



**COUNCIL BUSINESS MEETING
TOASTMASTERS DISTRICT 35
SEPTEMBER 17, 2022**

MINUTES

The meeting was called to order at 9 a.m. by District Director Jennifer Kibicho, DTM.

Jennifer Kibicho showed and read the District Mission statement.

Jennifer Kibicho reviewed the meeting agenda.

Tom Rozga reviewed the voting procedure.

Credentials Committee Report: Eric Young reported that we had a quorum.

Approval of May 7, 2022 minutes:

Jennifer Kibicho asked if there were any corrections. Yuriy Ksenidi noted that his name was misspelled; it should have a “y” at the end. With no other corrections reported, Jennifer Kibicho moved that the minutes be approved as corrected. Tom Rozga, DTM, Parliamentarian, said that no motion was required.

District Budget presentation – Finance Manager Paul Freiberg, DTM:

He reviewed the highlights and noted that it was posted on the District website for review. He then motioned for the adoption of the budget as presented; Kris Pool, DTM, President – Sheboygan Toastmasters Club 2121 seconded. Questions about social media, inflation being taken into consideration (it is), and speech contests were asked and answered. A simple poll was then sent to everyone. The budget was approved unanimously.

Financial Report – Paul Freiberg, DTM:

- The Audit Committee consisted of Tom Rozga, DTM, Laurie Baker, DTM, and Justin Gottfried, DTM.
- Available funds are \$54,760.98.
- The June 2022 year-end net income was \$7,735.87.

- Overall revenue was down, due in part to COVID and resulting hybrid events.
- They are using the Concur expense portal to submit expenses.

Year-end Audit Report – Audit Committee Chair Tom Rozga, DTM:

- The audit was conducted on August 29, 2022.
- The Concur system was very helpful.
- No significant or auditable issues were found.
- They found that per Toastmaster International rules, any expense over \$500 needs to have approval of two of the Trio (which was not always done). Toastmasters International approved those expenses. Paul Freiberg is taking steps for that. They're letting Toastmasters International know that they were not following their own rules.
- Ed Thelen is the new Audit Chair.

A question was asked about the \$13,000 net revenue, "How much goes to Toastmasters International?" Answer: 100% of any surplus money goes back to Toastmasters International. We operate year by year.

Division Director Reports:

Division A, Yuriy Ksenidi, PI2 – "The A Team: Journey Continues"

Division B, Joseph Domblesky, PM1 – "A Work in Progress"

Division C, Lee Samson, PI1 – "Challenged but Confident"

Division D, Ronda Borowski, DTM – "In the Beginning . . ."

Division E, Carol Mather, DTM – "E-Z as 1,2,3"

Division F, Paul Anderson, CC, ALB – "It all starts with membership."

Division N, Brandon Birrenkott, CC – "Fall is in the air, time to think growth!"

Public Relations Report – Kathrine Yets, VC4:

Her report is on social media progress. She thanked Kris Pool for doing an amazing job.

- Our district FB page has 834 followers. We need to invite our friends to like our page.
- Demographics: Mainly female-based, ages 45-54. The majority are from Milwaukee.
- Results from last 30 days: Our reach has gone down. Our FB visits have gone down by 11%. Our likes have gone down by 4. We had a high boost in June related to congratulatory messages for Club President of the Year Dr. Hind Gautam, then it went down a lot. FB likes have gone up based on posts by Kris Pool.
- Showed social media daily theme posts for engagement, fun, and education.
- Wants to have a FB public event for our 70th; we need approval for this.

Club Growth Director Report – Robert Wall, DTM:

- The year started with 81 clubs; we put 7 of those back on the map. We are currently at 89 paid clubs.
- We've started to stabilize.
- We have two independent leads to start a club at UW-Madison; one is in the pipeline.
- Clubs can recharter with 12 members.

- This year is a 3, 2, 1 countdown to success:
 - 3 – Toastmasters International changed the net growth requirement to 3 members, not 5. The club experience is the #1 driver of success, not Pathways.
 - 2 – Too many people trying to do it alone and burning out. Recruit members or mentors to help.
If you want to go fast go alone; if you want to go far, go together.
 - 1 – Spartan army story. The commander of a force fighting the Spartans told his troops, “When I sound the trumpet, I want you to push the enemy back one foot.” He sounded it when they were all exhausted. The enemy succumbed to overwhelming force.
- He asks clubs to find their “1” and give it their all.
- Incentives are on the website.
- When you feel overwhelmed: net 3, team up for support, give it your #1.
- He will be sending a survey out.
- We need club coaches this year.
- Club Retention Chair is Theresa Flynn.
- Club Extension Chair is Cindy Laatsch.

Program Quality Director Report – Jason Feucht, DTM:

- Every summer training session had a focus on the club success plan. Also included were hybrid meetings and conflict management. Check out the District 35 YouTube page for selected recordings of these sessions.
- Numbers: 66.5% of club officers in good standing were trained, one of our best results in past years. Seventeen clubs had 7 of 7 officers trained.
- Contest season is coming up. In addition to the International Contest we will be doing a Tall Tales contest.
- Change in requirement to be distinguished: 20 members or net growth of 3 rather than 5.
- Currently 26 of our clubs have earned 1 or more distinguished club points.
- Spring Conference will be May 5th and 6th at The Abbey Resort in Lake Geneva.
- District Club Report seminar series is hosted by Keith Cuminsky and shared on the District 35 website and YouTube.
- Encouraged everyone to keep focused on basics, including 1 speech a quarter. Set our personal and club goals high. Toastmasters is about personal growth.

District Director Report – Jennifer Kibicho, DTM:

- Shared current club statistics.
- Area Director reports: 31 of 89 submitted to date.
- Three-year strategic plan for 2022-2025:
 - No member left behind
 - Intentionally sharing Toastmasters
 - Strategic stewardship
- Every year 40-50% leave Toastmasters – internationally.
- Celebrate our platinum year with every club moving forward!

Immediate Past District Director Report – Teri McGregor, IP3:

- Time to reflect, refresh, and renew.
- Momentum definition (Webster): strength or force gained by motion or a series of events.
- The strengths have been in motion for some time as evidenced by the strong start this year.
- Where is the momentum around you and how can you build on that to keep it growing?

Announcements – Jennifer Kibicho:

- Our 70th anniversary celebration will be a hybrid event following Jason's TLI at 1:00 [November 19th]. The gala will start at 6 p.m. and go until 11:00 or thereabouts. It will be held at Brookfield Suites Hotel & Convention Center. Registration will open up soon.
- The Spring Business Meeting will be Saturday, April 29, 2023 at 9:00 a.m. (virtual).
- The Spring Conference will be held Friday, May 5th and Saturday, May 6th at The Abbey Resort on Lake Geneva in Fontana.

Meeting adjourned at 10:34 a.m.

Recorded by Janice Flatoff, VC5, District Administration Manager