

District 35 — 2014-2015

DEC Meeting Minutes – September 20, 2014

Chula Vista Resort, Wisconsin Dells



Meeting called to order at 9:30 a.m.

Attendance:

Craig Carpenter
Rhonda Williams
Cindy Laatsch
Kris Pool
Sue Kohut
Peggy Hanson

Linda De Clute
Keith Cumiskey
Barb Weisenberger
Doug Anderson
Dave Reed
Amy Linn-Strosin

Julia Boss
Irv Snider
Mark Nienow
Carol Doleysh
Therese Miller
Ron Morishita

Guests:

Ann Pacheco
Mary Jo Monday

District Governor Opening – Craig Carpenter

- Welcome

Secretary and Quorum Report – Kris Pool

Minutes from today's meeting will be submitted for review and approval, then posted to the TM35 website and emailed to all DEC members; same for the written reports.

18 members and 2 guests in attendance

17 members needed for a quorum – a quorum is present

Treasurer Report – Sue Kohut

- Report submitted to secretary and will be uploaded to the website.
- Check book balance as of August 31, 2014 is \$20,203.30; reserve balance is \$33,856.65.
- Tax exempt number for purchases is available on the district website.
- Reimbursement forms must be submitted within 60 days. When submitting reimbursement forms, document as much detail as possible. When reimbursement checks are received, please cash as soon as possible.

Public Relations Officer Report – Richard Seelig (absent)

- No report submitted.

Lt. Governor Marketing Report– Cindy Laatsch

- Report submitted to secretary and will be uploaded to the website.
- Shared some lessons learned from the International Convention trip to Malaysia.
- Marketing: Working on a communication plan to address the trio's vision and overall view of the District activities for the year
- Club Building: two new clubs already this year. District is challenged to be Select Distinguished and grow to 117 clubs.
- Performance: 578 membership payments have been made so far this year.
- Goal is to have 50 clubs reach Select Distinguished status this year.
- Retention: New Membership Growth contest to tie all 3 membership contests together and covers the entire year. Each club that meets the "5 new members" for the Smedley Award will receive \$25 Toastmasters bucks, and an additional \$25 TM bucks each for the Talk Up Toastmasters and Beat the Clock contests if 5 new members are achieved. If a club adds 5 new members during all three membership contests, the club will receive an additional \$25 TM bucks (total of \$100 TM bucks). TM bucks can be used to purchase items to encourage engagement and reward members for their support. Each Area and Division Governor who has a club(s) that meet all three contest goals will receive a \$25 gift certificate.

- Allan Shaner, International Director, will attend the fall conference. The District is looking for corporate visits while he is here.
- Rich Boomsliter will continue as the Net 5 chair. Mary Jo Monday will be the New Club Coach chair.

Lt. Governor Education & Training Report – Rhonda Williams

- Report submitted to secretary and will be uploaded to the website.
- Suggest all DEC members review the submitted reports because not all the information is fully detailed at the DEC meeting and/or in the minutes.
- TLI – success of having name badges for officers that attended Southeast and Metro Division. Division Governors had to get officer lists on their own since TI had not yet released the officer lists. Club officer elections should be the first meeting in May; send a reminder to the clubs prior to the election and have the new officer list and contact information submitted to the Lt. Governor Education & Training.
- Change made for newly chartered clubs to reach the officers trained DCP goal.
- Speech contests are underway.
- Due to rising costs and in order to continue to keep the conference revenue neutral, the registration for the fall conference was increased slightly.

Immediate Past Distinguished District Governor Report – Jennifer Smith (absent)

- Report submitted to secretary and will be uploaded to the website; the District Governor read the report.
- Be aware of communicating with all members with a responsibility to protect personal information. Email addresses should be sent as “BCC” – blind carbon copy. This prevents others from seeing who is on the distribution list and it cannot be used again.
- Email to Toastmasters should be business only; please utilize other avenues to promote products or non-Toastmasters events to members.
- On all communication going out, include the link to the district website and materials published for quick and easy reference.

District Governor Report – Craig Carpenter

- Report submitted to secretary and will be uploaded to the website.
- Trio traveled to Malaysia for the International Convention.
- Thanks to the Division and Area Governors for putting on the TLI sessions. Wonderful feedback has been received from the attendees.
- It's been interesting watching Cindy and Rhonda performing in their roles and seeing their style of accomplishing goals.
- Fall conference – tour of the facility is offered after the meeting. Members are encouraged to also attend the luncheon and banquet to help reach our contract goals for the conference. Saturday hours for the fall conference are 8:30 a.m. to 9:00 p.m.

Club Coach Program – Mary Jo Monday

- Club coaches have a unique opportunity to help another club grow and rebuild.
- Clubs can ask for a club coach when they have less than 12 members. If a club is over 12 members but ask for a club coach, they should work with their Area Governor. Clubs shouldn't wait until they are below the threshold before asking for a coach.
- Club coaches offers suggestions and help lead the club in a new direction, not necessarily do the work themselves. Coaches uplift members and encourage them to take responsibility.
- Qualifications for a club coach – they are not a member of the club they are coaching, District Governor or Lt. Governor Marketing may appoint up to two club coaches to a specific club, and coach can be reassigned for a second year.
- Printed materials are available from TI.
- Plans for the year include: Submit articles in the district newsletter on club coaches and sharing of ideas and best practices. Table will be set up at the fall conference and spring convention to share additional information about club coaches, plus a round table discussion with all club coaches and a panel discussion for conference/convention attendees for future club coaches. Recognition and prizes for club coaches. Monthly conference calls for current coaches and future coaches.
- Theme: Keep Calm and Coach On.
- Discussion: Find out from coaches what were the successful things they did as a coach. Follow-up after a club receives an approval email that they have been approved to have a club coach, but no coach has been assigned; can there be a timeframe to assign coaches? Asked about the recognition of being awarded ALS; this has been forwarded to the International Board. Develop a list of competencies and skills that are developed from being a club coach.

Training – ‘Understanding the Club Dues Cycles’ – Rhonda Williams

- District officers must understand how and when clubs lose members; they lose them specifically twice a year when dues are not paid during the dues renewal periods in October and April.
- Dues can be paid for a whole year or six month; TI has this capability now.
- For every member lost, the club needs to add two new members in order for a net gain.
- Reference the club performance on the dashboard, club report, or download the membership list. Be aware of graced memberships that remain on the membership roster for two months.
- Reminder: dues should be paid online by September 30 to count toward the DCP goal.

Open Discussion – all members

- New website for TI is coming out that should be more user friendly.
- District website and club websites – district is moving from TM35.org to Free Toasthost which means clubs need to move their websites as well. No update received from the committee on the transition; they will put together instructions to migrate over to the new website. Brian McDonald is the creator of Free Toasthost and will be available as a resource.
- Brendon Smith will put together an instruction sheet for Division Governors and the Trio on how to update calendar meetings.
- No date for the REP rollout.
- Discussion on reasons to replace Table Topics with Tall Tales contest.

Meeting adjourned at 11:42 a.m.

Respectfully submitted,

Kris

Kris Pool, ACB, ALB
District Secretary