credentials report was adopted.

**Review of Jan. 16, 2021, DEC Meeting Minutes** - Administration Manager, Tarra Logan

- A motion to dispense the January 16th, 2021 DEC Meeting Minutes was in order.
  - Motion made by Csilla Smith, DTM, Area 54 Director.
- The January 16th, 2021 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.
- No corrections were identified.
- A motion to adopt the January 16th, 2021 DEC Meeting Minutes with no corrections needed was in order.
  - Motion made by Srikanth Reddy, IP2, Area 20 Director.

**Alignment Proposal** - Alignment Committee Chair, Norberto Flores

- Norberto introduced his team:
  - Becky Ann Harker from the Central Division
  - Amy Fahnestock from the Eastern Division
  - Deborah Bonner from the Northern Division
  - Dan Minder from the Southern Division
  - Rosita Turner from the Western Division

**The team's observations were:**

- The Proposal resulted in a better geographical distribution of the Areas.
  - The goal is to keep a balance in the number of clubs by Area and Areas by Division. Also try to balance the number of members by Area.
  - Each Area needs to have a Minimum of 3 and a Maximum of 6 Clubs.
- Only Clubs that are In Good Standing were considered in this process.
- Decisions were made based on the facts and not based on hypothetical.
- There are 2 clubs that have 40+ members and could be candidates to split but are not required to do so.
  - Those clubs are Fedorators and Progressive Messengers.

- There are 11 clubs that have less than 8 members and are challenged to meet the minimum.
  - 1 club in the Central Division
  - 5 clubs in the Eastern Division
  - 1 club in the Northern Division
  - 1 club in the Southern Division
  - 3 clubs in the Western Division
- Individual meetings with all Division Directors have been completed.
  - Supporting documentation has been provided to help them facilitate discussions with the affected Area Directors and Clubs.
- The biggest challenge clubs face this year are Membership Renewals.
  - If members do not all renew in April, that will require the Alignment committee's recommendations to change based on that.
- Today's presentation is intended to have just enough information without inundating the DEC with too much detail.

#### Overview from the Map of the District:

- Size of the geographical areas are defined by number of members and not by geographical size.
- Having Areas geographically independent from each other as well as Divisions geographically independent from each other is advantageous for the planning of Area Visits, meetings or Contests to help with travel once we return to meeting in person.
- The Southern Division and Central Division had some overlap before, now they are recreated to be independent of each other.
- There is some overlap in the Western, Northern and Eastern Divisions but is unavoidable due to the concentration of the clubs in this region.

#### Central Division:

- Overall, the Division is good.
- There was 1 club, the Alliance Club's geography that didn't match with the Central Division. The Proposal is to move this club into Area 32.
- Cuyahoga Falls Toastmasters is proposed to move from Area 14 to Area 13.
- White Pond Toastmasters from Area 12 into Area 14 because they were geographically closer.
- In the Proposal, Area 10 has 1 Club; Hudson Crossing Toastmasters that is not In Good Standing.
- From the Central Division Map, each Area is independent from the other.

#### Eastern Division:

- Currently, only 1 Area only has 3 clubs; Area 25. The Proposal is to move the CCAC Toastmasters from Area 24 to Area 25. This was based on CCAC's geographical location.
- The new club - Diversity 4 Success Club will be a good geographical fit for Area 25 also.
- Geographically, Areas 22 & 23 look physically small, but they are balanced based on the number of members.
- Area 25 has a small overlap, there was a consideration to eliminate the Area, but the committee determined it to be too complex.
- Area 22 has the Progressive Messengers Club with 45 members. This club could split in 2 if they decided they would like to. It is not required, just identified as having the potential
- Area 24 remains with 5 clubs.
- Area 25 went from 3 Clubs to 5 Clubs.
- The result is in the Proposal, all Areas will meet TI requirements.

