



**Fall 2015 Conference
Toastmasters International
District 96 Executive Council Business Meeting Minutes**

**Friday, November 21, 2015, 2:00PM
Executive Suites Hotel and Conference Centre
Burnaby, BC, Canada**

1. CALL TO ORDER

District 96 Director Kusayla Nathan DTM called the meeting to order at 2:03pm.

2. ROUND TABLE INTRODUCTIONS

The following District Leaders were recognized by Kusayla:

Mohammed Murad - Past International President
Margaret Page - International Director
Gene Vickers – District 96 Immediate Past District Governor
Kusayla Nathan – District 96 Director
Kerry Deschamps – District 96 Program Quality Director
Lydia Burchell - District 96 Club Growth Director
Ed Yuen – Public Relations Manager
George Harjani – Division B Director
John Baragar – Division D Director – representative for Peter MacMillan
J. Brad Marko – Division M Director
Gonul Guvenc – Division N Director
Louisa Davis – Division S Director & District 96 Administration Manager
Eleanor Kroeger – Division T Director
Norman Eady – Division Y Director
Doug Anderson – Credentials Chair
District Parliamentarian – representing Veronica Armstrong
Mike Carr- District 96 Business Analyst
Stefano Cossalter – District 96 Logistics Manager

Kusayla also recognized Area Directors and division members in the room.

3. ACCEPTANCE OF THE AGENDA

Motion to accept the agenda – moved by Louisa Davis, seconded by Stefano Cossalter.

4. APPROVAL OF LAST MEETING MINUTES

Motion to adopt the meeting minutes from the last DECM. Moved by Eleanor Kroger, seconded by Renee Jacobs.

5. KUSAYLA NATHAN - DISTRICT 96 GOVERNOR

Kusayla announced that the goal is to be President's Distinguished. If we lose a club, we replace it with two clubs. Divisions T, B and Y were recognized for top number of paid clubs, memberships and distinguished club status. She urged struggling clubs to get coaches and to encourage leaders to step forward to become coaches. Jim mentioned a cluster of 9 struggling clubs that need coaches. Kusayla will hold a call with Jim and with these clubs. Each Division will be given a \$1,200 budget for membership building.

6. KERRY DESCHAMPS – DISTRICT 96 PROGRAM QUALITY DIRECTOR

Kerry's "BHAG" (big hairy audacious goal) is to achieve 75% of clubs to be distinguished clubs.

He explained his five strategies:

- 1) Engage the members
- 2) Focus on DCP
- 3) Present the Successful Club series at clubs. He challenged clubs to do 11 modules for the year.
- 4) Provide incentives.
- 5) Drive club quality through increasing the base memberships to at least 20 in each club.

173 communication and 78 leadership awards have been presented in 5 months. We have 80% on our paperwork. 64% of officers were trained. We are looking for solutions for training more club officers, especially at corporate clubs. We are 1 in the world for most DCP points earned for the District!

Kerry shared the following incentives:

"I love ice cream" incentive:

- 1 scoop – complete a High performance leadership program
- 2 scoops – completed two awards
- 3 scoops – triple award

Trainers Incentive – become a trainer at Club Officer Training or Leadership Bootcamp – will receive a speech kit.

The Amazing Club Race incentive: The first 20 clubs to register as distinguished win a lectern banner.

Connect the Dots: Complete the 11 club series presentations – to win a leadership excellence package

Upcoming Trainings:

- District Officer Training will be held in Vancouver, Yukon, Sunshine Coast and Prince George.
- We are working with Toastmentors to do remote training for the Club Officer Training.
- Leadership bootcamps will be held in various locations.
- District Conference will be held in May 14-16/2016.

Other projects are:

- Judges training by video
- Leadership library

7. LYDIA BURCHELL - DISTRICT 96 CLUB GROWTH DIRECTOR

Number of Clubs/Members: The District needs to be at 145 clubs. It is now at 137 and needs to be at 154 to be President's Distinguished. We have a base of 6,410 members, sit currently at 2,767 members (with half a year to go), to reach the President's Distinguished Goal we will need 6,923 members.

Suspended and Chartered: Since July 1, 2015 - there were four clubs that were suspended and we have chartered three clubs. Clubs with 12 members or less will receive extra help: new ideas, hands on support, incentives and club coaches or mentors.

