



Minutes of District 6 Executive Council Meeting
Saturday, November 12, 2016
Holiday Inn, Duluth, MN

District Director, Diane Windingland, DTM, called the meeting to order at 11:00 AM.

District Administration Manager, Sandi Robarge, DTM, read the District Mission.

Credentials Chair, Mary Swanson, DTM, PDD, provided the Credentials report.

Quorum for the District 6 fall conference business meeting is 1/3 of clubs in good standing (October semiannual dues paid for eight or more members). Quorum does not include district officer votes represented.

The numbers required for a quorum were represented as follows:

- 1/3 of 282 paid clubs means 94 clubs are needed
- 62 total clubs are represented
- Total number of votes is 124
- District Officer votes = 28
- Total votes = 152

With 62 clubs represented, the District does not have a quorum. The Credentials report was adopted.

District Director, Diane Windingland, DTM, adopted the agenda as there were no objections to doing so.

District Director, Diane Windingland, DTM, assigned Tosin Agboola as the timer for the meeting.

District Administration Manager, Sandi Robarge, DTM, announced that the minutes of our 2016 Spring Convention Business Meeting are currently posted at the hotel and are also available to members on the District 6 website.

The minutes will be formally approved at our District Council meeting at the Spring Conference. There were no corrections to the minutes.

Audit Committee Chair, Pat Croal, DTM, PDG, presented the Auditor's Report.

Thank you to our audit committee for 2015-2016: Keith Hardy & Terry Ragan. We have reviewed all of the financial records for District 6 for the term 2015-2016. All records are in order. The year-end audit has been submitted to Toastmasters International.

The auditor's report will be formally approved at our District Council meeting at the Spring Conference.

Finance Manager, Kimberlee Redington, DTM, announced the budget has been posted in the lobby for everyone to review; in addition, it was also reviewed by the District Council, prior to submission to Toastmasters International. The

budget has been submitted to Toastmasters International and has been reviewed by World Headquarters to ensure it follows proper guidelines.

The District 6 Budget will be formally approved at our District Council meeting at the Spring Conference.

Reports by Senior Officers:

District Director, Diane Windingland, DTM

It's the District's mission to build new clubs and support all clubs in achieving excellence. In order to do that, we need a plan and resources.

The plan is the District Success Plan, which focuses on strategies and actions in 3 goal areas: Membership Payments Growth, Club Growth and Distinguished Clubs.

In order to be a distinguished district, both membership payments and club growth need to increase by 3%. And at least 40% of clubs need to be distinguished. We did it last year and we can do it again this year.

The resources to achieve the District Success Plan are chiefly people (the many volunteers who dedicate their time and talent) and **money**, most of which comes from membership. Twenty-five percent of Toastmasters International membership dues are returned to the district to achieve the district mission.

Goal 1: Membership Growth. As of November 9, District 6 membership payments were at 4813. This is lower than last year's Membership payment total of 5004 on the same date a year ago. Membership building and retention efforts have been developed and executed per the district success plan and include advertising, club resource materials, club incentives, dedicated volunteers and more. Membership growth is critical to the health of our clubs and our district.

Goal 2: Club Growth. The total number of paid clubs in the district is 279, which is down 20 from our base of 299. There are 19 clubs that have not yet paid dues for the minimum of 8 members. It is our estimate that all but about 5 will be paid clubs by the next dues renewal. Our Division Directors, their teams and our Retention support teams are working with low member clubs to help support all clubs in achieving excellence. Extension efforts are on-going, but we could use your help in starting new clubs and expanding the benefits of Toastmasters to organizations and communities lacking clubs.

Goal 3: Distinguished clubs. Having at least 40% of clubs distinguished is the easiest of the 3 metrics to achieve. Clubs have been encouraged to develop their own plans to create and sustain success through incentives to promote the use of the Club Success Plan and the Moments of Truth program.

I've heard it said that "All the District cares about are the numbers." Numbers do matter as indicators of progress and performance, but behind the numbers are people, people who are growing as leaders, people who are finding their voices, people who are making a difference in their lives and the lives of others. Thank you to all the people--the district leaders, the club leaders and the members who are making a difference.

