



District Council Meeting September 17, 2024

7pm – 9pm Via Zoom

Attendees:

District Officers

Avis Brodie, DTM - District 65 Director Gillian Sheldon, DTM - Program Quality Director
Brianna Wichowsky - Club Growth Director Keith Flint - Finance Manager
Deborah Hunt, DTM - Administrator Manager Ryan Kelly - Public Relations Manager
Sam Otto, DTM - IPDD

45 - Division and Area Directors, Club Presidents and VP Education

Bill Kirby, DTM – Parliamentarian Rachel Dowling – Credentials Chair

Nathan Rathbun – Audit Chair

Call to Order

The meeting was called to order at 7:00 pm by Deborah Hunt, DTM

Read the Toastmasters International Mission – We empower individuals to become more effective communicators and leaders.

Read the District Mission – We build new clubs and support all clubs in achieving excellence.

Read the District 65 Standing Rules –

Assignment of the floor. To seek regular recognition by the chair, a member shall raise their hand by use of the ‘raise hand’ feature of the meeting platform. The tech team will ask via private chat for what purpose the member wishes to speak, and the speaking order will be determined by the team. Members wishing to speak on a motion must type their names and positions in the chat box and indicate whether they wish to speak in favor of or against a motion.

Debate or discussion on any item on the agenda shall be limited to a maximum of ten minutes. No voting member shall speak more than once on the same question or longer than one minute.

Debate may be extended at the discretion of the Chair to allow additional discussion, if fairness so requires. This limitation does not apply to points of order.

The Chair shall call for discussion on the pros and cons of interested parties who will speak on an alternative basis. Members must state their name, role and position for or against the motion before speaking and are limited to the times indicated.

Voting is conducted using the ‘raise hand’ feature in the virtual voting platform.

The chair will declare the result. The counting of the hands, if necessary, will be done by the tech team.

The Administration Manager shall maintain a set of minutes, which shall be approved by the district executive committee at the next district executive meeting and posted on the district webpage.

Technical requirements and malfunctions. Each attendee is responsible for their electronic connection; no action shall be invalidated on the grounds that the loss, or poor quality, of an attendee’s individual connection prevented them from participating in the meeting or training.

- **a. Forced disconnections.** The chair may cause or direct the disconnection or muting of an attendee's connection if it is causing undue interference with the meeting.
- **b. Recordings.** Attendees shall not record any session or workshop. Except by Administrative Manager for notes and then discarded.

Review Voting Procedures – Parliamentarian, Bill Kirby, DTM

Discussed the Election Runner Program – Results are private and accurate.

Your ballot will be delivered to the email you registered with.

Weighted votes have been enabled and assigned to those eligible. You may only vote once – cannot be shared.

Have your email application open – close any unused applications or browsers. The administrative manager will indicate that the vote has been launched. Give it 1-2 minutes to arrive in your mailbox. Check your spam/ junk folder as well. You must submit your vote within the 10-minute window. The credential team will exit to a breakout room to verify results.

Credential Report – Credentials Chair Rachel Dowling

Who Can Vote?

District Executive Committee (DEC) Members

District Director – Program Quality Director – Club Growth Director – Administration Manager – Finance Manager – Public Relations Manager - Immediate Past District Director – Area & Division Directors

District Council Members -

Club Presidents and VPs of Education – Club President and VP Education are designated and may hold each other's proxy – NO other proxies are permitted.

Voting Members MUST be logged on prior to the scheduled start in order to vote.

Credentials Report:

Active Club Presidents and VP Education	114
Quorum (1/3 Club Votes)	38
# of Club Ballots Issued	51
# of District Ballots Issued	22
Total Ballots Issued	73
Simple Majority	37
2/3 Majority	49

Quorum was met. We may conduct business.

Welcome Remarks Introduction – Avis Brodie, DTM, DD, PDG – Agenda for tonight

Call to Order	District Mission	Parliamentary Procedure	Certification of Quorum
Adoption of Agenda	Approval of previous District Council Meeting April 23, 2024	District Reports	Contest information
Confirmation of appointments	District Budget	New Business	Adjournment

Adoption of Agenda - “I move to accept the agenda as presented / amended” –

1st motion – Gillian Sheldon, DTM Program Quality Director

2nd motion - Jeannette Kreher Heberling Area 12 Director

In Favor – 49

Not in favor – 0

Agenda was accepted.

