

District 35 — 2014-2015

DEC Meeting Minutes – December 20, 2014

Via Conference Call



Meeting called to order at 9:00 a.m.

Attendance:

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

Keith Cumiskey
Barb Weisenberger
Doug Anderson
Lori Namur
Sue Wittman
Amy Linn-Strosin
Julia Boss

Mark Nienow
Tina Grezinski
Scott Wuerch
Carol Doleysh
Heidi Schneider

20 members and 0 guests in attendance

17 members needed for a quorum – a quorum is present

Treasurer Report – Sue Kohut

- Written report submitted.
- At the end of November, there was \$25,269.57 in our checking account.
- The balance in the holding account at Toastmasters International as of the end of November is \$48,492.14. Approximately \$9,000 of this must stay in the account and is not available for spending.

Lt. Governor Marketing Report– Cindy Laatsch

- October dues period ran through end of November. Tracking well to reach
- District marketing team to focus on club membership
- Meeting with teams.
- Effective last week, taking on Club Coach role; Mary Jo needed to step down due to work priorities.
- Conference calls to be scheduled for Club Coach, Club building, etc.
- HPL begins in January

Lt. Governor Education & Training Report – Rhonda Williams

- Thanks to everyone that submitted prospective area governors on the club visit forms; this helps identify future leaders for those roles.
- Nine clubs hold semi-annual club elections; five have not yet updated their club officer list. Deadline is December 31; if it is not updated, they will not be able to log into TI website on January 1. If elections were not held, suggest either updating with current officer list or amend bylaws to hold elections annually.

Immediate Past District Governor Report – Jennifer Smith

- Will be the Realignment Chair for this coming year. She would like to receive input from division and area governors on this as she begins working on this in January. Please email Jennifer to schedule a one-on-one conference call for discussion.

District Governor Report – Craig Carpenter

- Deepest gratitude to Division and Area Governors for your time and efforts to get all clubs to renew. Three clubs dropped membership as expected, but all the rest renewed.
- Website should be up and running on December 31 as previously announced. Jim Kohli is assisting with the "auto" forward when someone accesses the old website to redirect them to the new site. Special thanks to Brendan Smith for all his work on the website; Peggy Lee Hanson will be the new website administrator.
 - Redirect for the club websites will not be readily available for the clubs. When new website is created, change club profile on the TI website to the new website. Will need to reregister on all search engines as well.
 - Work with the team from Free Toast Host to customize from the old site to the new site.
- Looking at numbers in the district, President's Distinguished is a distinct possibility.

10 Minute Discussion for Each Division Governor

- Southeast – Doug Anderson
 - S3 – Rock Solid held elections last week; will verify they submitted club officer list.
 - Area Governors – Speechcraft scheduled in 2015.
 - Working on TLI with Metro Division Governor. Venue, date, time confirmed.
 - Held Moments of Truth in Division for struggling clubs.
 - Working on areas a struggling club is different from non-struggling clubs. Gained some insights and looking into metrics for indicators before they are struggling.
 - What can the District do to further improve in the district? Plan for TLI is for clubs and areas that do not know about Tall Tales to have a handout that anyone can use. Also have an evaluation focal point person to have one direct person to contact and receive documentation and do data analysis.
 - Tall Tales videos are available on YouTube. Will utilize information from Tom McFarlin on the handout.
- Northern – Barb Weisenberger
 - December newsletter outlined a lot of the activities in the Northern Division.
 - Planning a TLI January 31 for a full day format. TLI training in the morning, then the afternoon will be an Evaluation Clinic for everyone to help fine tune their evaluation skills. Asking for high attendance and assistance in promoting the session. TLI will be held in Black River Falls at the Comfort Suites.
 - Fond du Lac utilized the Giving Effective Feedback (Evaluation) in the Leadership Excellence Series.
 - N1 and N2 do a great job with Speechcraft. N3 and N4 had only held one Speechcraft over the years. They are trying to organize an area-wide Speechcraft with all clubs participating.
 - How to encourage people to attend?
 - Speechcraft setup at a corporate entity were more successful. General public is more difficult; include ways to promote interest and include media promotions.
 - Communication is internal and external. External for publicity. Internally, there is often a lack of response.
 - Can set up the email as a “read receipt”
 - Be sure to include a deadline for response.
 - Message line to be specific (response requested and topic)
- Metro – Keith Cumiskey
 - Retention – membership and club
 - Two of our three goals for the district revolve around these. Active members at dues renewal was 77%. Every six months, we are losing about 25% of our membership, then we need to replace those members. What are some ways to focus more on the retention in addition to attracting new members?
 - Having a mentor – for both new members and seasoned members – and go back to the basics.
 - Recognition of individual achievements – educational awards.
 - Member interest survey – What are their goals and what motivates them? How far do they want to go in TI? Do you want to be an officer?
 - When do the clubs lose the members? After reaching the CC or after a few years.
- Eastern – Linda De Clute
 - VP Membership passes around a signup sheet for new members to sign up to do simple things (timer, grammarian, etc.) to get the opportunity to participate.
 - Challenges are members leaving and coming in and maintaining the 20 membership level.
 - Deer Tales, new chartered club, has been doing well and have creative initiatives (themed meetings, open houses, etc.). Clubs utilizing PR and social media to creatively promote clubs.
 - Trying to make contact with E3 with no response. 4 clubs in the UP that will take care of the area governor responsibilities.
 - E1 Area Governor – trying to use new creative strategies to promote the clubs. Looking at the small things that can be done – send out personalized thank you cards to guests and newsletter editors.
- Central – Peggy Lee Hanson

- Improvement on the dedication among the clubs and club officers and members. Make it personal and professional.
- Trek Toastmasters – last clubs to submit dues in the division; last meeting had tremendous attendance.
- Area Governors are working with clubs to keep energy level high.
- Questions on new educational materials that will be coming out – who to contact with questions.
 - Once the REP is rolled out, there is a two-year grace period to continue with current educational goals.
 - Refer to Kathy Shine for any questions.
 - Old designations will still apply to members.
- Youth leadership – there is a current program in Madison schools on community service and public speaking is a part of that.
 - Work with Paul Hunt, Kathryn Becker, and Kathleen Wesslink-Fredrickson.
 - There is a 4H group that is interested in Communication Festival Day to help with public speaking.

Closing Remarks and Announcements

- The January 24, 2015 DEC meeting is cancelled due to several TLI sessions previously scheduled.
- Next DEC meeting is scheduled for Saturday, February 21 at Chula Vista Resort in the Wisconsin Dells.
- Eastern has TLI and contests scheduled at the Bordini Center in Appleton. Check the website for details.
- \$200 is available to each Division to assist with their TLI sessions (for copies, reserve space, coffee).

Meeting adjourned at 10:16 a.m.

Respectfully submitted,

Kris

Kris Pool, ACB, ALB
District Secretary