#### Northern Division:

- There were 3 Areas (50, 51, & 52) that were not in Good Standing. Geographically, the 3 Areas were overlapping each other.
- With much deliberation, the proposal recommends eliminating 1 of the 3 Areas. Area 52 is recommended to be eliminated.
- The Northern Division will go from having 5 Areas to 4 Areas; now with all four Areas in Good Standing.
- The Proposal will now have the 3 Areas geographically independent from one another.
- Area 50 has a higher number of members due to the FedOrators Club which has 41 members.
  - This club would be eligible to split but is only offered as an observation and not a recommendation.
- The remaining 3 Areas would be balanced with 57, 66, & 57 members, respectively.
- Only 1 Club, the Cleveland Clinic Finance Division which has 7 members. Because they are a corporate club, there is a good chance they should be able to increase their membership to get back into Good Standing.

#### Southern Division:

- Both Areas 32 & 33 currently do not meet the TI requirements to be In Good Standing. It was determined there was not going to be any way for both Areas to be brought into Good Standing.
  - With much deliberation, the Proposal recommends that Area 33 be eliminated.
- All Clubs currently in these Areas will be reallocated both geographically and based on the number of members.
- Area 30 is proposed to have 6 clubs with 51 members.
- Area 31 is proposed to have 4 clubs with 51 members.
- Area 32 is proposed to have 5 clubs with 61 members.
- Each Area will be geographically independent of each other.

#### Western Division:

- This Division is currently in Good Standing.
- The new Comedy Club is proposed to be placed in Area 41.
- To maintain balance, the Talk of the Town Toastmasters and propose moving it from Area 41 to Area 42.
- Areas 42 and 43 each have 4 clubs, but 2 clubs are well below 8 members and have been challenged to try to bring their membership back up to 8 members in both of their clubs.

#### Questions/Comments by Division:

- Central Division
  - Emmanuel Agbovi mentioned that his questions were answered during the discussion with the committee and himself as the Division Director. He also stated that he was very pleased with the decisions made by the committee.
- Eastern Division
  - Q: Outside of membership strength, are there any other guidelines for future online clubs? - Sravanthi Vallamapti.
  - A: Decisions can only be based on the facts. - Norberto Flores.
    - District Director Alicia Smith-Kirk followed up by sharing an announcement that TI is currently addressing how they will handle online clubs going forward. There may be changes to geographic requirements for Area Directors, etc. There are no definitive answers however discussions are in progress and more information is coming in the near future.
  - Q: For the 2 clubs that are eligible to split, is it a requirement and does it serve the District in any way? - Srikanth Reddy
  - A: The Alignment Team does not make that type of decision; it would be up to the clubs themselves if they wanted to. The mention was only based on their eligibility if they decided they wanted to. - Norberto Flores.

- Northern Division
  - Q: Since Area 52 is being recommended to be eliminated, leaving Areas 50, 51, 53, & 54 would there be reason to rename Areas 53 & 54 to maintain the numerical sequential order? - Emmanuel Agbovi.
  - A: It would be a lot of administrative work to rename Area 54 and it isn't a problem to have one number skipped over in the naming. - Norberto Flores.
    - District Director Alicia Smith-Kirk followed up by saying that we are not required to be sequential. We can always go back and re-build Area 53 in the future.
  
- Southern Division
  - Q: How soon does this change take place? - from Area 31 Director, John White.
  - A: All changes take effect on July 1st and all Division Directors are asked to give any additional feedback by the 24th of March. The Committee proposal will be reviewed once more after April 1st, then the Final Alignment Plan will be presented at the Annual District Council Meeting on April 22nd, 2021 - Norberto Flores.
    - District Director Alicia Smith-Kirk followed up by saying that we will be voting today as the District Executive Committee on the Alignment Proposal. After the April 1st dues renewal, the Proposal will be re-evaluated and the Final Report will be presented at the upcoming Annual District Council Meeting on April 22nd to be voted on for adoption. Once the year begins, there may need to be additional changes made in the 1st quarter. This is driven by needing to be in compliance with TI guidelines of maintaining 4 to 6 clubs in each Area. This can occur when a new club charters, if we lose a club and what happens at the October 1st, 2021 renewal period.
  