Acceptance of previous District Council Meeting Minutes - “I move to accept the District Council Committee meeting minutes of April 23, 2024”

1st motion – Christopher Jackson – Area 13 Director

2nd motion – Kelly Evans – President Empire Statesmen

In Favor – 49

Not in favor – 0

Minutes were accepted.

District Director Report – Avis Brodie, DTM, PDG, DD abrodietm@gmail.com

Encouraged all clubs to be distinguished – “Distinguished = Success”

Focus on Education, Membership Growth and Retention, Training, Administration

Dues: By September 30th at least 8 members must be paid for club to remain in good standing.

To be distinguished, the district needs:

1% net payments growth = 2,116 Our **GOAL is 8%** = 2263 payments

No net club loss = 55 Clubs Our **GOAL is 5%** growth = 58 Clubs

40% Clubs distinguished = 22 distinguished or better. Our **GOAL is 55%** = 31 Clubs or better.

Area Visit Reports:



Program Quality Director Report – Gillian Sheldon, DTM district65pqd@gmail.com

Total number of Club Officer Roles trained – 2024-25 Phase 1: 309

Clubs with 7 officers trained – 16!

Clubs with 6 officers trained – 11

Clubs with 5 officers trained – 12

Clubs with 4 officers trained – 11

Clubs with ≤ 3 officers trained – 7

Club Officer Training – Phase 2 will be held in December and January – details will be announced in the coming weeks.

When club officers are well-trained to perform their duties, club members are better served. This makes the members' experience more positive, which leads to a quality club experience and increased member retention.

Conference 2025! **LEADING WITH VISION: CREATE YOUR FUTURE**

Thursday April 24th – Annual District Council meeting – Voting

Friday April 25th – Welcome / Table Topics Contest

Saturday April 26, 2025 – Full day of workshops / Keynote Speaker / International Speech Contest and so much more!

It was so successful last year at the Double Tree by Hilton; we are holding it there again. 1111 Jefferson Road, Rochester. More details with follow.

Continuing Education Series:

Make sure you check the district newsletter – <https://tmdistrict65.org/calendar> for links.

Welcome to Toastmasters / Pathways 101

Mentor Mondays – 3rd Monday of the month

Moments of Truth

How to Captivate Your Audience - Tues October 8th

Free ToastHost Bootcamp – October 18th.

Club Growth Director Report – Brianna Wichowsky district65CGD@gmail.com

Renewals are due by September 30

3 Clubs are folding – HSBC Toastmasters, Toast of Corning, Equitable Talkers

9 Clubs have submitted renewals as of 9/16

37 Clubs have at LEAST 1 member renewal

12 Clubs have ZERO member renewals

Our work is cut out for us. 12 days for on time submittal.

Club Coaches:

24 Clubs are eligible for a coach

8 Clubs never responded if they would like one

4 clubs decided not to have a coach

11 Clubs have a coach – 1 is still deciding

12 Coaches have been assigned with 3 coaches yet to be assigned

New Prospective Clubs - August – Chartered 2 Clubs -

Toaster Strudels – VisualDx Corporate Club

High Risers Toastmasters Club – Advanced Club

Clubs in the Pipeline –

Moog – Corporate Club in East Aurora (Restricted)

Veterans Hospital – Buffalo (Restricted)

Under40 – Professional Under 40 Years Old (Open) Area 54

Midtown Athletic Club – member of the Club (Restricted)

Cornell University Libraries and Press – Open - Area 41

Public Relations Manager Report - Ryan Kelly district65prm@gmail.com

Internal Communication:

- Channels: Email (Constant Contact), District website, Facebook group for members
- Target Audience: District Leadership Team, Club Officers, Members
- Purpose: Leadership updates, Club engagement, educational opportunities

External Communication:

- Channels: Social media (Facebook, LinkedIn), TV/News Media (in the works)
- Target Audience: Prospective Members, Community Organizations
- Purpose: Public awareness, Membership growth

PRM Schedule:

Monthly Newsletter – (48% open rate) - Workshop Reminders - Periodic Post on LinkedIn and FB (289 members following)

PR Success Tips -

Promote Achievements: Share club milestones and member successes on social media and newsletters to attract attention.

