



Andrew Horberry

District 60 Administration Manager
AM@Toastmasters60.com

**Minutes of the Meeting of
District 60 Executive Committee of Toastmasters
Saturday, July 20th, 2019
Foresters Conference Centre, 789 Don Mills Road, Toronto, Ontario**

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, so there was a quorum.

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

Julia Lawr, Janice Howard, Kris McKeown, Mohan Gunarajah, Mina Chamsi, Weiwei Li, Minard Tapawan, Adnan Cheema, Karin Czyruk, Stephan Dyer, Hiren Dossani, Nancy McInnis, James Shi, Shirley Zhao, Joe Pacak, Yalowan Dossa, Michael Ellis, Kavitha Aanand, Catherine Sanchez-Estuart.

2. Welcome of the District Director

Dawn Frail, DTM:

- Welcomed all members present, thanked Todd van Horne for organizing the day's venue, and led the meeting in reciting the District Mission: We build new clubs and support all clubs in achieving excellence.
- Reminded members of the Toastmasters International Envisioned Future: To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.
- Introduced the day's theme: "Planning for Success. Experience educational excellence" will really make a difference. Focus on quality clubs, with a solid foundation of memberships – at charter strength (20) **or** plus five. Members were challenged to determine what their next step is and why they're here.

3. Agenda

Agenda (distributed electronically in advance, on paper on day) was amended to remove the Finance Manager's report, and approved by unanimous consent.

4. Minutes

The minutes of the DEC meeting of February 9, 2019 (distributed electronically in advance, on paper on day) were approved by unanimous consent.

5. Ratifications

5.1 Motion to approve DEC leaders – Julia Lawr, PR Manager; Christine You, Finance Manager; Andrew Horberry, Administration Manager.

Moved by: Richard Abel
Seconded by: Bibi Annief
Discussion or questions: none.
Motion unanimously carried.

5.2 Motion to approve Area Directors

Moved by: Jennifer McGee
Seconded by: Alison Knibb
Discussion or questions: Ruben Bastien asked about E42 (open area). Kris Nelson is actively looking for a candidate, and is close to securing one.
Motion unanimously carried.

6. Using Concur for Expenses

Christine You, CC, made a presentation on expense reimbursement, and guidelines (same as last year) available at District 60 website:

- Use SAP Concur system
- Claim within 60 days
- Include a receipt/proof of payment. Will need to be approved by District Director
- Any expense greater than \$500 must be pre-approved **in writing** by the District Director before the expense is incurred
- www.concursolutions.com/nui/signin

7. Incentives

Wendy Williamson, DTM updated DEC on available incentives for Club Officer Training, 100% Pathways enrollment, Pathways Level 2 and 5 completion, Distinguished Club status, three educational awards and DTM.

8. Club Growth Incentives

Aneeta Pathak, ACS, ALS updated DEC on available incentives for club leads, various membership campaigns, sponsors of new members, club coaches, club advocates

9. MeetUp

Wendy Williamson and Aneeta Pathak updated DEC on MeetUp and the soon to be launched District-sponsored account for open clubs in good standing.

10. Pathways

Tony Nelson, DTM, emphasized the need for DEC members to be positive advocates for Pathways, and highlighted various resources to assist members on their Pathways journey.

11. Building New Clubs

Elton Brown, DTM, updated DEC on the Lead Generation Group's role, membership and process and encouraged members to generate and forward leads for new clubs and programs to promote Toastmasters, including eight-week Youth Leadership and Speechcraft programs. Harper Liu (Area 52 Director) was the winner of TI\$25 provided by Elton Brown for the best idea.

12. Division and Area Success Plans

Members participated in group discussion on how to begin planning success at Division and Area level. Ideas generated include:

- How to migrate club members to Pathways, so that more can be exposed to its benefits?
- Ensuring 7 out of 7 club officers are trained at both six-month opportunities
- Taking fast action on low membership
- Taking fast action on clubs that have not submitted club officer lists (an early warning sign of poor performance)
- Tackling low attendance at meetings by focusing on educational programs, especially Pathways
- Training members on Pathways to demystify it
- Clubs with members traveling to other clubs are more engaged and score more DCP points – encourage all members to do this, and participate in contests
- Have one meeting dedicated to Ice Breakers to get more members started on Pathways
- Running quality club meetings encourages return visits
- Work with individual clubs to help them plan DCP actions
- Reinforce workplace and personal benefits to members of their Toastmasters participation
- Send Pat Johnson video to HR directors to convince them of benefit of Toastmasters in their organization
- Ensure all clubs get the easy, base points and then one more (to push them over the tipping point)
- Identify highest level gatekeepers within an organization and convince them of the benefits of Toastmasters
- Organize joint meetings or crossover between high performing and struggling clubs
- Review DCP dashboard at club level and snapshot it NOW, so that you've got the basis for discussion with each club
- Focus on weaker clubs first, and give them your full enthusiasm
- Identify one person in each club as a mentor
- Fill empty speaker slots with educational content (e.g. video) rather than more Table Topics.

13. Successful Club Visits

Dawn Frail highlighted a number of useful resources to help Area Directors conduct insightful and helpful club visits, and recommended that:

- Area Directors complete club visits as early as possible, to avoid running out of time
- Club visit reports are filed as each is completed, to avoid end of year personal and IT overload.

DEC members participated in an exercise suggesting how to address common club quality issues. Dawn Frail advised members of a Tips, Tricks and Techniques page (<https://www.toastmasters60.com/ttt/> or from the TTT link at the bottom of the District Director page) which links to an excellent Prezi presentation on conducting successful club visits.

14. Public Relations Report

Andrew Mertens DTM presented 2019-20 goals, including:

- Re-imagining the newsletter (to be relaunched September 15)
- Standardizing club social media programs, after understanding what VP PRs want. Training will be provided
- Revitalise our media outreach, including a quarterly press release. Please send in content. Also seeking Mayoral support for Toastmasters Day (October 1)
- Extol the benefits of Toastmasters to corporations.

He also introduced the Public Relations team.

15. Club Growth Director Report

Aneeta Pathak reminded DEC of the Smedley Award, running August 1-September 30, and introduced the Club Growth team.

16. Program Quality Director Report

Wendy Williamson presented an overview of recent D60 DCP performance, and encouraged DEC members to renew their focus on helping clubs achieve status using Moments of Truth, Club Officer Training, and being positive about the benefits of Toastmasters. She also introduced the Program Quality team, and invited suggestions for DCP chair.

17. District Director Report

Dawn Frail:

- Reminded DEC members that the last day for attending COT August 31st, and September 30th is the last day to input on dashboard – which is critical for DCP
- Division Directors will each have their own page on the D60 website, featuring maps and details of individual clubs, with all information pulled from Toastmasters International.
- DEC members were encouraged to update their LinkedIn pages with their Toastmasters experience and expertise.
- A D60 podcast will be launched in the near future
- The District Director will be focused on the 75 clubs with 8-15 members, and will visit with executives at corporate clubs to discuss the incredible value Toastmasters provides.

18. Adjournment

Dawn Frail declared the meeting adjourned at 3.00pm. The next DEC meeting will be on August 14 2019, 6.30pm which will include a budget review.