Program Quality Director, Harold Osmundson, DTM

District 6 had a phenomenal first round of club officer training, leading to the following results:

- 89.63% of District 6 clubs with 4+ officers trained
- 27.76% of District 6 clubs with all 7 officers trained
- 74.06% of all club officers in District 6 trained

Putting these results in perspective, and measuring against other districts, these results rank:

- #1 in Region 4 in both percentage of clubs trained and percentage of officers trained
- #6 in the world in percentage of officers trained
- #8 in the world in percentage of clubs trained

Special thanks to divisions A, E, and F: All clubs in these divisions had at least 4 officers trained.

Thanks to the club officers and district officers for their efforts. It makes a difference.

Also, 79 clubs submitted a Club Success Plan before September 30th, each declaring its intent to be a Distinguished Club this program year. Each club also earned a \$25 gift certificate from Toastmasters International.

Why are these figures important? These are more than numbers.

When club officers attend training, and when they plan to succeed, it shows the club is pursuing excellence in the Distinguished Club Program (DCP). The DCP standards in educational achievement and membership growth raise expectations for the club and members. Like any organization (ex. sports team, or business), a club's members rise to the level of standards/expectations. When a club has high standards/expectations, then the club lifts all members up and allows them to grow, creating a great member experience.

Thanks to each club and district officer for raising the bar.

Club Growth Director, Ben Smith, DTM

Hello District 6!

It has been my privilege and pleasure to work on gaining new clubs and new members for District 6 these last 4 months. If you'd have told me that I'd be the Club Growth Director when I started in Toastmasters 10 years ago I would've said, What's a Club Growth Director? Leadership was nowhere on my radar. I was freaked out enough just getting up to give a Table Topics. But that is the beauty of Toastmasters. Helping you gain confidence, so you can take that next step outside your comfort zone. And I get to share those experiences every time I meet with a prospective club or a guest at a meeting and help them to have that same experience in Toastmasters. But it's not only reserved for me! YOU can also share your experiences in Toastmasters with prospective clubs and prospective members. The confidence you've gained through Toastmasters can now move you to the next step of leadership-being productive for Toastmasters. This is WHY we build new clubs and gain new members-to share the Toastmasters experience with everyone. But I'm getting ahead of myself.

First, let's take a look at where we are at. For Membership Payments, percentage-wise we are at 41% of our Distinguished goal, which is -2% year-on-year. For New Club Growth we have 3 new clubs so far this year, compared to 5 around this time last year. Our base club number is 299, we are at 281, with 18 clubs that have low membership, and to be Distinguished we need to be at 308. As you can see, we have our work cut out for us.

To that end, we have begun some initiatives and will be beginning more. Initiatives we have started already include billboards around the Metro area, ads run on KARE 11 TV and KDWB radio. All of those advertising items, along with real District 6 Toastmasters Sharing Their Stories, can be found on YouTube by searching D6 Club Growth Director channel. Take a look at all of the awesome videos, then share them with your network. We are sending out mailings to organizations that meet our criteria to see if they are interested in starting a club within their organization. We will begin holding monthly "Mailing Meetings" to stuff and address envelopes to these organizations and I'd like to invite every one of you that are interested to join in the fun! Look for more info coming soon.

As we continue to focus on WHY we are building new clubs and growing club memberships, those numbers will align with our goals, and we'll get there by all of us working together as a team to accomplish the goal of sharing the Toastmasters program with everyone!

Public Relations Manager, Daniel Grundtner, DTM

District 6 has a Public Relations team that is active and getting the word out that we are here and we are "Speaking up." Julie Bane is posting on twitter and Instagram. Don Mathews got us prime stage time at the State Fair. We are hoping for an expansion of days next year. John Gross got us on YouTube interviewing Kenny Ray.

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Going forward we will be doing more with the internet. Julie Bane and I are strategizing what we will do next. She will be hosting a workshop on Social Media use for clubs in Edina on Tuesday, November 29th from 6 to 8 PM. It will be a short presentation followed by Q&A. Ravi Rai is cajoling clubs to improve their web site with the unique Website Excellence Program. Colbert Fong is our Public Relations Contest Chair for four PR Contests this year. The four contests are Guest Packet, Flier / Brochure, Newsletter and Club Selfie. Due date is April 5th. We plan to announce the winners at the Spring Conference.