Boost Online Presence: Update your website and social media with engaging content and event invitations.

Leverage Testimonials: Feature member stories to build credibility and attract potential guests.

Engage Community: Participate in local events and collaborate with organizations to increase visibility.

Invite & Welcome Guests: Extend personal invitations, create a warm welcome, and follow up with a thank-you message.

District 65 Audit Committee Report Year-End 2023-2024 – Audit Chair Nathan Rathbun

Committee members – Melissa McDonald, DTM, Shuanglin Huang

Audit Period: Year-End Audit – January 1st, 2024, to June 30, 2024

Audit Scope: Defined by Toastmasters International (“TI”) procedures in accordance with “Audit Committee Guidelines”

Major Audit testing performed:

Reviewed Profit and Lost statements, Bank statements and district reserve statements.

Verified all the transactions on the receipt and payment register are adequately supported.

Verified that District Expenses are in compliance with TI policies and that they support the mission of the District.

Audit Results:

Individual expense reports were properly approved

Expenditures were supported by receipts, invoices, etc.

Expenses were in compliance with Toastmasters International guidelines

Expenses were in line with District 65’s approved budget and variances were explained

Revenue was properly accounted for.

Finance Manager Report - Keith Flint

District P & L as of 8/3/124

District 65			
Profit & Loss (Actual vs. Budget Summary)			
07/01/2024 Through 08/31/2024			
	Actual	Budget	Variance
District Revenue			
Membership Revenue	2,610.00	1,379.00	1,231.00 (116 renewals, 47 new members, 44 charter members)
Total District Revenue	2,610.00	1,379.00	1,231.00
District Expenses			
Ti Allocation Expense	222.26	222.26	0.00
Marketing Outside Toastmasters	108.84	542.00	433.16 (Business cards)
Administration Expenses	646.79	646.79	0.00 (Zoom licenses)
Public Relations Expense	234.09	102.00	(132.09) (Jotform subscription)
Food and Meals	348.64	1,200.00	851.36 (District Trio at Convention)
Travel	848.12	2,737.00	1,888.88 (District Trio at Convention)
Lodging	1,604.61	5,190.00	3,585.39 (District Trio at Convention)
Total District Expenses	4,013.35	10,640.05	6,626.70
Total Net Income	(1,403.35)	(9,261.05)	(5,395.70)

The above is summary of the budget to date, Keith gave a very detailed presentation slide show on what the expenses and revenue are generated in District 65.

Acceptance of District Officer Reports -

“I move to receive the District Officer Reports as presented for information.”

1st motion – Sherry Thompson, Area 34 Director

2nd motion – Kathryn Murtha, VPE River City Toastmasters

In Favor – 42

Opposed – 0

Reports were accepted.

Contests 2024-2025 - District Director Avis Brodie, DTM, PDG

Speech Contest Rulebook Changes 2024-2025

Beginning with the 2024-2025 speech contest cycle, all contests at Area and beyond must be conducted fully in person.

Clubs can choose their own format.

Along with the International Speech Contest, the District Executive Council has chosen to hold the Table Topics contest this year.

Schedule:

January - Club Contests

February – Area Contests

March – Division Contest

April – District Contests

Friday April 25 Table Topics

Saturday April 26 International Speech

Areas with 4 or fewer clubs on December 1st – each club sends top 2 contestants to their area contest

Divisions with 4 or fewer Areas on December 1 – each Area sends top 2 contestants to their Division contest (Div A, D, E)

Each Division sends top 2 contestants to the District contest

District Budget Presentation – Keith Flint Finance Manager

Prepared with District Trio in August and approved by DEC on August 28th, 2024

Submitted to Toastmasters International on September 2nd, 2024 – one minor reallocation requested and was resubmitted on September 16th, 2024