  - Comment: April Ware announced that Ariel Toastmasters Clubs have recently just restarted and should be adding another 20+ members to the Southern Division, while acknowledging this can't be part of the Proposal until those members officially join.
  - Response: Both Ariel Toastmasters Clubs are part of this Proposal, but only 8 members are tabulated to avoid overestimation. - Norberto Flores.
  
- Western Division - no comments were made.
  
- District Director Alicia Smith-Kirk thanked Norberto and the Alignment Committee for their dedicated work. Norberto's original document had over 60 maps which is invaluable to help the District out for years to come.

**District Success Plan appointments to fill vacancies** - Alicia Smith-Kirk, DTM

DEC Member Vacancies appointed leaders by District Director Alicia Smith-Kirk:

- Area 13 Director - Malcolm Tsung, ACB, ALB
- Area 24 Director - Corinne DeMuth, DTM
- Area 25 Director - Basim Kareem, VC1

**District Business requiring a vote** - Administration Manager, Tarra Logan

- The DEC voted on two issues:
  - On the Alignment Proposal
  - On the District Director's appointed leaders to fill vacancies
- Results are posted below:

<b>Election Results for DEC Vote on Alignment Proposal &amp; Leadership Appointments</b>		
Question 1: 2021-2022 District Alignment Proposal		
*****		
Options:	Votes	Percentage
<b>Yes - I approve the 2020-2021 District Alignment Proposal</b>	<b>24</b>	<b>100.00%</b>
No - I do not approve the 2020-2021 District Alignment Proposal	0	0%
Total Votes Tallied: 24		
Question 2: 2020-2021 DEC Appointments to fill vacancies		
*****		
Options:	Votes	Percentage
<b>Yes - I approve the 2020-2021 DEC Appointments to fill vacancies</b>	<b>24</b>	<b>100.00%</b>
No - I do not approve the 2020-2021 DEC Appointments to fill vacancies	0	0%
Total Votes Tallied: 24		

**District Officer Reports - progress on District Goals**

- Program Quality Director, Tricia Spayer, DTM
  - How are we doing in the 4 areas from the District Success Plan?
  - Education - Pathways
  - Pathways Adoption Rate
    - In our Region, 82% have selected a Path and 61% of our New Members have at least logged into Pathways.
    - We have the opportunity to improve. We are also on par with performance of other Regions.
  - Pathways Pals
    - Initiative created by District 10 to help members.
    - They have a 30 minute session every week and are listed on the District 10 Website.
    - There’s no agenda, the meetings are there to help with whichever question they might have.
      - They are working on updating the resources available on our website.
  - Highest Level of Education Report as of January 1st, 2021
    - Stow-Kent Toastmasters Club has 11 members and have earned 14 educational Awards.
    - Top 10 clubs with highest education awards per 7/1 base membership.
  - Part of the Distinguished District Status requires 40 clubs to reach Distinguished Club Status
    - As of today, 30 clubs have earned at least 5 DCP points so far.
    - 8 clubs have 4 DCP points.
    - The April Dues Renewal Period will determine the final numbers based on membership renewals.
    - District Incentive: Distinguished by January 31st not including the Membership Requirement
      - 22 clubs achieved at least 5 DCP points.
      - Prize options for these clubs were either a Toastmasters International Gift Certificate or a Pathways Tacker and Word of the Day Card Pack.
      - These prizes have not been shipped out just yet.