Who is reading their District newsletter that comes out monthly? Thank You. You represent the 30% of people who open it. Isn't Carol Duling doing a great job?

Please, please, please ask your club members to open their copy and read it. They do not need to read the whole thing, but at least skim it and read what interests them.

Everything I am talking about has been in the newsletter. Reminders will be continuing for the contests, Website Excellence Program and Social Media. Please keep reading and get your clubs involved.

Reformation Report, Joan Watson, DTM, PDD, ID

Update for the Reformation Timeline

1. There are three more years to complete the final two districts
 - a. District 6 and District X
 - b. Completing the final process through 2016 to the final July in 2018
2. August 2016 – Our District voted on the Decision for the District 6 Reformation Plan
3. District 6 Spring 2017 – Spring Conference Election of “Super Trio”
 - a. One District Director
 - b. Two Program Quality Directors
 - c. Two Club Growth Directors
 - d. July 2017 – TI Communications number of new District starts with the two Districts - District 6 and District X
 - e. 2018 – Will start on July 1st
 - f. District X begins serving its members
 - g. District 6 continues service to its members

Update for Reformation Approval

A. Rationales for District Reformation

As identified in the introduction. District 6 has experienced 78 years of growth and cyclical membership growth and decline. The District 6 Reformation committee consulted with District leaders and members. The final decision was ratified by the District Council April 30, 2016.

B. Expected Benefits of Reformation

- a. Greater service to our membership
- b. More opportunities for members to hold elected and appointed District leadership roles
- c. Reduced workload for the district Executive team
- d. Greater attention to quality and support of fewer clubs and members
- e. Improved member participation at District events
- f. Expanding Toastmaster experience to more clubs post reformation

C. Marketing Plan: Developing New Clubs

- a. Find opportunities for additional clubs in companies
- b. Add new leads through member/leader referrals
- c. Use direct constant to reach large and mid-sized companies and educational institution by increasing membership
- d. Enable existing clubs to better market themselves aby providing a marketing guide

- e. Promote Toastmasters through public relations and carefully selected advertising
- f. Partner with Chambers of Commerce and Non-Profit organization where Toastmasters add value.

Toastmasters D6 - A/V Asset List – 2016-2017

1. D6 Audio Box - \$3,864.64
2. Projector, Player, VGA, and cables - \$3556.71

Proposal 1: Duplicate what we have

1. Year one 2016 – we duplicate the amount of projectors
2. Year two 2017 – we would duplicate the audio box and microphones
 - a. PROS – covers our video projection needs for year 1 (2016)
 - b. CONS – will not cover our increased audio needs for year 1 (2016) if we have any asset. Leave both districts lacking up to date equipment.

Proposal 2: Add 2 Epson PowerLites, 2 Epson eX3220 for projection, 1 portable sound system

1. This will give the District four good projectors and four decent projectors. This splits up evenly between the new districts. We can purchase more in year two.
2. PROS – covers our projection needs for the next two years. Splits projection quality evenly between the two districts. Covers D6 needs for the next two years.
3. CONS – splitting up the audio is going to be an unknown process.

Reformation

Financially we do not want to have a huge outlay of funds due to the split in the first year new district (2018-2019) or having 2 new districts. District 6 would budget for ½ of purchases this year (2016-2017) and ½ of purchases next year (2017-2018).

We are working to determine how to assign assets. We need to have the large Exhibit Banners, Floor Banners, District Banner, Website for District X and Logistics Materials for all the events.

Larry is in charge of the Leadership Chair for the Election of 15 District Leaders for the “Super Trio” and Division Directors. Harold will want to look for 2 people in the roles of Finance Manager and Administrative Manager.

Nominating Committee Report: One or two candidates for District Director, one or two candidates for Program Quality Director (District X), one or two candidates for Program Quality Director (District Y), one or more candidates for Club Growth Director (District Y) and remaining candidate for other elected roles.