Lydia reviewed her incentives, which she will roll out every month:

- **New Club Chartering Promotion** within 2 months - Banner & Banner Holder
- **2015 Smedley Award Club Membership Contest** - \$50 Toastmasters International Gift Certificate.
- **Champion – New Club Charter** - Toastmasters Hoodie and 'Champion' Plaque
- **Club Coach** - Club Coach must take club Presidents Distinguished. \$50 Toastmaster Gift Card
- **Open house Extravaganza** - January 1, 2016 – February 1, 2016 - Eligible clubs can make an application to receive \$50. Some conditions apply.
- **2016 Talk Up Toastmasters! Membership Contest** - \$50 Toastmasters International Gift Certificate
- **Club Growth Challenge 2015-2016 Non Distinguished Clubs** - A club that was not distinguished during the 2014-2015 year who reaches 20 members or more can choose 1 set of The Better Speaker Series + 1 set of The Leadership Excellence Series or a \$100 Toastmasters International Gift Certificate.
- **Marketing TM Logo Contest** - "Revealing the Best Kept Secret Toastmasters Logo Challenge" 1 Toastmasters International Static Cling Decal and entry for "Most creative idea" draw. Send your creative idea to ilovetoastmasters@gmail.com including your name, club and club number.

Leads: We currently have 27 leads for new clubs, 10 leads arrived in the past 2 months.

Update Email: We will be doing a monthly marketing and education update email. These will promote the incentives. There will also be a series of calls to answer questions about marketing.

Coaches: Currently there are 9 coaches, 12 sponsors and 19 mentors.

Insightly - Lydia highlighted the new Customer Relationship Management and Project Management tool "insightly".

She thanked her marketing leaders: Darren Frew (New Club Coordinator), Denise Suttrini (Assistant New Club Co-Ordinator), Andrea Maudsley (Membership Renewals Leader). She is seeking a Club Coach Coordinator.

The Goals of the Club Growth Director are:

1. Make it easier than ever to start New Clubs
2. Have people asking how they can become a New Member
3. Instead of Club Retention lets create Club Revitalization
4. Member Retention – give such a great member experience they will never want to leave

8. ED YUEN – PUBLIC RELATIONS OFFICER

▶ **Goal: Make Toastmasters known in BC**

- Inform our communities about the Toastmasters Brand.
- Inspire seekers to attend a club meeting
- Involve active Toastmasters to get out into the community

▶ **Strategies:**

- Empowering clubs with incentives to get out into the community
- Investing in a seeker friendly Toastmasters digital presence
- Equipping club officers with resources and tools to grow their club awareness
- Establish long term relationships with local institutions (community centers, government, libraries & schools)

▶ **Public Relations Incentives:**

- Community Tables
- Selfie with Club Poster Contest
- Free District Meetup
- District Facebook (internal)
- VP Public Relations Mastermind Group
- District Facebook (external PR) – with District 21
- Copy paste send templates
- Toastmasters Month Celebrations

▶ **Other Ideas Presented**

- Wear your Toastmasters badge and create public relations buzz
- Sandwich boards / directional signs

9. FINANCE MANAGER'S REPORT

Assinta was not available to report. Kusayla She presented the audit report. She thanked the Audit committee: Audrey Yan, Bob Nakovics and John Downes.

Budget was for a loss of \$80,606.00 as the District was a new district. This budget was approved by TI. Actual was a surplus of \$11,672.74. This is a variance of \$92, 278.74. The funds available at the beginning on July 1, 2014 were \$69,981.11 and the ending balance was \$105,111.12, which is an increase of \$35,130.01.

Variance came from:

- Other revenue more than budget: We did not budget revenue for November 2014 Evening with David Brooks, Spring Conference 2015 party bus ticket and T-shirts.
- Conference expenses less than budget: Both conferences were not hosted at a hotel, the venue and meal were not at hotel rates. Also, \$13,000 spring conference expenses were paid in 2015-2016.
- Travel expenses less than budget: We have no prior data to base on the travel expenses for DG/AG especially in remote areas in Prince George
- Marketing expenses less than budget: There were 5 marketing incentives for chartering new clubs and supporting club growth. However, there were 12-15 potential charters club have move their charter date after Sep/15. Therefore, most of the budget has not been consumed.
- CPR expenses less than budget: We budgeted \$10,000 for room rental but only spend 10% of it.

- Other expenses less than budget: We rented a party bus for \$5,000 to bring members from Vancouver to Prince George spring conference 2015.