- Club Officer Training
  - Summer Training had 74 clubs with the minimum 4 club officers trained (to meet the DCP requirement). 30 clubs had all 7 club officers trained in Round One.
  - The Winter Training, the numbers dropped a bit, 62 clubs had at least 4 club officers trained and 18 clubs had all 7 club officers trained.
  - District Incentive - 7 for Success (all 7 officers trained in either the Summer or the Winter) - there were 30 clubs that accomplished this.
  - District Incentive - Magnificent 7 (all 7 officers trained in both TLI's) - 13 clubs accomplished this. These clubs will get a Special Announcement at the Spring Conference.
- Contests
  - 21 of the 24 Area Contests have been held so far.
  - 1 Area will not be having a contest due to the membership strength in the Area.
  - 2 remaining contests will be held this weekend.
  - The Trophies for the Area Contests have been ordered in 2 batches.
    - The first set of trophies have been ordered for the Areas that held their contest prior to February 28th, and are currently being engraved.
    - The second set of trophies will be ordered after the last Area Contest is held.
- Division Contests are coming up and the District Contest will be held on April 25th, 2021.
- Spring Conference
  - mark your calendars for April 22nd - the District Council Meeting
    - April 23rd - Friday fun night
    - April 24th - Conference Day
    - April 25th - District Contest
  - Call for presenters concluded a few days ago.
    - Our Education Chair, Kitty Brandal has selected and notified our speakers.
  - We have a keynote speaker selected.
  - Next will be the announcement with the registration link.
- District Director Alicia Smith-Kirk thanked Tricia for her outstanding report.
- Public Relations Manager, Sandra Orland, DL5, EC5
  - We have sent only 1 email a week to our members in the District. With 1 additional email for DLC nominations.
    - We have 1500 members that receive our emails.
  - 12 emails all together; meaning there's a lot of content.
  - This week's update has been trimmed back in terms of volume of content.
  - Our goal is to encourage members to go to our District 10 website for more information and to identify important events as they come up.
    - We have a few more Area Contests and the Marketing Institute on the 20th of March.
  - Engagement has been trending higher than industry standard. Our membership click rate is at 26% and the industry standard is about 12%.
  - For our emails, about 400 members are engaging in our emails.
  - Next will be to determine engagement with our website.
  - Facebook Boosts
    - We can build our membership through Facebook Ads.
    - Another District has strategically posted ads and have found an increase in engagement on their website quite substantially.
  - District Director Alicia Smith-Kirk thanked Sandra for her work and her idea of the Weekly Update has been a tremendous way to streamline all the important District information.

- Finance Manager, April Ware, CC, CL
  - From the finance report, we are in good shape regarding the first half of the Toastmasters year.
  - The Profit and Loss Statement from July 2020 - December 2020:
    - Actual Revenue was \$15,814.95, the Budget was \$15,795.00 with a Variance of \$19.95.
      - Revenue comes primarily through membership.
      - Revenue Budget is determined from the previous year's membership.
      - Keeping our membership strength strong this year is important as it will impact next Toastmaster year's budget and we want to make sure they are set up for success.
    - Actual Expenses were \$3,725.81, the Budget was \$11,910.82 with a Variance of \$-8,204.95.
      - We have not spent what we planned so far.
    - Actual Net Income was \$12,089.14, the Budget was \$3,884.19 with a Variance of \$8,204.95.
  - With our Net Income Variance greater than \$0.00, the funds need to be reinvested into the District.
    - We need to make plans to re-invest these funds back into our District through to the Clubs and their members.
  - January 2021 - June 2021:
    - We are in good shape.
    - We need to monitor our expenses.
  - Why are we so far off?
    - We had deferred a lot of spending because we were in a Pandemic.
    - The cost of the Area, Division and District contests has been deferred.
      - In prior years, the trophies were ordered in the Fall and physically handed out.
      - This year, the Area Trophies weren't bought until the end of the Area Contests (end of March) to reduce the amount spent on shipping each trophy; which was necessary this year due to the Pandemic.
      - We have to monitor this cost as well as ensure that we deliver on this service.
    - New investments need to be considered since the traditional expenses around travel for in-person events weren't going to happen this year.
      - One option is to look into hiring a virtual exhibitor for our conference.
      - Another is to invest in incentives.
  - TI Incentives:
    - GROW - TI is waving some of the expenses to Charter a Club. They extended the deadline till June 30th.
    - GROW & RETAIN - Talk Up Toastmasters Campaign - TI is offering a Club Ribbon and a 10% off order from Toastmasters International Store. This event goes from February to March.
    - ENRICH - TI is offering a free additional Path in Pathways to all existing members that renewed their membership in the October 2020 Renewal. The deadline to cash in on this is March 31st.
  - District 10 Incentives:
    - Early Renewal Incentive Deadline Extended-If you renew at least 8 members before March 15th, District 10 will give your club a \$20 TI Gift Certificate.
      - Congratulations to the 18 clubs that have already achieved this!
    - New 60 Day Challenge!
      - OBJECTIVE: A friendly challenge to encourage members to take on different meeting roles
      - OVERALL GOAL: Increase member engagement through a 60 Day Member "Meeting Role" Challenge ultimately increasing club quality.
      - PRIZES:
      - Member —The first five winners receive a Toastmasters [Laptop Backpack](#) or \$30 TI gift certificate
      - The second five winners will get a \$15 TI gift certificate
      - Club —The first 10 clubs to submit 5 member forms of challenge completion will receive an engraved plaque and be awarded the Club Quality Award 2020-2021.

