

Minutes District 7 Executive Council Meeting

7:00 PM 09/09/18

John Rodke – District 7 Director

- Welcomed everyone to the district council meeting after some brief instructions
- Reviewed modify agenda
- Explained voting process on the two items of business

Donna Stark - IP District Director read the District mission statement.

John Rodke – District 7 Director

- Asked all district leaders is to try to make that happen in the to help serve those numbers in the best way possible.
- Requested Roll call be taken by Emily Taylor, District 7 Quality Program Director of participants in the meeting to confirm we had a quorum. Emily confirmed we do.
- Reviewed the District 7 org chart. Noting only one position still open in Area 71 and that should be confirmed tonight
- Took a verbal vote to approve the agenda – vote passed
- District success plan - . This is on the TI Website and an email was sent out to Division and Area Directors. Please dispense that your clubs. There's a couple different zones where we're looking for people for high performance leadership projects to be on different committees to try to help with Club Coaching Club building. The goal is to make sure we are serving our members to the best of the best possible capacity.
- Budget review and verbal vote – John gave instructions as to the voting process. Request for a motion to approve was made. Patrick Locke, Area 82 Director motioned that the budget the accepted as presented. Motion seconded by Frank Waterer, Division Director I. Now open for discussion. Justin Harford, Area 41 Director requested to have the budget read out loud.
 - o Cash and cash equivalents per balance sheet as of June 30th 2018 were \$102,800. We need a retention amount as of June 30th of 2019 of \$16,256 with our budget as we have it. Our remaining funds estimated \$33,033.07 at the end of the year. We expect to distribute \$141,533.
 - o We will be gaining income through the conference. Conference expenses are \$19,075. We're expecting to bring in 20,000 dollars through conference.
 - o Marketing expenses - \$50,215 is for the conference and marketing of \$69,290 for TLI.
 - o TLI expense is \$7,980
 - o Education and Training expense is \$17,430
 - o Total of \$25,410 for Education and Training support.
 - o Communications and public relations expense is \$10,665.
 - o Speech contest expense is \$3,050.
 - o Administration expense is \$5,586.
 - o Travel expense is \$23,480
 - o Other Expenses are \$3,259
 - o Total Expenses \$46,833

- John noted we don't usually meet our budgeted amounts or this so we are overestimating to make sure that we can cover what's happening. Normally we end up with quite a bit extra left over and we have more membership payments coming in. We will have a lot more revenue generated. This is at the minimum number estimated by Toastmasters
- Nil Westphal, Area Director Area 11 High Desert Division - Can I report my travel somewhere for expense recovery? John replied yes that is reimbursable and will be covered in Area Director Training.
- Abraham Alfaro, Division B Director – Please clarify the speech contest expense is not tied into the conference expense. John noted it is not tied with conference expenses.
- Marv Serhan, Area 81 Director - Can I have a quick question see a lot of expenses. Can you explain again how the revenue is generated offset the expense offset the expense? I'm not sure where the revenue is coming from. John explained we are receiving an estimated \$65,000 in revenue from our dues and that's based off of last year, which is very low here. We get a percentage of what is paid into International comes back to the district. We also have a reserve in our Treasury and we've been instructed to spend some of that down so we can serve our members and help grow our district. The conference should pay for itself and break even.
- John Rodke called for the question and vote. A roll call vote was taken verbally from each participant. All Ayes, No opposed. Motion to approve the budget approved.

George Hecht - Finance Manager Report

- He has been in Toastmasters since 1996, but this is my first run as finance manager. He is replacing Karen Semprevivo who did an excellent job and presented our end-of-year audit to Jerry Kleppner in the audit team.
- Explained that the audit team looked at every single transaction that took place in our records over the last year and we had a successful audit.
- He noted there is a plan to help with the travel expense reimbursement. John has sent me a list of names which we put into a system called Concur. Once approved this system will allow you to get more quickly reimbursed for distance and other expenses.
- My mission is to serve you and help you with anything you need with financial questions
- Noted he feels good about the way last year closed out thanks to Karen's hard work.
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Division Directors Report

Craig Fronek - Division A

- Will be focusing on membership and clubs. Excited to see a new club is chartered the Area 24, and we're excited about that membership across the area.
- We have 15 clubs. One club is suspended, a corporate Club in Grants Pass Club Northwest. Note looking to grab those members and get him into other clubs.
- Richard Emmons is in Area 21, and he just headed up a training
- Our officer training is good. We just had a secondary training thanks to Richard Emmons Area 21he trained 10 more officers.
- We're just open to keep the communication up with all of our area directors and then always keeping an eye out for where clubs can fit in.