Budgeted Revenue:

Membership	\$ 63,804
Conference	\$ 61,900
TLI / COT	\$ 830
Total Revenue	\$126,534

Budgeted Expenses:

Conference	\$ 61,780
TLI	\$ 3,750
Marketing	\$ 33,990
Communications & PR	\$ 19,065
Education & Training	\$ 21,060
Speech Contest	\$ 1,800
Admin	\$ 30,495
Travel	\$ 34,230
Other	\$ 12,588
	\$218,758

SUMMARY:

- ▶ Total budgeted revenues: \$126,534
- ▶ Total budgeted expenses: \$218,758
- ▶ Deficit: \$ (92,224)

Kusayla presented the comments on the 2014-2015 budget:

Membership

- ▶ Budgeted membership revenue for 2015 – 2016 is \$ CAD 63,804.
- ▶ 25% of membership revenue received from Toastmasters International is set-aside for the next term.

Conferences

- ▶ The TLI is budgeted has a loss of \$3,250 due to hosting at more locations various locations – Vancouver, Prince George, Yukon, Squamish, Whistler and Sunshine Coast.
- ▶ No policy maximum
- ▶ Estimated surplus for the two conferences are \$120 on total receipts of \$61,900 based on 130-150 registrants.
- ▶ Expenses include awards, supplies, room rental, meal and printing etc.
- ▶ Total budgeted is \$61,780 or 28.2% of total expenses.

Marketing

- ▶ No policy maximum.
- ▶ Total budgeted is \$ 33,990:
 - ▶ Building New Clubs \$ 7,150

- ▶ Membership Growth \$14,480
 - ▶ Club Coaches \$ 1,800
 - ▶ Rebuilding \$ 3,800
 - ▶ Recognition \$ 6,200
 - ▶ Other \$ 560
- ▶ 15.6% of total budgeted expenses.

Education and Training

- ▶ Maximum 30 % of total budget.
- ▶ Total budgeted is \$ 24,810:
 - ▶ Distinguished Clubs \$12,880
 - ▶ Training Club Officers \$ 2,060
 - ▶ Training Division and \$ 4,000
Area Directors
 - ▶ Other Expenses \$ 2,120
 - ▶ TLI \$ 3,750
- ▶ 11.3% of total expenses

Communication and Public Relations

- ▶ Maximum 25 % of total budget.
- ▶ Expenses include promo materials, newsletter, website, advertising, trade show registration and incentives.
- ▶ Each division is given \$1,200 for promoting the division / Toastmasters
- ▶ Total budgeted is \$ 19,065 or 8.7% of total expenses.

Speech Contests

- ▶ Maximum 10 % of total budget.
- ▶ Expenses include trophies, supplies and printing.
- ▶ Total budgeted is \$ 1,800 or 0.8% of total expenses.

Administration

- ▶ Maximum 20 % of total budget.
- ▶ Expenses include badges, business cards, awards, stationeries, conference calls, postage, food, storage, bank charges, gifts and incentives etc.
- ▶ Total budgeted is \$ 30,495 or 13.9% of total expenses.

Travel

- ▶ Maximum 30 % of total budget.
- ▶ Expenses for district, division, area directors and keynote speakers
- ▶ Total budgeted is \$ 34,230 or 15.6% of the total budget.

Other

- ▶ Maximum 10 % of total budget.
- ▶ Total budgeted is \$ 12,588 or 5.8% of total budget.
- ▶ Includes payments of invoices received after the year end cut off day.

The budget variances were reviewed:

Policy Maximums versus Budget

Expense Category	Max	Budget
Conferences - no budget limit	-	28.2%
Marketing - no budget limit	-	15.6%
Education and Training	30%	11.3%
Communication and public relations	25%	8.7%
Speech contests	10%	0.8%
Administrative	20%	13.9%
Travel	30%	15.6%
Other Expenses:	<u>10%</u>	<u>5.8%</u>
Total:		100.0%

MOTION:

Approve the 2015-2016 Budget, as presented. Moved by George Harjani, seconded by Frank Robinson.
Motion carried – all in favour.

Discussion: \$12,000 of Spring Conference venue charges were paid in 2015-2016. TI has approved the \$92,000 loss, as we are a new district and will incur start-up expenses this year and this includes the late \$12,000 Spring 2014 conference venue payment. There were also exchange rate differences due to the US dollar being so strong. The District has a reserve fund with \$105,111.12 to cover losses. The actual result of District 96 2014-2015 was a surplus. We are focusing on leadership training, incentives and promotion for the district expenses.

