

# District 7 Executive Committee Meeting

August 22, 2021

## Minutes

Meeting brought to order at 7:00pm by Eldred Brown, DTM, District Director

Lorri Andersen, DTM, Program Quality Director read the mission statements.

### Agenda

Crystal Clark, DTM, Division B Director motioned for adoption of the agenda, Laurie Canney, Division H Director seconded. The motion passed unanimously.

### 7/25/2021 Minutes

Eldred Brown, DTM, District Director shared the meeting minutes from last month's meeting. Eldred called for a motion to adopt the minutes as written. Jim Robison, DTM, Club Growth Director motioned to approve. PJ Kleffner, DTM, Immediate Past District Director seconded. Denise Holmes, Area 71 Director asked if the minutes will be shared somewhere where people can access. Eldred clarified that they will be, upon approval, posted to the website. PJ suggested we send them out before the meeting in the future. Janet Cerasin, DTM, Division C Director asked for a bigger image. Jim Robison suggested Eldred share them in the chat. There was no further discussion. The motion passed unanimously.

### Trio Reports

Jim Robison, DTM, Club Growth Director

We have one club that has requested a coach. 50% of clubs are eligible for a coach. If you know anyone who would like to be a coach get in touch with Tamsen Corbin or Jim Robison. AssuredPartners Corporate Club's demo meeting is scheduled for Sept 8<sup>th</sup> at noon. If you're interested in joining, let Jim know. The Debate Club is meeting every 4<sup>th</sup> Friday at noon.

For clubs that started the year with under 20 members, if you're able to meet the Distinguished Eligibility level of membership by the September 15<sup>th</sup> or March 15<sup>th</sup> (dues cycles) you'll receive one Speechcraft Bundle. Additionally, for clubs that start below 20 members: A \$15 TI gift certificate will be awarded for each net growth dues paid membership at the end of June 2022, up to 20 total members. For any club scheduling a Special Event, if they have it announced on the D7 calendar one month in advance, once a quarter the District will provide the club a \$50 Boost to an online advertisement.

There's a New Member Survey to be sent to every new member. Every member who completes the survey is entered into a monthly drawing for a random prize. The Survey asks new members a little more in-depth about what brought them to Toastmasters, how they found the club, and what they hope to accomplish. We will also send out a guest survey to clubs which will ask questions about how they learned about Toastmasters, how they found the club, what was their guest experience, did they decide to join, why or shy not? Every guest who completes it will be entered into a monthly drawing for a \$20 TI gift certificate. The club will also get entered into the drawing. We want to reward both the guest and the club.

District 7 will award a \$100 gift certificate from TI to any member who submits a new club lead that results in a chartered club by 6/30/2022. All leads will be entered into a drawing for a \$25 gift certificate. New clubs chartered by 6/30/2022 will

receive their choice from a selection of club materials up to a value of \$200. Examples include: custom club banner, portable lectern, timing light, lectern banner, the writings of Dr. Smedley, HD USB Webcam & Microphone, and sets of Toastmasters pins or badges.

There will be a club website contest and a photo contest, details are still being determined. It will include prizes to reward clubs for having an effective online presence. TI used to have a club newsletter contest, this is similar to that.

Eldred Brown, DTM, District Director requested that everyone re-mute if not speaking.

Lorri Andersen, DTM, Program Quality Director

The first 20 clubs to finish their Club Success Plan before the end of September 2021 will win a \$50 TI gift certificate payable to the club. To clarify, this is the 22-page Club Success Plan. Send the completed version to your Area Director. Additionally, the first 20 clubs to finish the Moments of Truth before the end of October 2021 will win a \$50 TI gift card.

Area and Division Directors please spend some time to complete your own success plans; complete by September 30<sup>th</sup> to receive a Spirit Jersey and Bluetooth earbuds. Area Directors that have 75% of their clubs complete a Club Success Plan will also get a reward. If club's have seven total officers trained, they will win a \$50 TI gift card (by Feb. 2022). Clubs that become distinguished by April 1<sup>st</sup> and by June 30<sup>th</sup> will get a gift certificate. We are focusing on distinguished clubs this year.

