



Meeting Minutes of District 10 District Executive Committee December 2, 2021

The District 10 District Executive Committee meeting convened via ZOOM conference call on Thursday, December 2, 2021, at 7:00 pm with the following leaders **present**:

District Director, Tricia Spayer, DTM	Area 14 Director, Tony Green
Program Quality Director, Bob Churilla, DTM	Area 20 Director, Molly Ketcham
Club Growth Director, Sandra Orland, DTM	Area 21 Director, Danay Johnson
Public Relations Manager, April Ware, CC, CL, MS3	Area 23 Director, Zahira Suddeth
Finance Manager, Preeti Venkataramani, CC, CL, SR5	Area 31 Director, Michael Curry
Administration Manager, Heather Miller, PM1	Area 40 Director, Emily Szabo
Immediate Past District Director, Alicia Smith-Kirk, DTM	
Central Division Director, Andrea Wells	Area 43 Director, Dale Force
Eastern Division Director, Tracey Touma	Area 53 Director, Robbie Nelson-Milledge
Northern Division Director, Peter Shelling	Area 54 Director, Deonna Moore Taylor
Southern Division Director, Catherine Peterson	
Area 10 Director, Sundari Chilukuri	
Area 11 Director, Malcolm Tsung	

(Non-Voting)

Logistics Manager, Srikanth Reddy

District Executive Committee:

The District Executive Committee comprises the six District Leaders, Immediate Past District Director, Five Division Directors and all Area Directors.

Welcome:

District Director, Tricia Spayer, opened the meeting at 7:00 PM by welcoming everyone to the call.

Opening Remarks: Opening remarks performed by Program Quality Director Bob Churilla, and Club Growth Director, Sandra Orland.

District Mission: Logistics Manager, Srikanth Reddy, discussed the district mission - “We build new clubs and support all clubs in achieving excellence”.

District Manager Reports:

1.) District Director Report

District Director, Tricia Spayer, discussed the following:

- The flow of the agenda and the timer colors for the prepared speeches. Membership is a challenge not only across Toastmasters International but also with District 10. Success plan has many goals.
- Incentives for holding a open house or speech craft between January through March 2022 will be eligible to entered into a drawing for a \$50 prize per club. 20 prizes for 20 different clubs. Show of proof will be required.
- Toastmaster badges and pins have been mailed out. Also, the Pathways proficiency pins for level 5 that were earned during the 2020-2021 year have been mailed out to members.
- There were 5 scheduled pop-up bookstore events.
- Holiday party virtual event scheduled for December 29th, 2021. Games, spa, sing-a-long, and fun.

2.) *Program Quality Director Report*

Program Quality Director, Bob Churilla discussed the following:

- Develop advanced training for leaders in District 10. “Managing change” will be held at the TLI on December 11th, 2021. This training will be an interactive training with breakout sessions. Additional trainings available on the side – Pathways, achieving your GTM, how to keep Toastmasters relevant.
- Volunteer incentive program. Already kicked off (started in November), there will be voting each month on who the volunteer of the month will be. There will be a volunteer of the year. Volunteer ball in June to celebrate all of those who’ve given their time to help out District 10. We appreciate our volunteers.

3.) *Club Growth Director Report*

Club Growth Director, Sandra Orland discussed the following:

- Radio Ads (4 weeks cost is less than last year), 1 week at a time starting January (3 weeks during conference)
- LinkedIn ads – this is an experiment to try attracting people
- Marketing in Social Media
- Incentives for new/renew by March and Top retention
- 10 Clubs in danger of suspension, 61 clubs that need club coaches. Looking for club coaches this is a 2 year term.

4.) *Public Relations Manager Report*

Public Relations Manager, April Ware discussed the following:

- Let us know where we can help.
- Survey from Toastmasters International 60% that reached out to a potential club didn’t even make it to a club meeting of those polled 70% stated the reason why they didn’t attend a club meeting was because no one reached out to them. Make sure to reach out to and answer those knocking on your door.
- Internal members weekly update that is sent out 15% click rate that is more than double the national average. Most popular section is the District events section.

5.) *Finance Manager Report*

Finance Manager, Preeti Venkataramani discussed the following:

- Net Income \$15,158.25 Total Funds \$50,487.77
- Mr. Buck will help make financial information relatable. DEC members will understand Q1 results and Club Officers can connect club goals to D10 finance.
- Membership allocation Budget \$12,130.00, Actual \$11,051.19
- Fundraising Budget \$700.00, Actual \$629.19 (Q2)
- District Store Budget \$50.00, Actual \$15.90

- Marketing Outside of Toastmasters Budget \$1,186.00, Actual \$193.51
- Revisit Club Success Plans and Update your supplies for hybrid/virtual meetings.
- Recognition Actual \$291.74, Club Growth Actual \$1,834.48, Public Relations Budget \$588.00 Actual \$437.82, Education/Training Budget \$495.00 Actual \$2,709.00
- Periodic recognition of efforts and achievements of members and run mini education sessions in lieu of speeches. Option to download the “Better Speaker Series” from TI website.
- Contest Actual \$0, Administration Budget \$678.00 Actual \$565.02, Food & Meals Budget \$261.00 Actual \$0, Travel Budget \$201.00 Actual \$0.
- Get online meeting account in case of time conflict and Quarter/6 months for snacks at meetings.

Division Director and IPDD Reports:

- 1.) Southern Division Director, Catherine Peterson
 - Areas 3, Area Directors 2, Number of Education Awards 44, Triple Crown 3, Paid members 162, Clubs 18 (1 new one), 1 active club that needs more members, and 4 clubs working on coming back in good standing.
- 2.) Eastern Division Director, Tracey Touma
 - Areas 6, Area Directors 6, 26 Clubs (22 in good standing), 45 Educational goals (15 level one, 9 level two, 9 level three, 9 level four, 2 level five, and 1 DTM), 5 clubs that have 4 or more distinguished points already and 1 has 5 points, membership is struggle for some clubs whereas other clubs have a bunch of members.
- 3.) Northern Division Director, Pete Shelling
 - 3 of the 4 areas 100% completion of area visits, 1 suspended club, 1 area not a single officer didn't attend training, 1 club only having club contest, and education training.
- 4.) Central Division Director, Andrea Wells
 - Areas 5, Area Directors 5, 4 out of 5 areas have completed their area visits, 290 members in the central division (21 New members since July), membership in down, 1 club has been disbanded, Educational awards 12 level one, 9 level two, 11 level three, 5 level four, 7 level five, and 1 membership, Incentivize club success plan and set achievement goals.
- 5.) District Leadership Committee Introduction, Alicia Smith-Kirk
 - Time to think about 2022-2023 District leaders. Serve together. Committee will work on ballot. Call for nominations will be coming.

Training

- Program Quality Director, Bob Churilla discussed contest training. Wealth of resources available on the District 10 website. Key Roles and checklist. Scheduling contest.
- Finance Manager, Preeti Venkataramani discussed participation in the different roles.
- Logistics Manager, Srikanth Reddy discussed planning meetings and using the flow chart for timing concerns.
- District Director, Tricia Spayer discussed online contest checklist. Slide-show presentation has been updated for use (helps with dignitary's introductions).
- Discussion and questions were answered.

Closing Remarks by Program Quality Director, Bob Churilla, Club Growth Director, Sandra Orland, and District Director, Tricia Spayer

Adjournment

Meeting adjourned at 8:34 p.m.

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