10. DIVISION DIRECTOR REPORTS

Division B Report – George Harjani

The four area directors have all completed club visits. One area director has submitted his reports. Four more new clubs are anticipated for this term.

Division D Report – John Baragan presented on behalf of Peter MacMillan

Division D ranges from 100 Mile House, Queen Charlotte Islands and is one of the largest divisions in the world. Quesnel has 9 members. Williams Lake has 18 members, it is going well. The Prince George clubs are growing, including the advanced club that just got a coach. Valemont is struggling with only 7 members, it is isolated and hard to service from Prince George. McKenzie had nine members at their meeting last week, it is looking promising for a new club.

Division H report – report sent by Vladimira Horvathova

14 clubs, some struggling

Held a make up club officers' training session in the summer. The next training session will on January 16, 2016 in North Vancouver.

Challenges - 2 area directors quit.

Area 73 - area director moved, but completed the first term - all visits, reports, and contest. Great job.

Area 76 - area director quit, but did not do the visits, reports, or contest. I took over & did that.

Areas 69 and 72 - amazing area directors, very diligent and encouraging. All visits are done and the contests were well organized and attended.

Area 69, 72, and 76 reports will be submitted on time.

Division J Report – written report from Jason Chan

1. Club Officer Training is scheduled for January 13, 2016. Speakers are booked and most trainers have been found. Location will be the Bonsor Community Centre
2. The division has 18 clubs right now. There are three leads being followed by the district with contacts given to Lydia (Kodak was in the works prior to this district year)
3. Clubs that require careful watch include Club Met, Glenlyon, World Class, and Roadsters. Glenlyon has a club coach. A person is considering coaching either Club Met or Roadsters.

Division L Report – Jim Hunt

No report, as he was in transit.

Division M Report – J. Brad Marko

We had a great contest in Division L. We have 19 clubs, with 9 struggling clubs. We will lose one as two merge. Velvet Tongues are likely to fold also. 40% of club reports are done. The division struggles with corporate clubs.

Division N Report – Gonul Guvenc

We have 15 clubs in downtown Vancouver. 14 of our 15 clubs have paid. Several of our clubs are corporate clubs. We have 265 active members in the division. The club officer training in the last term had 56 officers trained. Area Director visits have been completed by two areas and one area has 50% and one area has completed 33%. The division has had 20 educational awards (11 communication, 9 leadership). We are following up two new club leads (St Pauls Hospital and KPMG). Two of our clubs have 5 DCP points and four have four DCP points.

Division S Report – Louisa Davis

50% of club visits reports are submitted, the rest of the visits have been completed. One club has 5 DCP points, two clubs have 4 DCP points. We are encouraging the top clubs Burrard and VETC to help our struggling clubs by evaluating and giving presentations. This is working – they can get speaking slots and our smaller clubs have more vibrant meetings.

We are working to synergize with the other “sister” Divisions: corporate one-hour lunch training, added COT training and a high level speaker, sharing judges for contests, joint community table at Chinese New Year.

Division T Report – Eleanor Kroeger

We had a great turn-out at our contest. There is an even split with corporate and community clubs, evening and day clubs.

We area working together with Divisions S and N and will continue to do strategic planning.

All our clubs are doing well. We need two coaches – but they have good momentum.

Chatterblocks is a new club.

Division Y Report – Norm Eady

Division Y is half the size of BC – but 121 times the size of population. We have two clubs and are trying to charter a new club at the community college. The two clubs are healthy.

11. ANNOUNCEMENTS

- Françoise Baroux asked for advanced toastmasters that would like to train to present the remote club officers trainings. The Toastmentors meeting will be held tomorrow morning at 6:15am, it will be a virtual and live meeting.
- Kusayla announced the Spring 2015 conference will be held at the Executive Hotel and Conference Hotel on May 14-16, 2016. The DECM will be May 14/2016 and the Council Meeting will be on May 15/2016.
- Kusayla thanked Gene Vickers Immediate Past District Governor and Teresa Ferris Immediate Past Lieutenant Governor of Education and Training.

12. ADJOURNMENT

District 96 Director Kusayla Nathan adjourned the District 96 Executive Council Business Meeting at 4:38pm.