Eldred Brown, DTM, District Director

Eldred encourages everyone to communicate the incentives to their clubs. Eldred asked Lorri to clarify one of the incentives: she clarified that there are club success plan incentives and Area/Division success plan incentives. If 75% of the Area or Division turns in their success forms, the director will receive an award.

Changes to District Leadership Team. There was one resignation: Ayu Ananyta, Area 22 Director resigned; she promises to serve and support all her home clubs in District 7. Five Area Directors were added: Area 31, Cynthia Jones, DTM; Area 33, Lyle Schellenberg, DTM; Area 34, Katherine Start, DTM; Area 91, Daniel Brewer, DTM; and Area 96, Leanna Lindquist, DTM.

The Zoom account was transferred from the TI Enterprise account to a D7 Pro account. There were nine license purchases, one for D7 events and one for each division. The D7 Zoom Master Team is led by Ellen Ino, and there are one or more Zoom Masters for each division. Please coordinate with Ellen or your Division Zoom Master to set up events. Please beware of security issues (don't share your Zoom event passcodes on public media).

Distinguished Success Plan Collaboration Effort

Eldred Brown, DTM, District Director envisions that the District Success Plan be something we work on together. He doesn't just want the trio to work on this: he wants the whole DEC to work on it.

Eldred went over the ground rules for this discussion. It was requested that comments be limited to one minute. The discussion was to be limited to around 45 minutes. Participants were allowed to speak multiple times if they wanted. Eldred shared the District Success Plan document and explained how the document works (i.e., after we submit the document, we can still make changes to it).

Jim Robison, DTM, Club Growth Director suggested we go over it here and then give people an opportunity to send feedback throughout the week.

Miranda Moy, Area 82 Director suggested we just go over a few items to limit it for tonight.

Eldred decided on team goal setting. He began with the drop in membership payments over the last year.

Zaida O'Connor, Area 24 Director mentioned that the problem is how do we encourage all the members to invite guests to the club meeting. One or two members inviting guests is not enough. How can we motivate members to invite guests?

DeeDee Fitch, Area 64 Director thinks that if District Leaders were present at club meetings, club members would feel like they were part of a larger community, and would feel more encouraged to grow the community.

Jim Wolak, Area 32 Director added that special meetings are great, and a meeting devoted to members bringing guests can work.

Jim Robison, DTM, Club Growth Director supports DeeDee on making people feel like they are part of a bigger community. The Area Director is the first point of contact for the new member to get to that wider Toastmasters world. We can encourage inter-club events outside of contests. Try to think about ways we can encourage inter-club interaction.

Laurie Canney, Division H Director said one of the biggest issues she's seen is burnout of existing people. People are holding multiple leadership levels to help, but this is taking a heavy toll. We are encouraging growth, but we also need to help the people who have been here a long time. People who have been in Toastmasters a very long time are disappearing. Our core people need the love too. The biggest thing she's heard is that it's just not fun anymore.

PJ Kleffner, DTM, Immediate Past District Director added that the biggest source of new members we get is word of mouth. He's heard from a number of clubs that they're using club gift certificates as incentives for membership drives. The other thing he wants to mention is that TI added another budget item for the District: marketing outside Toastmasters. And we have been advertising outside on a variety of platforms.

Charissa Yang, Public Relations Manager said that we are advertising on Twitter, Instagram, Facebook, and LinkedIn, and if you let her know your handles so she can share you. Be sure to invite past members. Any event is a good excuse to invite past members. Have a mindfulness about serving the members: don't be afraid to invite them to other clubs.

Lorri Andersen, DTM, Program Quality Director added that the Club Success Plan and Moments of Truth go into all of these things; she encourages folks to really look at the success plan and ask what we can do to make things better for our members. If you're not familiar with the Moments of Truth, there's a learning module available on that through D7.

Zaida O'Conner, Area 24 Director believes for every issue there is a root cause. We are lacking in members in many cases. The root cause is not having enough members.

Eldred Brown, DTM, District Director said a lot of the burnout is caused by the workloads that are not distributed enough.