Abraham Alfaro- Division B.

- Division B is doing pretty well. We just finished our trainings. We trained over 50% of our clubs and over 50% of our officers. Thank you to Tim Lewis for organizing the training down here in Eugene and to Bob and Kimberly for getting the training done up North. I really appreciate the effort that you put into it.
- I organized a what I call the distinguished Toast Masters candidates in my division to try and help some folks get through their legacy DTMs. I think some of them have already volunteered to be Club coaches with our new club coach coordinator.
- Crystal and Juliana are working on Weekend Warriors online club. They're trying to get that off the ground for leadership candidates who want to be in leadership positions for next year
- Had Amanda Johnson sign up and she is the Yawn Patrol president this year. I think she's going to put his name forward for Area Director
- There are come non-profits looking for clubs for their employees and we will approach them about opening their own clubs.
- We are likely to lose or have lost the semantic Club. We are looking at Hewlett-Packard starting a club and Kate Arnold has details on that and I'll be attending their meeting

Jenney Thomas – Division C

- We have 17 clubs in division. In the greater Marion, Polk, Yamhill County and Lincoln County to area.
- Just have to give a shout-out to my for area directors. Three of the four of them are on the call tonight. You guys are amazing. Thank you so much for all that. You're doing awesome. I love you
- 82% of the clubs and division have their officers trained. Three clubs have not gotten their officers trained. However, for the super seven incentive, I'm glad to report that there are four clubs and division see who qualify. So shout out to Toasting Excellence, Trans toasters, Capital Toastmasters and Hope Masters and thank you all so I don't think on the call, but Alan adding very helped tremendously with getting the makeup training done in division C. So thank you to Alan Edinger.
- We have one club in Division C, Dallas Toastmasters, trying to Charter.

Elder Brown - Division D

- I'll be reading my report. Regarding Club officer training 13 of the 19 clubs in my division. That's almost 70% have met their training requirement for the summer. And I note that four clubs in the division have already met two goals on the distinguished Club program.
 - As far as membership, nine clubs with a membership of at least 20 and nine clubs that are eligible for Club coaches. We will talk with our club coach coordinator and our area directors to see what we can do to get those clubs coaches that particularly the clubs that want Coaches.
 - Pam Dundrum who helped coordinate was co-chair for our Divisions F officer training that noting not a lot of officers train for our clubs in both divisions.
 - One club in our division that had a booth at a pride festival and sent at least one member to help with the Oak Park Labor Day picnic. We got a lot of interest in Toastmasters from those two booths

Sue Unger - Division E

- It was noted she was division E Director and not on the call. Report given by Svetlana Kralik.
- Just starting my visits and I will have more information at the next meeting.

Pamela Gundrum - Division F

- Just a step up to this position two weeks ago and I'm still coming up to speed. It.
- Unfortunately, our club officer training is was not attended very well. So that might be an area that we focus more on come January to do a better job on that.
- Been in touch with just a couple of the area directors, Lana Rakhimova has been fantastic. Thank you for helping with the club officer training even though she's participating remotely.
- Lana has made the first contact by email and intends to attend club and participate in a meeting role

David. Shehorn - Division G

- On the call but does not have audio. Report read by John Rodke
- 11 of 20 Club officer trained for more with four or more most of the clubs are holding speech contest this fall and the so they do an individual Club contest because we're not having overall District contest.
- They held a four hour advanced officer training seminars in August with over a dozen attendees
- Several clubs were growing with well with above 20 members and most of the clubs have membership drives as fall
- Division G area directors meeting with the city of Vancouver Director of Education about starting an internal Toastmasters Club has a positive outlook possible meet up with HR director in two weeks
- Division G is investigating holding a Halloween week social event. So please post that to the District 7 calendar page, open to all.

