

District 7 Executive Committee Meeting

January 23, 2022

Minutes

The meeting was brought to order at 7:00pm by Eldred Brown, DTM, District Director.

The Mission Statements were read by Suzanne Loeb, DTM, Division G Director.

Adoption of Agenda

There were no objections to the adoption of the agenda.

Adoption of 11/21/2021 Minutes

There were no objections to the adoption of the 11/21/2021 minutes. They were approved as written.

District Officer Reports

Lorri Andersen, DTM, Program Quality Director

Club Officer Make-Up Training. The training started Jan. 17. Each office has at least six training dates. Area Directors have notified their clubs of the schedule. There are twice as many make-up training dates as last summer. Ask all of your clubs to register early. Lorri wants to set a Division/Area goal for the highest percentage. There's an incentive: If you have seven officers trained you'll receive a \$50.00 Club Gift Certificate.

Learning Labs. There is a Successful Club Series on Feb. 2 and Pathways on Feb. 16, Mar. 2 Story Telling to Make a Point and Mar. 16 Pathways. Have the officers of your clubs visit the Pathways Learning Center on the D7 website: <https://d7toastmasters.org/pathways-learning-center/>

Area Contests are Jan. 29 through Mar. 25. The D7 Conference is May 13 and 14. Summer TLI is June 3 and 4. Triple Crown, Pathways Mentorship, COT (club officer training) can all help your club work toward being Distinguished.

If you'd like to be involved in District events or projects contact Lorri.

Eldred Brown, DTM, District Director

The Area 84 Director is now Peter De Graff, DTM. Our new Webmaster is Bob Hall, DTM.

Audit Committee. There's a mid-year audit due to World Headquarters soon. Our audit committee has been formed and the chair is Brian Richardson.

The Alignment Committee has been mostly formed and is chaired by Ginger Killion, DTM. We have to have one member from each Division. Full Realignment Report is due by Mar. 31.

Mid-Year Training. It was held on Jan. 8 with Speech Contest Training and Effective Meetings. There were 30 attendees, this training wasn't required by WHQ, so recording will be made available. If you weren't able to attend, let Eldred know.

D7 Events Calendar. There were a lot of good events, keep them coming.

Eldred called on PJ Kleffner, DTM, Immediate Past District Director to talk about the leadership committee. They still need 4 Division Directors. Nominees are due by Feb. 1—contact PJ Kleffner. PJ clarified that he is also collecting names for Area Directors.

District Success Plan

Eldred Brown, DTM, District Director went over ground rules of this discussion. Discussing where we are now, where do we want to be and if we're behind what do we need to do to catch up?

Eldred showed a list of Clubs and where they are in terms of current distinguished status. Crystal Clark, DTM, Division B Director asked for a copy of this list. Eldred said he would send it out to the entire DEC. Around 20% of clubs are making excellent progress towards Distinguished or better. Eldred believes we are a bit behind schedule for this time of the year in terms of this progress.

David Freedman, Area 54 Director asked if once we're back in-person we'll have better membership and numbers. Eldred agreed that every club has been hit hard by COVID and is impacting our numbers and making it difficult to get new members.

Dave Bones, DTM, Division D Director asked if Eldred could Zoom In so the group can see the list better.

Leanna Lindquist, DTM, Area 96 Director added that if we were back in the real world we could have an event at Frog Pond to have a potluck and drum up new members. Could we have a virtual Frog Pond where we have a membership workshop? This might give struggling clubs some hope and a little boost.

Jack Standeven, DTM, Area 33 Director has a problem with two of his clubs that really don't like Pathways. They show up and give speeches, but they don't want to engage with Pathways. He isn't sure how to get them engaged. He had a club that had a member slowly encourage everyone. If anyone has any ideas Jack is welcome to them.

Jim Robison, DTM, Club Growth Director noted that some clubs have gained or retained members. A common feature of these clubs is quick follow-up after someone contacts the club. With in-person meetings there would always be a lot of follow-up, but clubs have not gotten in the habit of keeping that follow-up in virtual meetings. Also, every club should have information out there to make it easy for people to find them.

Lorri Andersen, DTM, Program Quality Director noted that the learning Labs might be helpful, and she was wondering if sending the members a link would get them to look at them. Lorri can send the links.

Dave Bones put out an open invitation to Jack for Dave to come by to the clubs to answer some specific questions.

Ellen Ino, Zoommaster is proud of Portland Progressives being 100 percent in Pathways. Ellen loved the manuals, but she felt she should be in Pathways in order to mentor her members. She's proud of her progress. The D7 website is helpful. In general, you have to make it personal for the member; Pathways projects can fit with a lot of work and personal projects.

Jack added that he will follow-up with Dave Bones. He thinks it's just of matter of trying to sell it through various methods. He thanked everyone for their suggestions.

Eldred proposed the idea that goals need to be specific and measurable. We have the timeline of June 30, but what goal should we have by then? Should we shoot for having 30-50% of our clubs Distinguished by June 30?

Jim Robinson asked what the percentage last year was. Eldred said it was around 25.5% to his memory. Jim added that we should break it down by Division and Area so Directors can have a goal to have more clubs Distinguished than last year.