- Submit forms and questions to [clubquality@district10.org](mailto:clubquality@district10.org). The deadline to submit is April 30, 2021. Winners will be awarded by May 15, 2021.
  - [See the rules, access the form, and enter the Challenge!](#)
  - Renew early, Participate in your club and be rewarded!
- District Director Alicia Smith-Kirk thanked April for her great report and sharing the incentives with the DEC.
- Data Analyst, Dan Minder, DTM
    - The objective of the Data Analyst is to monitor the District's progress toward achieving Distinguished District Status.
    - To do that, the goals are to:
      - Reach 1.25% Net Payments Growth in Membership.
      - To reach 1.25% Net Club Growth.
      - Have 40% of the Club Base achieve Distinguished Club Status.
    - Reach 1.25% Net Payments Growth in Membership.
      - Our Paid Membership Base is 3,597.
      - In January 2021, there were 1,489 paid memberships.
      - Today, March 10th, there are 1,871 paid memberships.
      - We had an increase of 382 paid memberships.
      - If 100% of our members renew in April, then we would hit the Select Distinguished Status, but we do know that life happens and not everyone will be able to renew.
      - If we focus on what we can control, we can look at what we can do to win new members?
        - Think in your club, are all guests welcome?
        - In Dan's club, if you're a guest the Club President is going to talk to you. He's going to make sure you're welcome.
        - During Table Topics, are you explaining what the purpose of Table Topics is?
          - i.e. you are gaining the type of skills you would use during a job interview.
        - Are guest emails answered within 24 hours?
        - Do you share your story? Do you share what Toastmasters means to you?
          - This also helps keep members engaged.
        - Do your members have mentors?
        - Are we reaching out to missing members?
    - Club Growth Progress:
      - Our Paid Clubs Base is 99 clubs.
      - To be considered a Paid Club, the club needs to be a minimum of 8 paid members. TI suspended the prior requirement that at least 3 of them needed to be renewing members.
      - In November, 2020, there were 82 paid clubs.
      - January 2021, there were 88 paid clubs.
      - Today, March 10th, there are 89 clubs paid.
      - To reach the goal of 1.25% Net Club Growth, we need 12 more Paid Clubs.
        - Or, Each Division needs to add 2 or 3 clubs or bring clubs into good standing.
      - One idea to help create new clubs might be to identify other specialty clubs like the Diversity 4 Success Club or the Comedy Club.
    - Have 40% of the Club Base achieve Distinguished Club Status.
      - If they meet the April Renewal requirement, the following Clubs will reach Distinguished Club Status:
        - Twinspirations 9 goals met
        - Akron Toastmasters
        - Parker Speakeasies
        - Progressive Messengers

- Positively Speaking Club
  - Chardon Toastmasters
  - FedOrators
  - Independently Speaking
  - Word Warriors
  - Colorful Communicators
- District Director Alicia Smith-Kirk thanked Dan for his diligence and attention to the details.
- Club Growth Director, Bob Churilla, DTM
    - All presenters for the Marketing Institute are now fulfilled.
    - The Extension Committee does not have 1 person to be the chairperson.
      - Goal- each person would take the responsibility of 1 or 2 leads that come through.
    - The 2 new clubs; the D4S club has started, the Comedy Club should charter in the next few months. There is an Advanced Online club that is currently being developed and Bob will be attending their meeting to see if they are interested in aligning with District 10.
    - A lot of the radio stations are owned by the same companies.
      - Bob is looking for who is the proper contact as well as a station that would have a broad audience.
    - Webinar series -we have to answer the question “what’s in it for me?”
      - What makes it worthwhile to join as well as to continue are some of the specialized topics such as learning how to give a presentation in the sales environment.
    - District Director Alicia Smith-Kirk thanked Bob for his report. As an invitation to the DEC, she emphasized the need for the Extension Committee - many hands make light work.