Katrina Rodriguez - Division H.

- Katina not able to be on the call, but Area Directors 91, 95 & 96 will report.
- Michael Midghall Area Director
 - o Has been out to visit half the club so far and noticing a pattern which is consistent with what I heard earlier about retention dropping a bit and membership being typical to add members.
 - o Working on encouraging open houses in the first half of this year, strengthening the mentor programs and to push Pathways so that those mentors can best facilitate the new members, I think we did a great job in Division H in the makeup training sessions
- Kat Iversoh Area Director 95
 - o All my club visits are done with reports to be completed
 - o Two of the clubs have close to 20 members down to barely over 12. So nobody's eligible for a coach. Two clubs definitely need more members.
 - o Need to follow up on officer training to see if at least four officers were trained.
- Phyllis Harmon Area Director 96
 - o Not all of them have their member they need, but they got enough members trained to hit the DCP.

- In follow up with Cloud Electric. They are missing in action club and were last year. If they are a viable Club, will suggest they consider being an online option as well as brick and mortar which should help them tremendously and I'll be talking to them about some other options for them.
- Have not started my report yet, but I can tell you that Story Masters of which I'm a member of we just went through a Moment of Truth. So we are on our way to our club success plan and my other two clubs are also in the same building. So it makes it very easy for me to visit.
- Just looked at our stats and we had 17 out of 27 clubs meet their minimum of four officers trained gave us an overall percentage of 63% in our divisions that were trained.

Frank Water - Division I.

- Our primary roll we've got I guess like most of the divisions for about half of I clubs are pretty strong. Some are struggling trying to get some coaches established for those that need it.
- Establishing a best practices open houses, which the strong clubs already doing this but all those are we trying to get them involved in doing that.
- Working on having as a goal to help all of our clubs identifies what members want to achieve. We'd like to have everyone on their firm goals and have our VP of Education in each of the club's active and trying to help the people we get the members to achieve their goals than the club's going to be fine.
- We have several potentials for new clubs. We have a couple of corporate clubs possibilities that we're hoping maybe they will start that but possibly need to open it up the outside members also,
- We've had to do some realignment. We lost the Prineville Club because of the loss of a leader last fall
- We appreciate the support of the district and Cate to help us all training.

Trio Reports.

Cate Arnold - Club Growth Director.

- As Club growth director my responsibilities are to help all the areas and divisions first with membership retention and growth and then new clubs.
After a couple of tough years, and due to a lot of growth in the club's overseas we are actually changing to move cut down our regions in the United States by one and adding another one overseas. So what we're looking at is trying to get our arms around why are people coming, how do we keep them, how do we bring new members and then adding new clubs. We're getting the majority of people through relationships. So through open houses and reaching out to people, that's where a lot of people come.
- The second place is really through the internet. A focus this year is to figure out some of the better advertising things we can do online or through Facebook, Google, LinkedIn and things like that. Those are some of the things we're going to be working on.
- Connecting with the Area and Division director to get a sense of what's going on what's going on with the club's that may need coaches and where do we have opportunities to find new clubs.

Since I have freedom of time, I'm going out to Division I a couple of times to visit with the directors to hear what they think we can do to support them too.

- September we're going to be doing a competition for getting 80% of your members renewed. Club's that get 80% of their members signed back up by September 1st there are incentives like a \$50 or \$100 certificate. Checking to see if that's illegal use of funds or not.
- Feel free to contact me. I'd love to be in touch. I'm happy to come and visit with clubs to visit with people who are interested in starting class. We've got some incentives we're going to be trying to do what we call breakfast and lunch clubs where for instance working with a bunch of the human resource manager groups in the Portland area. We're trying to get together with them. I'll be going out to Division. I'd be happy to meet with some of the local people who might be interested in starting clubs. So what we can do is we can sponsor a breakfast or a lunch or coffee get together with some that are interest may be interested in starting clubs in their areas. So keep that in mind and again, I'm happy to come visit with you and thank you for all your work guys are what make us Toastmasters work. So thank you for your time.