DeeDee Fitch, Area 64 Director had a quick tip: the club has had two off-club, off-site social events. Both were successful and both were fun.

Another goal: Distinguished Clubs. What can we do to increase our percentage of Distinguished Clubs? The majority of clubs are good at achieving education goals, but membership is difficult. What can we do to improve our educational services?

Jim Robison, DTM, Club Growth Director suggested that we should make sure that individual goals are met (the club should be focused on this). Some members will show up at a club meeting and have a tangible goal.

Suzanne Loeb, DTM, Division G Director added that we need to set a good example in clubs as leaders. A lot of clubs have gotten a little sloppy, they make up speeches on the fly with hotseat speeches. We need to make it fun and recognize effort. Bring up the quality of meetings. Show a good example, encourage everyone to make it fun, and really focus on Pathways.

Denise Holmes, Area 71 Director had a couple suggestions. One, for clubs that are larger, if there's a way to crowdsource speech slots and share speakers with smaller clubs, that would be ideal. Two, higher level projects are more complex. In Voices or somewhere else put how-tos on how to do those larger projects. At a District level, if we have projects that would fit, it would be a good way to kill two birds with one stone.

Jim Robison, DTM, Club Growth Director had the idea of a speaker exchange, where we have a spot on the website where speakers and clubs can find each other. Additionally, compiling a list of District Items that need doing and would fit with a higher level project would be good.

Denise Holmes, Area 71 Director had one more idea: there may be some consistent messages that could bear repeating.

Eldred Brown, DTM, District Director said "overcommunicate" is something he wrote down. It's better that we communicate via a lot of different channels. Denise says some cyclical reminders would be helpful.

Laurie Canney, Division H Director added that she would cross-promote across her area or Division when there were events going on. There are leaders available to help and fill special speaking or event roles. We should have a speaker exchange put up.

Eldred Brown, DTM, District Director said more clubs can promote events on the D7 calendar. Laurie added that some people don't look on the calendar. Jim Robison, DTM, Club Growth Director said several years ago most events would appear on the D7 calendar. Over several years, more club events have dropped off and he wants to encourage more club events to be added back in.

Jamie Gould, Finance Manager says that there have been some challenges with marketing. Jim Robison, DTM, Club Growth Director clarified there actually is an incentive for this. The District will market club events put on the District Calendar (see above, under trio reports).

## New Business

Eldred Brown, DTM District Director called for new business.

PJ Kleffner, DTM wanted to share that PR Masters is an awesome club. What if we started speciality clubs for each club officer role? This has been on his mind and may with worth a try.

Miranda Moy, Area 82 Director wanted to point out that these DEC meetings are helpful for her. She thinks this makes her a better Area Director.

Jim Robison, DTM, Club Growth Director wanted to mention there is a push to start a new club for Zoom Masters to really enhance our Zoom skills.

No other new business was mentioned.

#### Announcements

This week is the International Convention (August 23-28). It's all online, and you get to participate to a limited extent for free. For an additional \$25 you get full access. The International Business Meeting is on Friday.

September 1<sup>st</sup>: Learning Lab webinar: "Nuts and Bolts – Club Charters R Us" by Emilie Taylor, DTM, Past District Director

September 12<sup>th</sup>: DEC Meeting; Special DEC Meeting that needs to be conducted before we do our fall business meeting.

September 18<sup>th</sup>: District Council Fall Business Meeting; this will include all of the DEC plus the rest of the District Council.

September 25<sup>th</sup>: Celebration of Leadership 2020-2021. Keynote from Gary Schmidt, DTM, Past International President. Humorous Speeches. "Of the Year" awards. Spirit awards presented by the trio. Registration information is on the D7 website.

All other events are posted on the D7 website.

#### Adjournment

Eldred Brown, DTM, District Director called for a motion to adjourn. Jim Wolak, Area 32 Director motioned to adjourn, PJ Kleffner, DTM, Immediate Past District Director seconded. The motion passed unanimously.

Eldred adjourned the meeting at 8:24pm.

Minutes compiled and submitted by  
Graham Smith  
Administration Manager  
September 1, 2021