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
Membership Dues Allocation	358	1,020	8,805	1,823	600	394	493	1,579	8,186	1,613	661	1,139	26,672
Conference revenue	-	-	-	-	-	-	-	-	-	16,040	-	-	16,040
Fundraising revenue	-	-	-	-	-	-	-	-	-	2,500	-	-	2,500
Education and Training revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	358	1,020	8,805	1,823	600	394	493	1,579	8,186	20,153	661	1,139	45,212
TI Allocation Expense	111	111	111	111	111	111	111	111	111	111	111	111	1,334
Conference expense	-	-	-	-	-	-	-	-	-	16,040	-	-	16,040
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing Outside Toastmasters expense	158	394	349	49	49	49	349	49	49	49	49	49	1,632
Recognition expense	-	400	-	-	-	500	-	-	-	500	-	1,800	3,200
Club Growth expense	-	170	220	370	670	170	370	220	170	970	170	500	4,000
Public Relations expense	91	91	91	91	91	91	91	91	91	91	91	91	1,092
Education & training expense	-	700	-	-	-	-	450	-	-	200	-	1,380	2,730
Speech contest expense	-	113	-	-	-	-	-	-	-	21	-	-	134
Administration expense	647	-	95	-	-	-	-	-	-	95	-	-	837
Food and Meals expense	-	1,200	-	-	-	-	300	-	-	-	-	-	1,500
Travel expense	-	2,737	-	-	-	-	427	-	-	2,500	-	-	5,664
Lodging expense	-	5,190	-	-	-	-	1,500	-	-	360	-	-	7,050
	1,007	11,096	866	621	921	921	3,598	471	421	20,937	421	3,931	45,212
District net income/(loss)	(649)	(10,075)	7,939	1,202	(321)	(527)	(3,105)	1,108	7,785	(784)	240	(2,793)	10

Break even	Revenue	Expense	Net	Policy
Conference	16,040	16,040	-	Meets Policy
Fundraising	2,500	-	2,500	Meets Policy
District Store	-	-	-	Meets Policy

*** The District may not budget for a Net Loss

Keith went through each tab on the budget in detail – with full explanations.

Explained expenses for travel and education, trade shows, awards, incentives & software and web expenses.

The district will also promote a Conference raffle as fundraiser this year.

Adoption of Budget – “I moved to accept the Budget as presented”

1st motion – Karen Stewart, Division A Director

2nd motion – Troy Shaver VPE Cayuga Club

Election Runner Voting Begins- 8:10 pm – 8:20pm

Remind all to keep checking their email. Vote tabulation in progress

8:20 Vote results:

District 65 Budget Vote		
Option	Votes	
<input checked="" type="checkbox"/> Approve	97%	62
<input type="checkbox"/> Disapprove	3%	2

Budget has been accepted.

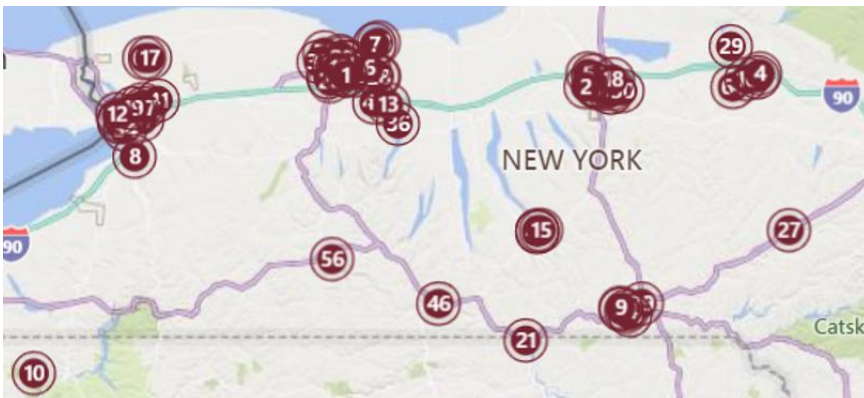
New Business – District Director Avis Brodie, DTM, PDG

District Realignment

District alignment – from Toastmasters International- Important

We have around 50 clubs – new alignment for districts **with fewer than 100 clubs** might be redistributed and their boundaries modified - this means we *might lose* “district 65”

We need to build clubs. We have time to build. If the district wishes to remain a district and not be realigned, it needs to submit a growth plan that **within 3 years it will have 100 clubs. We have a lot of geographic areas in NY, market potential to cover. We have lots more room and areas that we can build upon.**



Member, Club, and District Success!

Post on district FB page your club achievements and celebrate the successes!

Annual District Council meeting is Thursday April 24, 2025, via zoom.

Adjourn DEC and Council Meeting-

“I move to adjourn” Sherry Thompson Area 35 Director

General meeting adjourned at 8:48 pm

Thank you to all attendees.