### Division Director Reports

- Central Director, Emmanuel Agbovi, DTM
  - Emmanuel noted the true test of leadership is how well you function in a crisis and that we are doing so great this year and that he is happy to be part of this team.
  - The Central Division has 24 clubs. The new D4S club was chartered in Area 10 and will be moved to Area 24 later on.
  - Membership - After the last DEC Meetings we had 334 members, as of today, we have 380 with the goal being to keep going.
  - Distinguished Club Program - Area 10’s club Twininspirations has achieved 9 DCP points. Speak To Lead club has 5 DCP points.
    - Twininspirations is one of the clubs with the highest number of DCP points.
  - Area 13 has 2 clubs; Kent Toastmasters has 6 and Warren Toastmasters has 7 DCP points.
  - Area 14 has Akron Toastmasters and Cuyahoga Falls Toastmasters both having 7 DCP points.
  - Officer Training - In the 7 for Success Incentive 18 clubs qualify and in the Magnificent 7 Incentive there are 4 clubs that qualify from the Central Division.
  - Contests - Area 10, 11, 12 & 13 Contests have been held. Area 14’s contest is this Saturday.
  - The Division Contest is scheduled for April 17th at 10am.
  - Emmanuel thanked the Trio for all of their help and each of his Area Directors commending them on the great job they’ve done!
  - District Director Alicia Smith-Kirk thanked Emmanuel for his wonderful report.

- Eastern Director, Preeti Venkataramani, SR3
  - Preeti thanked Dan for the nickname the Beast from the East.
  - 26 clubs are in the Eastern Division and 22 of them are in good standing.
    - 2 of the 4 clubs are in the process of returning to good standing.
  - The Eastern Division has earned 125 education awards so far.
  - Our members have become very comfortable with Zoom.
  
  - Membership - After the last DEC Meetings we had 406 members, as of today, we have 414 there was a big dip in the middle of the year, but we are working on bringing the number back up.
  
  - Distinguished Club Program - 9 clubs have Distinguished Status
    - Progressive Messengers has earned 9 DCP points and has a membership of 45.
  
  - Officer Training - 18 clubs met the DCP requirement of 4 or more officers being trained. In the 7 for Success Incentive 3 clubs qualify:
    - Charden Toastmasters
    - Progressive Messengers
    - Impact Toastmasters
  
  - Contests - Our Area Directors did well and helped out each other.
    - Srikanth helped out with all of the Area contests and is helping with the upcoming Division Contest.
    - Tracey and Corrine collaborated and worked with an Area Contest from the Western Division.
    - Shelly and Victor conducted their contests and helped out in the other Area Contests.
    - Basim deserves a special shout out for conducting his Area Contest only 1 week after he was appointed.
    - Special thanks to Alicia and Tricia - they've attended all of the Area and Division contests, Preeti appreciated having their support.
    - The Eastern Division Contest will be on Sunday, March 28, 4-6:30pm. All are welcome to join. If you are available to be a backup judge, that would be appreciated.
  
  - Quarterly Area Director Meetings. Through one of those, a friendly competition for Best In Area Awards Program. Area Directors get points for most DCP points earned, best PR effort, membership growth. This competition is based on input from the Area Directors.
  
  - District Director Alicia Smith-Kirk thanked Preeti for sharing her experience with DEC about the rollercoaster ride with membership.
  
- Northern Director, Rachel Kresge, DTM
  - We are holding strong and moving forward.
  - We have many opportunities for people to build up their leadership by supporting the Northern Division.
  