The order in which the elections are done, (District X/ District Y) is simple. For example, whichever side goes first for Program Quality Director will also go first for Club Growth Director.

Each Program Quality Director and Club Growth Director will get Advanced Leader Silver (ALS) credit for the roles. They will get recognition for their efforts when their respective quality and growth goals are met. This will give each leader equal incentive to ensure the district is successful.

How will the election be run?

When the call for nominations is made, the two Program Quality Director positions will be addressed together. Candidates for Program Quality Director will be ask to state whether they are running for District X or the District Y side. Both will be accepted at the same time, not one after the other. When nominations are closed, they are closed for both Program Quality Director positions.

When nominations are closed, they are closed for both Club Growth Director, results are announced. Then the Division Directors position which will follow the normal practices as set out in the district leader elections procedures.

PDD Advisory Committee Report, Larry Marik, DTM, PDD

The Past District Director Advisory Committee has been formed with a kick off meeting back on Wednesday, September 14th. The committee has been meeting monthly with additional subcommittee meetings happening as needed.

There were two main topics being worked on, the first being the review of the District 6 Guidelines. These guidelines haven't been updated reviewed since June 2009. The discussions have been around the format of the guidelines, changes we need to take into consideration with the reformation on July 1, 2018 as well as reaching out to other Districts to get examples of their guidelines and/or procedures. The goal is to have suggested guidelines changes ready to be presented at the 2017 Spring Conference.

The other main topic has been the Area Director and Division Director of the Year reviews, scoring and selection process. The committee continues to research this topic working with other Districts and guidance from Toastmasters International. The goal is to have suggestions ready to present to the Trio in Quarter 1, 2017.

Leadership Committee Report, Larry Marik, DTM, PDD

The selection of the District 6 Leadership Committee (formerly known as the Nominating Committee) is in process. Nine of the committee members have been selected so far to represent each of the 10 Divisions in our District. We are looking for one more committee member to represent Division A. If you are interested in being part of the committee, please reach out to me.

Please note, the District level election process has changed for this year due to updated policies changes at Toastmasters International.

Please be aware of the new timelines. Anyone interested in running for a 2017-2018 elected role which covers Division Directors, Club Growth Directors, Program Quality Directors and the District Director, must confirm their intent to run for office by December 15th. Candidate interviews dates have been confirmed for January and March.

Anyone announcing their intent to run after December 15, 2016 would automatically be considered a Floor Candidate, so it is important to submit your name to me by the December 15th date.

We do have a few people who have already announced their candidacy. Those names will be announced during the announcement portion of the District Business Meeting and separate from the District Committee report.

New Business:

The confirmation of Liz Moore as Division D Director will be postponed to the Spring Conference, since we don't have a quorum.

Announcements:

District 6 Candidate announcements

Harold Osmundson declared for District Director

Ben Smith declared for PQD – North

Kimberlee Redington declared CGD – North

Mary Torno nominated Karolyn Hoard for CGD – North

Kenneth Scribner declared CGD – South

Tom Deyo declared PQD – South

Rhonda Rolfs declared Division F Director

Catherine Rai Cardinuto nominated the following:

Jean Pearson for PDQ – South

Ravi Rai for CGD – South

Matt Vilella declared for Division A Director

Larry Marik announced the following candidates:

Susan Rajbhandari for Division E Director

Gary Leask for Division J Director

Jeni Smith for Division C Director

Recognition of 2014-2015 International Director

Joan Watson was honored by Diane Windingland, Pat Croal, Sharon and Don Rollefson, Larry Marik, and Keith Hardy

After 11 years, Don Mathews announced his resignation as AV Chair after this year. He is looking for two replacements for next year, one for each District, North and South.

Pat Croal announced that Betty Liedtke is moving to Georgia in a couple of months.

Kim Windingland announced he is in need of 1 or 2 additional photographers. Please check with Kim if you are interested.

The next District Council meeting for District 6 will be held on Saturday, May 6, 2017 during the Spring Conference at the Crowne Plaza in Plymouth, Minnesota.

Meeting adjourned at 11:56 AM.

Distribution: Executive Council