Emily Taylor - Program Quality Director.

- The goal for the program quality is in the mission of the district, build new clubs and support all clubs in achieving excellence. The second part of the mission of the district is really where training and education comes in. The goal this year is to have more distinguished clubs. Specifically having 90 distinguished clubs. We're looking at last year when we're looking at the statistics because of the Pathways rollout and other things that happen in the district. If you read the report you will see what's going on.
- Under training and education the first round of TLI that was June 9. Club officer makeup training in June July and August. Thank you so much Area Directors and Division Directors for taking care of your Division. Check the data; we have a 100 clubs with at least four officers trained. That is a pretty good data and I hope second round will go up. We have 20 clubs which seven officers trained. We have an incentive that went out to the seven the club's that did.
- The second round January 12, 2019 at the Wilsonville High school with the makeup training following that. We created a new position, which is the Training Coordinator. Kathleen Tolly is going to be filling that role and helping the Program Quality position by do more training. Maybe it could be a monthly training, webinars and in-person networking training. We're looking at the calendar to do the training around the issues during the calendar year.
- Update on Pathways - It starts on June 30, 2020. The adoption rate sent out by International to Program Quality Directors and District leaders was that all members. 51.4% was the adoption rate for our district and new members 62.3%. It should be a 100% for every new member after September. The gap be because they're not trained in Pathway or they have not gone to the base camp and login. There's work to be done. If you look at the club officers' rate, it's 63% compared to all new members. What this is saying to me that club officers that are trained are helping the adoption of the pathway. Our Pathways Coordinator is James Wantz. He is creating a committee where he is going to go out and help clubs areas if you put an event,
- Recognition and incentives. We have the Super Seven award, the Club Success that's going on out 25 gift certificate for any club that's accepted the submit a club success plan. More information will follow. D7 Distinguished Clubs that's going to come out. If you're the first club to

be distinguished we're looking for something experiential. We're trying to bring fun and creativity. The division with most educational awards, we're doing that as well. Lastly, the Triple Crown.

- No fall contest or fall conference. Speech contest for National speech and Evaluation contest will be in the spring. We will hold a spring conference, April 26 and 27, 2019 at Camp Whitcomb. Help us generate Buzz around the whole conference.

John Rodke – District 7 Director

- To support the Area Directors we will be doing more training and no Fall Conference The main goal is to have every member gain value from every meeting. If we do that we'll see dynamic clubs where people are achieving their goals. One tool that is underutilized is the Moment of Truth. If we can get all of our clubs doing one, they directly into a club success plan. Submit those by November 15th and get 25 bucks for your Club. The idea is we're trying to help spread the word of Toastmasters and help a lot more people achieve their goals.
- Toastmasters has been called by some as a leaky bucket. Members come in and you have members leaving. But if we're having members that are getting value from every meeting then they're going to come in and if they stay for one speech or they stay for a thousand speeches, they're going to be improving and then they go out and they're marketing for us because they have a positive experience. They're going to spread the word to their friends if they see somebody that can benefit from our organization.
- My ask for you is to write down your why for Toastmasters and your why for being an area director or division director this year. This is a great opportunity. I encourage you to use your imagination get creative and have fun along the way. We're trying to support you in those efforts.
- We have the district structure in place, which has been around for a long time. That hasn't changed. We are in Pathways now. For those that haven't been able to attend directors training yet we'll be having those training dates sent out in the next two weeks.
- Thank you for your effort this year we cannot do this without you. You are our core members that are doing your best to help our clubs and to help our members through it. Thank you for your efforts. I can't say it enough
- Announcements given by Donna Stark
 - o D7 Toasty Awards for the 2017-2018 season will be Saturday, Sept. 22nd, 10 a.m. at Frog Pond church in Wilsonville. Registration is open.
- Thank you all for coming tonight. We are going to be setting up some division director calls and then some division by division calls periodically throughout the next four or five months see how that works.

Meeting Adjourned 8:09 p.m.

Submitted by Robert Pugh D7 District Administration Manager