  - Membership is the biggest need for clubs for the Division. We are noticing there's a little bit of a dip in energy and Rachel appreciates Dan's suggestions earlier about engaging members.
  
  - Distinguished Club Program - 6 clubs have achieved 5 or more DCP points. 2 of which have met the membership requirement to qualify for the DCP program.
  
  - Area 50, 53 & 54 contests have been held and had some great speakers. Area 51 Contest will be held this weekend and the Division Contest will be held Saturday March 27th.
    - Both Contests still need quite a bit of help so please reach out if you are able to help.
  
  - Area Directors are planning 2nd round club visits.
  - Rachel is inspired by the energy that each of her Area Directors have and thanks them for their hard work.
  - District Director Alicia Smith-Kirk thanked Rachel for sharing how excellent our leaders are across Divisions.

- Southern Director, Catherine Peterson, DTM
  - 14 Clubs are in Good Standing which includes the 2 Ariel Clubs that are coming back!
    - There are 2 clubs that are not in good standing, at this time we are not expecting either of these clubs to return to being active. We are not giving up, but we don't expect the outcome will change at this time.
  - April is working on a Membership Open House that is planned for May with a theme of let's care for and grow our clubs like we do our plants and flowers.
  - Education Awards - 76 have been earned so far and include 3 DTM's, 1 HPL, 1 Pathways Mentoring and 5 Level 5 awards and 3 members who have achieved the Triple Crown Award.
  - For the Division to be Distinguished, we need 1 more paid club and 6 more Clubs to earn Distinguished status. We have 3 clubs that have earned 5 or more DCP points so far.
  - Officer Training - 5 clubs have trained 4 or more officers and 2 clubs that have trained all 7 of their officers.
  - Contests - Areas 30, 32 & 33 held a joined contest with 3 contestants heading to the Division Contest and Areas 31 & 41 held a joined contest with 2 contestants going to the Division Contest. The Division Contest is scheduled for April 11th at 4pm.
  - District Director Alicia Smith-Kirk thanked Catherine for sharing that analogy and theme for their Membership Open House.
  
- Western Director, Mark Meisner, IP3
  - Membership - we are experiencing attrition but there is light at the end of the tunnel. Existing members that have left Toastmasters have done so because they feel it isn't what it used to be. Meanwhile we are getting new members who are joining to get the experience with distance learning.
  - 2 Areas are thriving and 2 areas that have a lot of opportunity. In total, there are 17 clubs with 14 of them in Good Standing with 3 clubs that could benefit from having a coach.
  - Distinguished Club Program - Areas 40 & 41 combined have 70 educational awards. 3 members have earned Triple Crown awards.
  - Clubs that ranked 10 and higher are Rocky River, Talk of the Town, Word Warriors & Crossroads.
  - 2 clubs are already Distinguished, 13 clubs need the 5 member requirement to earn the designation.
  - Officer Training - 2 clubs have achieved the Magnificent 7 award; Word Warriors and Colorful Communicators. 11 out of 17 have met the requirement for 4 officers to be trained.
  - Contests - all Area Contests have been conducted and done so with great collaboration.
  - Mark reflected on the great leadership from the Area Directors and was grateful for all the support that the Trio members offered throughout the year.
  - District Director Alicia Smith-Kirk thanked Mark for bringing that personal touch to his report. It's not just about the numbers, it's about the members.
  
- IPDD Remarks - Sravanthi Vallampati, DTM
  - Sravanthi encouraged everyone to look at the data as telling half of the story, the other half is based on the hearts, minds and hands of the people represented in that story. She encouraged us to use that to tell our story, share it with at least 1 person a week, with 11 weeks left in the year, that's 11 people you can share Toastmasters with.
  - Sravanthi Vallampati presented the District Leadership Committee (DLC) Update.
    - The DLC Committee members were thanked for their support, Ines Jimenez, Craig Gerlock, Wendy Poleman, Dave Wiley, Joy Jones

- At this point, nominations are closed.
  - The DLC deliberations are now complete.
  - The DLC is on target to deliver its report to the District Director 6 weeks ahead of the District Council Meeting per TI Protocol 9.0.
- There are 30 Corporate Clubs in our District and we have successfully held 2 Corporate Club Socials in February and the other in March.
  - Inspire the corporate clubs in your Area or your Division to come and participate.
- District Director Alicia Smith-Kirk thanked Sravanthi for her report.

