

District 54 Executive Committee

Meeting Minutes

Saturday, October 16, 2021

# *Hybrid Meeting*

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[***OPENING***](#_top)

Michael Bradford, Logistics Manager, called the meeting to order at 9:25 am. He led us in the Pledge of Allegiance.

***WELCOME***

Maryann Reichelt, DTM, District Director, welcomed everyone to the meeting today for those attending in-person and virtually. She facilitated the DEC meeting.

***INSPIRATION***

Rachel Shangraw, Area 10 Director, gave the inspiration. Think about the greatest day of your life. Ask yourself why can’t everyday be the greatest. Each day has purpose and it’s up to you to determine if each day could be the greatest day of your life.

***OUR DISTRICT VISION, MISSION and CORE VALUES***

The reading of Our Vision and District Mission was led by Ching-Yuan Su, Club President from Fireside Toastmasters Club.

**District Vision**Move from a slow moving dream to a vibrant District where all members, current and new, achieve their goals.

**District Mission**We build new clubs and support all clubs in achieving excellence.

**District Core Values**

We strive to adhere to the following core values:

* Integrity
* Respect
* Service
* Excellence

***DISTRICT OFFICERS IN ATTENDANCE***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Present | First | Last | Designation | Office |
| X | MARYANN | REICHELT | DTM | DISTRICT DIRECTOR |
| X | DAN | KYBURZ | DTM | PROGRAM QUALITY DIRECTOR |
| X | HEATHER | BLASE | DTM | CLUB GROWTH DIRECTOR |
| X | ADAM | BOCKLER | LD5 | PUBLIC RELATIONS MANAGER |
| X | KARI | SUSAIRAJ | EC5 | ADMINISTRATION MANAGER |
| X | ABRAHAM | GUNASEELAN | IP3 | FINANCE MANAGER |
| X | BALA | SREEDHARAN | DTM | IMMEDIATE PAST DISTRICT DIRECTOR, NV |
| X | MICHAEL | BRADFORD | ACB, ALB | LOGISTICS MANAGER, NV |
| X | WILLIAM | SMOLA | VC3 | DIVISION A DIRECTOR |
| X | LAURA | HANSEN | LD5 | DIVISION B DIRECTOR |
| X | JENNIFER | HO | MS1 | DIVISION C DIRECTOR |
| X | MARTHA | SOJKA | IP3 | DIVISION D DIRECTOR |
|  | RACHEL | SCANLAN | IP5 | AREA 10 DIRECTOR |
| X | LOUIS | KREPPERT | DTM | AREA 11 DIRECTOR |
| X | NOEL | GANAY | DTM | AREA 12 DIRECTOR |
| X | JANA | HERGERT | PM4 | AREA 20 DIRECTOR |
| X | PATRICK | OLSON | DTM | AREA 21 DIRECTOR |
|  | TBD |  |  | AREA 22 DIRECTOR |
| X | LAKSHMI | GOPALAKRISHNAN | PM4 | AREA 23 DIRECTOR |
|  | TBD |  |  | AREA 30 DIRECTOR |
| X | GARY | VAUGHN | DL4 | AREA 31 DIRECTOR |
|  | GARY | OHLER | PM3 | AREA 32 DIRECTOR |
| X | KRISTIAN | KIND | PI4 | AREA 40 DIRECTOR |
| X | DALE | POSONT | DL1 | AREA 41 DIRECTOR |
| X | DARREL | FELTY | DTM | AREA 52 DIRECTOR |

21 voting members were present – a quorum is 13; therefore, there was a quorum at the meeting.

# *ADOPTION OF AGENDA*

Maryann Reichelt, DTM, District Director, reviewed the agenda for the meeting.

Changes to the agenda included:

* Finance Manager name was incorrect on the original version. The updated version showed Abraham Gunaseelan, Finance Manager, will be presenting the Finance Manager Report.

Michael Bradford, Logistics Manager, made the motion and Jana Hergert, Area 20 Director, seconded the motion. No opposition; agenda accepted as amended.

# *ADMINISTRATION MANAGER*

Kari Susairaj, Administration Manager, presented the August minutes. The September minutes will be read at the District Council Meeting in May.

The meeting minutes and all other meeting-related documents are now housed on the D54 website. The meeting minutes were reviewed and approved beforehand by the D54 Trio. Therefore, no additional approval is needed during the meeting.

# *FINANCE MANAGER*

Abraham Gunaseelan, Finance Manager, gave the finance report as it was from August. Report submitted and attached.

* Membership revenue total was $556.80
* Allocation expenses total was $75.72



***Division Reports & PRM Report***

The verbal reports were submitted by Division Directors in advance of meeting. The reports were presented in reverse alphabetical order.

# *DIVISION D*

Martha Sojka, Division D Director, presented the Division D Director’s Report. Report submitted and attached.

* Meeting monthly with area directors
* Reviewed membership dues and how to build membership up
* 1 Area Success Plan submitted, working on Division Success Plan



***DIVISION C***

Jen Ho, Division C Director, presented the Division C Director’s report. Report submitted and attached.

