



District 115

District Executive Committee

District 115 Executive Committee Meeting

September 25, 2021

District 115 Executive Committee Meeting

Call to Order and Welcome Message and Pledge

District Director Carol Campbell, DTM welcomed attendees and called the meeting to order at 9:00 am.

Pledge:

Anthony Harrell

District Mission Statement

Past District Director - Kristin Harrell, DTM read the District Mission Statement: *We build new clubs and support all clubs in achieving excellence.*

Certification of Quorum

Credentials Chair Lorrie Linnert, DTM, reported that the D115 DEC has 23 members available votes members in the DEC. Twenty-three eligible votes. Our quorum is 14 members—twenty-three members present and eligible to vote. Everyone registered.

Agenda

District Director Carol Campbell, DTM – Agenda was emailed on September 11th, 2021 and posted on District 115 website. Agenda approved as published.

Administration Manager's Report – April 30 and July 10, 2021 minutes

District 115 Administration Manager, Cynthia F. Dick reported that the minutes 4/30 and 7/10 were posted on the website. There were no corrections requested.

Approval of Minutes

There were no objections to the April 30 and July 10, 2021 minutes. Minutes were adopted by unanimous consent.

Audit Committee Report

Audit Committee Chair, Rosemary Lato, DTM, thanked D. George Lund, PDD, DTM and Maria Martinez-Riach, PDD, DTM helped conducted the audit. It was a clean audit with no errors noted. All necessary paperwork were forward to Toastmasters International.

Finance Manager’s Report

Mr. Finance Manager, Will Riggs, reported that the District as July 1, signature was changed over to the new leaders and logins and passwords has been changed. As of August 31st, revenues \$1325 and expenses \$730. Reserves with toastmasters is \$32,229 and our bank account has \$4326.

Approval of District 115 Budget

Mr. Finance Manager, Will Riggs, presented the 2021 and 2022 District 115 Budget. Due to COVID last, was able to take 20% was taken out of reserve and placed in marketing, growth membership, and public relations.

Approval of the Appointed District Officers

The District 115 Appointed District Officers were approved.

Reports – See Attached

Limit to two minutes

Public Relations Manager – Jennifer Smith

Club Growth Director – Ken Richardson, DTM

Program Quality Director – Jean Williams, DTM

District Director – Carol Campbell, DTM

Unfinished Business

None

New Business

An email was sent September 11, 2021 for the DEC to vote for the 2nd contest for the 2021-2022 Contest Season. The results of the voting were 65-Evaluation, 56-Humorous, 65-Table Topics, and 34 Tall Tales. The top 2 contest are **Evaluation** and **Table Topics**. The polling did not work on ZOOM. Voting was private chat to Carol. Carol to save the chat for record keeping. 21 voted
The results: are 11 Evaluation 10 Table Topics. Evaluation – second contest. The decision will be announced at the District Council Meeting.

Hall of Fame scheduled for October 16, 2021 at 9 am.

Early Bird TLI will begin on November 20, 2021 at 9 am.

Next Meeting DEC

Saturday, November 6 at 9 am. Format to be announced. Please read your email.

The meeting is adjourned at 9:30 am

Respectfully Submitted,

Cynthia F. Dick

Administration Manager 2021-2022

DRAFT

Public Relations Manager

PRM Jennifer Smith presented the following report.

Madame District director and fellow Toastmasters I am Jennifer Smith your PRM. Our committee consists of Robert Avila or amazing Webmaster Cynthia Disk are amazing video designer and Gene Dunford who helps manage is the meet up group and linked in the past three months. We have been busy updating the website so that is more friendly user for visitors and members. We have set up systems to prioritize what items; Needs of what should be updated. Robert is amazing on the website, and I look forward to new future tabs such as public relations tab, which will be a resource for our club VPPRs; a help wanted tab. If you're interested in helping the PR committee, a description of what we're looking for and how one can assist. We meet once a month to discuss the strategies of the following month. We will also have a tab for our amazing show, Wake up with Toastmasters. We realize not everyone is on social media and that we need to display the recordings on our website and YouTube. Also, if you're interested in appearing on our morning show. Contact Ken Richardson to schedule the time. It is perfect opportunity to talk about your club and journey with Toastmasters. The next few months, we will concentrate on our social media presence. Please remember to comment like and share on your personal page is and on your club pages. Remember, social media only works if we are social.