### **Unfinished Business - District Director Alicia Smith-Kirk, DTM**

- District 10 Incentives
  - Congratulations to the 18 clubs already achieved The Early Bird!
  - 60 Day Challenge - Aziz Radwan helped in creating the document. Originated by Andrea Wells. This is a friendly competition, the first 5 winners receive a Laptop Backpack or a \$30 gift certificate to TI. The second 5 winners get a \$15 gift certificate. The first 10 clubs to submit 5 members completed the challenge will be awarded the Club Quality Award Plaque.
  - Exceptional Leader Awards for Area and Division Director's hard work.
    - You earn points for things that you have already been working on, sending out newsletters, club visits, Area Council Meetings.
- Zoom support update
  - Our Finance Manager and I have had two meetings with Toastmasters Internationals Finance team to discuss zoom longer term strategies for Districts. We've discussed their commitment to renew their global partnership with Zoom to offer reduced costs to districts for zoom accounts. We have a pending meeting in the next few weeks to learn the status of TIs next steps with Districts dealing directly with Zoom as opposed to TI finance during this next term. We will provide a post meeting update!

### **New Business - District Director Alicia Smith-Kirk, DTM**

- Toastmasters Rotary Alliance is new and there is a powerpoint that we are encouraged to share with our clubs.
  - Another District Director has a committee that has set up an Alliance Initiative on March 13th.
  - This has not been promoted yet because approval to announce was just received.
- Area 42 Director, Loren Dill reports on the District 10 Rotary/Toastmasters Alliance Engagement
  - Loren is a Rotarian as well as a Toastmaster and has been working to schedule speakers at this Saturday's event. Rotary is set up very similarly to Toastmasters.
  - The Districts in Ohio are having a training session for the presidents' elect. Their president position is a very intensive role and the Presidents are trained throughout the year, part of their training is happening this Saturday.
  - We will have an opportunity to share Toastmasters with these individuals.
  - Calling for volunteers to help out, 12 would be the maximum needed to help.
- Year End DEC Transition and Induction.
  - Opinion Poll was used to ask do we want the DEC meeting to be on Friday evening or Saturday right after the TLI.
  - 55% or 12 members voted in favor of having the DEC meeting on Friday Evening, June 18th.
  - 45% or 10 members voted in favor of having the DEC meeting on Saturday, June 19th.
  - This being a close split, District Director Alicia Smith-Kirk asked for everyone to support the outcome with their attendance as it will be a special event.
- no additional new business was discussed.

## **Announcements/Closing Remarks and Adjourn (CGD, POD, DD)**

Club Growth Director - Bob Churilla, DTM

- As we head into the final part of the year, we have a lot to be proud of. Better days are coming. We will be stronger together.

Program Quality Direct - Tricia Spayer, DTM

- It is a challenging time, be sure to take care of yourself. Nature cures those Zoom Blues. If you need help, reach out, you are not alone.

District Director - Alicia Smith-Kirk, DTM

- Our next meeting is Thursday, April 22nd, 6pm - 9pm, our District Council Meeting. Please be sure your VP of Education and Presidents know they need to be there.
- “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.” — RALPH C. SMEDLEY, FOUNDER OF TOASTMASTERS INTERNATIONAL
- He is speaking to us as a championship team thriving in some of the most challenging times and forging ahead!
- A motion to adjourn the March 10th, 2021 DEC Meeting was in order.
  - Motion made by Sandra Orland, Public Relations Manager.
  - A second was made by Catherine Peterson, Southern Division Director.

The DEC meeting was adjourned by District Director Alicia Smith-Kirk, at 9:00 p.m.

Respectfully submitted,

Tarra Logan

Administration Manager, District 10