* 100% clubs retained paid status
* Lost 14% of membership base
* Led to strategy on how to help division
  + Thinking about doing things differently like talking about Toastmasters on TV

# 

***DIVISION B***

Laura Hansen, Division B Director, presented the Division B Director’s report. Report submitted and attached.

* Open houses- Areas 20 and 23 have held open house; another planned in Area 22
* Encouraging people to think ahead, a few DCP goals at a time and connect differently through technology
* Division is planning for club speech contests

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# *DIVISION A*

Bill Smola, Division A Director, presented the Division A Director’s report. Report submitted and attached.

* Learning how to work in adverse environment
* Lost 24% of membership with 1 club below 8 members
* Working with a club that lost their president



***PUBLIC RELATIONS MANAGER***

Adam Bockler, Public Relations Manager, presented the Public Relations Manager report. Report submitted and attached.

* Highlights of PR efforts over last month
  + Revamped d54tm.com to help with easier navigation
  + New advertising campaign on Facebook to increase Brand awareness
  + Steps to help support VPPRs
    - VPPR round table scheduled- can message Adam Bockler directly
  + Looking for someone to help with email marketing

District 54 page on Facebook: <https://www.facebook.com/d54tm>

District 54 group on Facebook: <https://www.facebook.com/groups/498728804348481>

District 54 website link: <https://d54tm.com/>

District 54 on LinkedIn: <https://www.linkedin.com/company/76960127>



***CLUB GROWTH DIRECTOR***

Heather Blase, DTM, Club Growth Director, presented the Club Growth Director Report. No written report was submitted.

* Incentives for open houses- deadline Oct 31, majority of people in room have planned, attended open house
* Spring ahead is next chance for open house incentive
* L- shout out to division directors, love ourselves
* E- encouraged and empowered by what members, clubs, district officers are doing with grace and energy
* A- allow your self
* D- demonstrated power of Toastmasters
* Meeting with reps from corporate clubs to help bolster district
  + 5 different corporations
* Club coaches- panel discussion happening Thursday, Oct 21 to learn about what club coaches do
* Shout out to area reports that have been submitted

Give yourself grace

***PROGRAM QUALITY DIRECTOR***

Dan Kyburz, DTM, Program Quality Director, gave the Program Quality Director’s report. Report submitted and attached.

* Thank area directors for all their hard work, club success plans coming in
* Several staff positions open
* Lost 9 clubs- 46 active, hopefully are just slow in paying
* Are directors- need 2 still
* Digital packet to welcome clubs- can be used for growth
* Every event for the rest of the year will be virtual in the district
* TLI dean positions are filled
* Wendy and Steve looking for more volunteers
* 25 clubs have 100% of members enrolled
* 9 clubs don’t have all officers enrolled
* Educational awards- 21 since last meeting
* Looking for ideas for webinars- odyssey project- coach, be mentored, network for 30 days



***DISTRICT DIRECTOR***

Maryann Reichelt, DTM, District Director, presented a District Director Report, submitted and attached.

* Quote- celebrate your personal victories, no one else understands what it took to achieve them
* Reports showed what division and area directors are working on
* Membership is down but with the energy from everyone there is a chance to grow
* Revamp of D54 webpage
* Incentives- under awards and recognition
  + All from each of trio members
* No more gift certificates- district dollars instead, spelled out in incentive section
* Club ambassador program- visit any club throughout the world as long as you aren’t a member of the club. More details on website
* Area 22, Area 30 directors needed
* Dashboard to success training to follow, DTM ceremony, Hall of Fame



# *OLD BUSINESS*

No old business presented

# *OPEN DISCUSSION/Q&A*

Bala Sreedharan, DTM, IPDD, asked if the annual conference be all virtual?

* Yes it will be all virtual since council meeting must be virtual.
* Virtual conference- should it be held on Friday night and Saturday or 2 consecutive Saturdays?
* Friday-Saturday- 6 votes
* 2 Saturdays- 15 votes
* Maryann will talk to conference chairs regarding results

Bo Smith, Fox Valley Toastmasters President, mentioned MeetUp

* Similar to Facebook
* Fox Valley club has over 300 followers
* Costs $20 per month
* If any other clubs are interested in learning more, Fox Valley is willing to help

Noel Ganay, DTM, Area 23 Director, mentioned his club is very successful with meetup but it depends on the person who puts the effort. 6 people looking at inbox and focus on posting often. If data is not up-to-date, then it won’t be useful.

Adam Bockler- sent email through Go Daddy for VPPR forum

# *NEW BUSINESS*

No New business presented

# *CLOSING THOUGHTS*

Josh Verbarg, Club President- State Farm Oaks, gave the closing thoughts. State Farm Oaks had a speaker that talked about how to listen. In Toastmasters we learn how to communicate, and a core part is learning to listen. Culture has lost this but pay attention to what people say, suspend judgment, and respond with respect.

# *ADJOURNMENT*

Motion to adjourn the meeting was made by Noel Ganay, DTM, Area 12 Director. Motion seconded by Bill Smola, Division A Director. Motion carried.

Maryann Reichelt, DTM, District Director adjourned the meeting at 10:38 am.

Respectfully Submitted,

Kari Susairaj, EC5

District 54 Administration Manager, 2021-2022