

D65 District Executive Committee Meeting Minutes

Date: December 2, 2023, at 9 a.m.

Location: Rochester Institute of Technology (RIT)

1. Call to Order and Review of District Mission

Meeting called to order from *Admin Manager*, Ryan Kelly at 9:03 a.m.

Confirmed by Bill Kirby, a motion is not needed to call to order

District Mission Reviewed

Turned over to Sam Otto, District Director

2. District Director Report

Welcome by District Director: Sam Otto, DTM

Sam provided a recap of the conference in the Bahamas

3. Program Quality Director Report

Workshops:

Nov 19: Kwesi Millington – Tell Your Story

Nov 28: Judges Training

Director Training:

Nov 17-20: Comprehensive Contest Planning Workshop for Division and Area Directors

Club Officer Training:

Nov 28

Upcoming Events:

Dec 5: Pres Vasilev, WCPS 2013 - Uncover The Glory Of Your Story

Jan 13, Jan 16: Club Officer Training

Conference: D65 Contest Season

Contest Regulations:

Mandatory in-person contests at Area, Division, and District levels

Replacement protocol for absent winners

All contestants must be ranked, not just 1st, 2nd, and 3rd

District Director Decision:

Clubs (except C31, D43) can send 1st and 2nd place contestants

Areas with ≤ 4 clubs may allow two contestants per club

Divisional Breakdown:

A: 3 Areas, 6 contestants

C: 5 Areas, 5 contestants

D: 3 Areas, 6 contestants

E: 4 Areas, 8 contestants

District Contest:

April 27 in Rochester

Each Division sends 1st and 2nd place contestants

Pre-Contest Checklist:

Area Directors: Submit list of all club contestants to Avis Brodie, PQD, for eligibility verification (abrodietm@gmail.com)

4. Club Growth Director Report

Club Dues are due March 31, 2024

Encouragement of Open Houses and Speechcraft!

Great need for Club Coaches (33 clubs have 12 or fewer members)

10 Clubs with 8 or fewer members

1 club coach assigned

New Clubs: 4 requests for information/2 new potential clubs holding demo meetings (Rochester and Buffalo)

5. Public Relations Report

Sam Otto provided PR report in Keith's absence

The "open rate" on District Communications sent through Constant Contact is at 42%, showing a slight increase since the program year's start.

For District trainings and workshops, we've shifted to using JotForm for registrations, finding it more cost-effective than Eventbrite. Adding questions to Zoom registration helps gather valuable attendee information.

Social Media Presence:

Posting on Facebook, LinkedIn, and Instagram three times a week.

Instagram has the highest traffic with 174 followers.

VP PR breakout room suggested following other Toastmasters Clubs and Districts to quickly boost followers on Facebook and Instagram.

District 65 group exists on Facebook and LinkedIn for members to share club updates.

Online Content:

District 65 YouTube channel features recordings of past trainings and workshops.

Ongoing efforts to expand and add more content to the YouTube channel.

6. Division Reports

- a. Division A Director: Karen Stewart

Introduction of Area Directors within Div A

of Clubs in Division A: 13

of Clubs that have one DCP goal or better: 8

of Clubs in Good Standing: 11

of Clubs that can benefit from a Club Coach: 7

of Clubs Low / Ineligible / Suspended: 4

of Prospective / or newly Chartered Clubs (as of July 1): 0

Challenges-Communication, obtaining new members

- b. Division C Director: Martin Johnston, DTM

Introduction of Area Directors within Division C

of Clubs in Division C: 22

of Clubs that have one DCP goal or better: 17

of Clubs in Good Standing: 17

of Clubs that can benefit from a Club Coach: 7

of Clubs Low / Ineligible / Suspended: 3

of Prospective / or newly Chartered Clubs (as of July 1): 0

Encouraged to share ideas to Martin's email

Challenge in Div C - Some clubs struggling with low membership thus low attendance at club officer training.////Possible solution - offer club coach to eligible clubs to help build up membership. Goal to have officers attend next available training.

- c. *Division D Director: Shannon Brooks*

of Clubs in Division D: 13

of Clubs that have one DCP goal or better: 9

of Clubs in Good Standing: 10

of Clubs that can benefit from a Club Coach: 3

of Clubs Low / Ineligible / Suspended: 1

of Prospective / or newly Chartered Clubs (as of July 1): 0

Challenges-Communication issues

- d. *Division E Director: Brianna Wichowsky*

Introduction of Area Directors within Division E

of Clubs in Division E: 18

of Clubs that have one DCP goal or better: 14

of Clubs in Good Standing: 13

of Clubs that can benefit from a Club Coach: 7

of Clubs Low / Ineligible / Suspended: 6

of Prospective / or newly Chartered Clubs (as of July 1): 4

- Challenges-lack of communication, getting new members, submitting awards

7. **Contest Panel Discussion**

Led by Ryan Kelly, Admin Manager

This was part of Ryan's Level 5 (Dynamic Leadership) elective project

Panelists: Judy Britton, Brion Kellar, Claire Warren-Ginnan

Discussion of contest preparation: including securing a venue, finding a contest master, officials

Starting early was emphasized

Finding the right Contest Master is key for a good contest

8. **Closing**

Meeting turned over to Sam Otto after the adjournment of Ryan Kelly's panel discussion

Sam adjourns the meeting at 11:34am.