PJ Kleffner, DTM, Immediate Past District Director said 40% would make the District Distinguished. Jim added that a lot of clubs last year had completed the necessary goals but didn't reach the membership requirement. The consensus was that membership was important.

Jim Robison shared about the new TI award: District Club Strength Growth award. When you're District's average club size increases by 10% or more, you'll receive the award. This award measures net growth. Think about this in your Divisions and Areas. Eldred asked if Dual Membership would help us achieve this goal. Jim believes Dual Membership does count for this.

Building New Clubs

Jim Robison, DTM, Club Growth Director says a goal is to add one new club per Area. There are a lot of places that don't have clubs, but could support one. For example, Klamath Falls used to have a club but doesn't any more. We can also look for other organizations that may serve as a base for a new club (a center of support).

Zaida O'Connor, Area 24 Director added that they were working the Klamath Falls Chamber of Commerce but that fell apart with COVID. There are still folks in the area who miss Toastmasters. Zaida has a list of former members, and she will send it to Jim. There is potential in the area for a new club.

Jim pointed out that you don't have to travel far to join a new club because of Zoom. There are even new dispersed clubs that are scattered all over the country. These tend to be focused on specific affinities: Debate Clubs, Notary Public Clubs, Writers Club.

Crystal Clark, DTM, Division B Director said that Advanced Clubs are an option too—chartering some advanced clubs in various Divisions. Rebooting dying clubs is helpful too.

Lorri Andersen, DTM, Program Quality Director clarified that you have to check carefully with Toastmasters International on Advanced Club requirements. Contact TI for more information. Tillamook is a potential area for new clubs as well. Jim says to send him new club leads.

Leanna Lindquist, DTM, Area 96 Director clarified that we have speciality clubs and not Advanced Clubs (there's no prerequisite to join). These type of niche clubs are great.

Bob Hall, Webmaster mentioned that in terms of Rural Possibilities, Farmers Markets may be a good place as improving sales skills is important. Additionally, marginalized groups who don't have as much of a voice in their communities. These could be areas of focus.

David Freedman, Area 54 Director mentioned that he joined Toastmasters to improve his acting skills. Table Topics alone helps with improvisation skills. Having a club that combines acting and public skills.

Jim mentioned that corporations are another area where clubs thrive. David added that Metro used to have a club.

Jim added that Medical Centers are major employers. These are opportunities for clubs, and hospitals have meeting rooms.

Lorri added that halfway-chartered clubs like Debate and Let's Get Digital. Can the District promote these clubs?

Jim asked the Area Directors to think about one solid new club lead in their Area and identify it to Jim.

Jim confirmed we can set up a new page on the website specifically dedicated to chartering new clubs. We can steal another Districts resources.

Matthew Douglass, DTM, Area 95 Director said the notion of the Area is a little difficult to have a conception of what his Area is. It would be nice to have a better idea of what an Area is (geographically). Jim clarified that an Area doesn't have solid boundaries. For Area 95, Jim mentioned that Forest Grove would be a good place to look at for new clubs. The YMCA is also a good place to look.

Jim wants a solid lead from each Area Director. The District can follow-up. If you can also find someone who can be a club sponsor, that would be good.

Ellen asked if the District has someone who can do the sales pitch to the lead. The Area Director doesn't need to do that pitch, they just need to provide the lead.

There were a lot of ideas in chat: Large school Districts, Tillamook Creamery, large retail/wholesale centers, Moda Health.

Jim asked Etsuko Murozono, Area 75 Director about leads downtown, but she didn't have too many ideas yet.

New Business

There was no new business.

Announcements

Eldred Brown, DTM, District Director reminded everyone to schedule their speech contests with Ellen Ino, Zoommaster and to put them on the District Calendar.

David Freedman, Area 54 Director asked for volunteer judges at an upcoming Area Contest.

Jim Robison, DTM, Club Growth Director directed everyone to the District website as there is new content being added. There is now a form under the "About the District" link for folks who want to volunteer with the District. There are also forms available on the District Incentives.

Ellen said we also need to schedule contestant briefing times. Please contact her to get those scheduled.

Bob Hall, Webmaster asked Jim if he wanted to share the changes to the District email addresses. Bob clarified that there is a security concern with the user IDs and Passwords for District Positions. The solution may be a unique user ID and Password assigned each year. Everyone needs to test and check their own D7 address.

Lorri Andersen, DTM, Program Quality Director announced that there will be a different website to sign up for TLI volunteering.

Jim mentioned that they are looking for a website Calendar Master.

Eldred mentioned that email aliases follow a consistent format. For example, Division A is diva@d7toastmasters.org. Area 63 would be area63@d7toastmasters.org.

Dave Bones, DTM, Division D Director said you if you hover over a person's picture on the website, you'll see the email address.

David Shehorn, DTM, Parliamentarian offered everyone a free coaching session.

Adjournment

Eldred Brown, DTM, District Director adjourned the meeting at 8:30pm. There were no objections.

Minutes compiled and submitted by

Graham Smith

Administration Manager

February 21, 2022