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**Minutes of the Meeting of
District 60 Executive Committee of Toastmasters
Saturday, February 1st, 2020
Foresters, 789 Don Mills Road, Toronto**

The meeting was called to order by Dawn Frail, DTM, at 9.30am. There were 44 voting members present as logged in on the attendance roster. Being more than 50 percent of all who were entitled to attend, there was a quorum.

The following DEC members were recorded as absent from the meeting:

Christine You, Julia Lawr, Weiwei Li, Nitesh Sharma, Jeremy Andrews, Minard Tapawan, Adnan Cheema, Karin Czyruk, Stephan Dyer, Harper Liu, David Cheung, Arthur Ching, James Shi, Shirley Zhao, Joe Pacak, Kavitha Aanand, Catherine Sanchez-Estuart.

2. Welcome of the District Director

Dawn Frail welcomed all members present and led the meeting in reciting the District Mission: We build new clubs and support all clubs in achieving excellence.

Dawn asked the DEC to recognise Todd Van Horne's contribution to the success of DEC, securing today's venue twice in the course of a year, and giving up two Saturdays to be present during the meetings despite having no role in them.

She welcomed Liam Dyer's arrival into the world, and congratulated Stephan Dyer, ACS, on becoming Liam's proud father.

Theme: Focus for Success. How can we stay focused to achieve our goals, despite being more than halfway through the year, and not yet halfway towards our targets? How can we own the goal?

3. Agenda

The Agenda was approved by unanimous consent.

4. Minutes

The minutes of the DEC meeting of November 9th, 2019 were reviewed. Richard Abel, CC, ALB, EC1, Division B Director noted that his credentials had been omitted under item 8. So amended, the minutes were approved by unanimous consent.

5. District Business

60/61 Boundary Change

Gina Cook, PID, and the joint D60/86 reformation committee had identified Lennox and Addington County as a geography in question in District 60. While there were currently no Toastmasters clubs in this geography, the team believed that, if a club were to be started, it would be better served by D61.

Alison Knibb, ACB, CL, Division A Director, moved that as of July 1, 2020 this geography would be aligned with D61.

Kris Nelson, ACS, ALB, EC3, PI1, Division E Director, seconded.

Discussion and questions: Louise Bark asked if D61 were content. Dawn advised they are. In response to a question from Janice Howard, DTM, Dawn advised that D60's eastern boundary is just west of Kingston. In response to a question from Kris McKeown, DTM, Division C Director, Dawn advised that county lines defined the boundary lines of the geography under discussion.

The motion was carried.

Alignment

Dawn noted that proposed Cub realignments had been circulated, and that all feedback to proposed realignments should be forwarded to your alignment representative. They will be voted on by the DEC March 5th, and at conference April 18th.

6. HRP/ Lead Generation Group

Elton Brown, DTM gave an update on D60 activities at HRP (Jan 24th, MTCC). Thanked volunteers who gave time and enthusiasm to D60 presence. Learnings for next time include:

- A position closer to the entrance door
- Purchasing a table, rather than renting from venue.

7. Annual Conference

Karen Goodyear, Conference Chair and Wendy Williamson, DTM, Program Quality Director, presented an update on the Annual Conference (April 18th and 19th) – the last conference for D60 as we know it. They encouraged all to speak to their members to register for the event, which includes:

- Twelve workshops
- Two contests
- Inspiring keynoter
- Entertainment.

They noted that Early Bird Special ran until February 23rd.

8. Forming New Clubs

Dawn Frail gave a presentation on building new clubs, and highlighted available resources, including:

- Webinar on starting a new club within a month, available on the D60 website
- Checklist distributed at meeting.

She emphasised the importance of clearly setting expectations with the host company.

9. Focus on DCP

Wendy Williamson gave a presentation on DCP. She emphasised Toastmasters core values, including integrity, and encouraged all attendees to speak to clubs and encourage them not to hold back educational awards and new member dues.

10. New Membership Incentives

Aneeta Pathak, ACS, ALS, outlined new incentives, including

- **Talk Up Toastmasters** – any club that converts five new, dual or reinstated members between Feb 1 and Mar 31, a 10% discount on TI store, a Talk Up Toastmasters ribbon and – provided by D60 - a pizza party
- **Club Buddy Program** – between Feb and Jun 30, clubs with 20 or more members are encouraged to connect with clubs with fewer than 20 members. If the “big buddy” helps the “little buddy” sign up five new members by Jun 30, both will receive a \$25 gift certificate. Area Directors should advise Aneeta of all buddying arrangements. New, dual or re-instated members only, not transfer members
- **Open House Month** – May 1-31. Clubs that convert two guests to members receive 25 Guest Information Cards. New, dual or re-instated members only
- **Membership Renewal Incentives** – all clubs who renew on time will receive an audiobook (As a Man Thinketh by James Allen) and link to Mark Bowden’s Presentation Skills for Leaders training for all their members.