Respectively Submitted

Jennifer Smith
D115, PRM

CGD Report – Ken Richardson, DTM

September 25, 2021

GOALS

1. We will end the 2021-2022 year as a Distinguished (or better) District. To do this, we must have at least 64 clubs in good standing at the end of the year; at least 1,913 member payments, and at least 26 clubs that are Distinguished or better.
2. Our overall retention rate will be 58.9% or higher.

To achieve our goals, we have:

1. Established a Club Growth Committee

a. Club Retention Chair - Sherrie Parker, DTM, PDD

*Club Coach Chair/Trainer – Phyllis Tribby, DTM, PDD

*Club Support Team Chair, Karen Moirao, DTM

We are working on a “Best Practices” guide for clubs to improve retention. In addition, a Former Member Survey has been developed and sent to club presidents for distribution. The goal is to identify barriers to member retention and develop targeted remedies. Two people have been trained to serve as club coaches. Another three people are awaiting training.

b. Club Extension Chair – Jason LeDuc, DTM

*Chartered the first club of the New Year – Speak, Speech, and Teach

*Set a goal of 20 new clubs for the current year. Identified and now following several promising leads.

*Started a new Gavel Club (PEARL Homeschool) with 26 members.

c. Marketing/PR – Jennifer Smith, PRM

*Established PR Committee focusing on Social Media, Website, and Publications. A major update to the Website is now underway.

2. Developed a monthly District 115 Newsletter

3. Participation and Support for “Wake up with Toastmasters,” “Game Night,” and “educational Enrichment Night.”

Current Club Status

We currently have 64 clubs in good standing (8 or more members); however, 25 clubs have between 9-12 members and 6 clubs have just 8 members. Seven clubs are not in good standing and four clubs have no members. We expect to lose several clubs in the next payment cycle.

Our focus over the next nine months will continue to be club and member retention and adding new clubs to the district.

Respectfully Submitted,

Ken Richardson, DTM

Club Growth Director

2021-2022

Report for Program Quality Director Jean Williams

Submitted September 25, 2021

TLI was held in September and was well attended.

Club officer training – 4 sessions throughout August

All viable clubs had at least 4 officers trained.

Enrichment training started in May – this is an opportunity to allow members to learn a variety of topics. This also allows other members an opportunity to present longer presentations. Every month we present New Member Orientation and Introduction to Pathways. The other topics change each month – look to the District Newsletter for a list of monthly classes.

Game night continues – this is a chance to relax and interact with other members and prospective members

Wake Up With Toastmasters – our Facebook live presentation continues on weekdays. We are averaging over 150 views per episode. We interview three or more guests each week.

Hall of Fame will be October 16, 2021 is planned and ready to go. This is a chance for last years members to pick up their trophies and awards. To attract all members, we will have fun, games, prizes, and food. All members are invited to partake up to their comfort level.

Training Town Halls – to learn what members want for themselves and their clubs. Several members have come to offer suggestions and ideas. You will see these ideas implemented in the next few months.

We are working with PRM Jennifer Smith and Robert Avila to add more content to our You Tube channel.

Thank-you.

Respectfully submitted by Program Quality Director, Jean Williams on September 25, 2021 at the District Executive Counsel meeting.

District Director Report

Carol Campbell

September 2021

July 1, 2021, We as District 115 started our 3rd year. Who would have thought that we would still be dealing with a worldwide pandemic? Certainly not me. I find it encouraging that some of our clubs are moving towards in person and hybrid meetings. The hybrid meeting brings about new skills. After all, I believe that most of us are here to learn something. Speaking of learning, Pathways is our educational program. We need to encourage and remind all members to take full advantage of all that Pathways has to offer. Every month our Program Quality Director Jean Williams has an enrichment night in which one of the classes will help new members to move forward in Pathways. We as a district want to make sure that all the members of District 115 are supported in their goals of Toastmasters.

Toastmasters isn't just about communication; it is also about leadership. I am sure that there are some of you out there that want to sharpen those skills also. If this is the case, please let one of the Trio, Ken, Jean, or me, know so that we can connect you with the opportunities within the district.

We are almost through our first quarter. It is dues renewal time. Has your club submitted their dues? Have you followed up with other members? Have you earned the first quarter incentive of adding 4 new members? The good thing is that you still have time. It isn't September 30 yet?

We have an awesome team this year. They are all willing to help you to achieve your goals. Please share with them what that actually looks like. As we continue to work together to help one another move along our path, we grow together as a Toastmaster family. We need to remember what Ralph Smedley said, "We learn best in moments of enjoyment."