



District 77

Serving Alabama, Northwest Florida & Southeast Mississippi

District Executive Committee (DEC) Minutes

Virtual Meeting via Zoom.us

February 13, 2019

- I. Meeting called to order by Phil Jackson, DTM, District Director at 7:00 pm
- II. Roll Call/Certification of Quorum: Michele Goodson, CC, ALB, District Administration Manager called the roll. At the time of the DEC meeting, there were thirteen (13) members present and twenty (20) members absent. **A quorum could not be established (Attachment 1).**
- III. District Leadership Reports:
 - A. Administration Manager: Michele Goodson, CC, ALB, District Administration Manager
The minutes from the Saturday, December 8, 2018 District Executive Committee (DEC) minutes were previously approved and distributed to District 77 Officers. There were no additional discussions, changes, or modifications.
 - B. Finance Manager: Wanda Siefke, ACS, ALB, District Financial Manager - **Absent** (Attachment 2)
 - C. Public Relations Manager Report: June Newton, DTM, District Public Relations Manager - **Absent**
 - D. Division Directors:

Division A – Kelli McDonald, ACG, ALB (Attachment 3)

- Doing great
- Two clubs fully chartered this year
- One club in danger of suspension; Action plan: Open House, Membership Drive
- HPL projects: members are reaching out
- Second rounds of area visits have begun

DISCUSSION: Phil Jackson, DTM, District Director, discussed ideas for spending division money on area clubs. He suggested thinking about something special directors would like to do for the area. Kelli McDonald suggested banquets, awards, etc.

Division B – Tamara Hall, ACS, ALB (Attachment 4, 4a, & 4b)

- Looking great; working on earning distinguished status
- Two new clubs chartered
- Area & Division speech contests coming up
- Triple Crown members – three clubs
- Visitor from Ireland
- Most clubs have had 4+ officers trained

DISCUSSION: Each division allotted \$1000 direct spending – spend where you see fit, where it will benefit the most, and help the division. A generic budget will need to be submitted prior to spending the money.

Division C – Sancha Howard, ACS, ALB – ABSENT

- Division is doing great; expect to earn distinguished award
- Two clubs are inactive (East/West); Phil will reach out

Division D – Paul McGachey, ACB, ALB (Attachment 5)

- Area and division speech contests are coming up
- New club in Area 43 (Foley; 23 members; charter in the next few days)
- Area 43 is losing Jubilee (no longer meeting; haven't officially disbanded yet)
- Three make-up TIs held
- Several areas need attention: 12, 13, 42, and 43
- Goal: Paid status in clubs

DISCUSSION: Phil Jackson, DTM, District Director thanked Paul for his and his area's help with the upcoming District 77 Spring Conference.

Division E – Randy Newman, ACB, CL - ABSENT

Division F – Leonard Jackson, ACS, ALB - ABSENT

E. Club Growth Director (CGD): Wanda Spillers, DTM (Attachments 6)

- Five chartered clubs
- Possibility of a gavel club with Talladega (lead initiated three years ago)
- Division Directors sent an analysis
- Talk Up Toastmasters ends March 31, 2019
- Up and coming clubs: Foley, Wetumpka (extension of Windcreek), Killen, Alabama A&M, Raytheon
- Meridian, Speak Softly are no longer struggling club and have earned a \$50 gift club gift certificate
- Maxwell – Hope we don't lose; Phil to reach out
- Discussed adding clubs to Meetup.com to attract members
- Sherry Moore can help set-up ToastHost
- Tindell hard hit by hurricane; Toastmasters International gave District 77 permission to find a temporary location to meet; Phil will help them to get active by April 1st.

- F. Program Quality Director (PQD): Kim Goode, DTM
 - Discussed training all club officers
 - Division Directors: make sure all clubs receive credit for training (division directors can fix errors)
 - Spring conference will be held in Mobile; sign-up is on the district website; Register online or mail registration to save fees; Early Bird registration ends February 28th
 - Trophies ordered for the division contest
 - Rich Hopkins is the conference key note speaker – he will speak despite recent hip fracture
 - TLI – Complete by February 28, 2019
 - First summer TLI will be held in June
 - District Leadership Training – June 28 – 29, 2019
 - Volunteer positions are open for conference
- G. District Director (DD): Phil Jackson, DTM (Attachment 7)
 - Overall, the division is doing well
 - We've gained momentum, as hoped, in the new year
 - There are 82 clubs in the division
 - We still need to push membership growth
 - We need to focus on paying membership dues, that's why renewal opened early; collect club dues now, and then focus on being distinguished
 - Concerns: Education goals, TM/WOW Project; club quality is a big concern
 - Shared a new member orientation he's started with his club to help with member retention; the updated package includes a new, two-hour presentation, a nice TM folder with information in it. He will email to the DEC.
 - We must focus on WOW, club quality

IV. Unfinished Business:

- A. Mid-Year Training: Kim Goode, DTM and Wanda Spillers, DTM attended this training
 - Competent Communicator and Competent Leadership manuals will only be available online
 - Club Officers will no longer be permitted to opt out of Toastmasters emails
 - In the future, club officers will watch a video prior to the TLI; will be tracked for club to receive credit
- B. Winter TLI: The Winter TLI went well.
- C. Area/Division Speech Contests: Email dates to Kim Goode, DTM
- D. 2nd Round Area Visits: Not pleased with progress; We need to get these visits completed; if there are problems reach out to Division Director; be sure to coordinate with club and ensure area council meetings are held.
- E. Realignment: The district will lose a few more clubs. We will keep things as simple as possible. Randy Cooper is the District Alignment Chair.
- F. Annual Conference: Last day to receive the hotel discount is March 26th. On March 1st, conference registration fee will increase to \$110. On April 1st the conference registration fee will increase to \$120.

V. New Business

A. District Council Meeting: Will be held during the annual conference

B. District Officer Elections: Will be held during the annual conference

C. Triple Crown Award: There are issues, thus far TI has not helped to resolve. With both legacy and Pathways members are earning multiple awards. The pins are expensive. The division is working on an equitable way to award and pay for pins. There are Pathways ribbons.

DISCUSSION: Is there a Pathway pin? What can we reward if there is no Pathway pin? There was a discussion of awarding a certificate in lieu of a pin. Phil Jackson, DTM, District Director suggested printing out a certificate for members when they achieve each level – make it a surprise on nice quality paper.

D. Wow!Factor Project: Club officers should go over the WOW questionnaire. Club officers can speak with area directors about ways to improve quality, like perhaps doing something special for the new members; make sure all members join Pathways

VI. Announcements: None

VII. The District Executive Committee meeting adjourned at 8:15 p.m.

X 
Michele Goodson, CC/ALB
Administration Manager