DEC members participated in group discussions on how to drive membership. Ideas included:

- Walk your District to identify companies that don’t yet have a Toastmasters club
- Buddy up with struggling clubs
- Use Moments Of Truth, and focus on the top three ideas, rather than trying to address all ideas
- Run Area Council meetings (use video conferencing to make attendance easier) to discuss ideas
- Run regular club meetings as hybrid video/IRL, to make attendance easier
- Determine key influencers within clubs and leverage them
- Have a social media strategy
- Use Speechcraft to boost struggling clubs.

11. Contest Excellence

Wendy Williamson presented best practice for club contests, including:

- Sourcing Area contest judges equally from competing clubs (to avoid bias)
- Go outside base to find additional judges
- If clubs do not send judges, then judges **must** be sourced from outside the competing clubs
- Tie-breaking judges **must** be sourced from outside the competing clubs.

It was noted that clubs can decide to have a club contest or not. If not, then they can select any member in good standing to compete at Area. If they run a contest, then even if only one member competes, that member must fulfil all requirements (including being within time limits).

Wendy advised that all questions not answered by the Contest Handbook could be put to TI on 1-720-439-5050 or speechcontests@toastmasters.org, and asked that all contests be posted to the D60 calendar.

12. Mid-Year Training Update

Dawn Frail presented an update on the recent District Leader training she and other leaders had attended, and highlighted:

- Protecting the Toastmasters brand (responsibility of all DEC members)
- Allocation of dues back to Districts
- District reserves – new policy is that at end of year, TI will advise required District retention. Districts from next year will not be allowed to retain more than 125% of the required retention. 50% of the excess reserve will be repurposed by TI WHQ. Excess cannot be spent without authorisation of the District Council
- There will be a greater focus on external marketing
- Three goals in the (shortly to be revised) Toastmasters International five-year strategic plan: Club Excellence, Member Achievement, and Awareness, Engagement and Participation.

Kris McKeown moved creation of a committee to review budget creation for next year. After discussion, motion was withdrawn.

13. Division Recognition

Division Directors thanked each Area Director, by name and contribution, for their work.

14. Public Relations Report

Andrew Mertens, DTM presented an update including:

- Survey completed on PR needs and preferences of members and VPs PR
- Newsletter format has been redesigned
- Completed social media webinars for VPs PR
- Transitioning email addresses from corporate to personal.

Plans for upcoming work includes:

- Creating committee by March 1st to standardize best practices and eliminate reinvention each year – looking for volunteers (e.g. those who need to complete a HPL)
- Increasing use of photographs in newsletters – contributions, and feature story ideas, welcome by the first of each month.

15. Finance Manager Report

Dawn Frail presented an update, including:

- Q2 now closed
- New mileage rate in operation
- Funds available \$188,501.79
- Budget running right on target
- New incentives being funded within existing Marketing budget.

New Audit Committee Chair is Rodney Marston. He and the audit committee are already at work.

16. Club Growth Director Report

Aneeta Pathak informed the meeting that

- There are six new clubs in operation, and 19 prospective clubs
- Membership renewal dues begin now

- Area Director round two visits need to be completed by March 15th to qualify for \$25 certificate
- C& nominations due February 15th – criteria and nomination process on D60 website.

17. Program Quality Director Report

Wendy Williamson presented an update, including:

- Jan 11th TLI Club Officer training went well
- 25 new DTMs
- Over 25 workshops have been presented to date
- Area contests are happening now-Feb 29th, Division contests during March, April 18th and 19th D60 Annual Conference, June 13th Incoming Area and Division Director training and TLI COT.

18. District Director Report

Dawn Frail reported:

- Marinka Ranasinghe was appointed by Dawn as Area Director A1. This was ratified by unanimous consent.
- Podcast launched – looking for great, personal stories for future episodes (podcast@toastmasters60.com)
- LinkedIn campaign – final analysis due soon, but trending higher than industry standards. Dawn presented YoY new member data, showing a significant uplift for this year and a very significant boost during Open House month
- Club coaches, District leaders, Club officers should apply for DTM credit on June 1st, not June 30th
- Appreciation Brunch is Saturday May 23rd, venue tbc.

19. Adjournment

Dawn Frail declared the meeting adjourned at 3.02pm. The next DEC meeting will be online, March 5, 2020, 7-8pm.