District 45

Fall District Council Meeting



Online via Zoom September 17, 2022

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AGENDA - DISTRICT COUNCIL MEETING



District 45 District Council Meeting 8:00 am ET/9:00 am AT – September 17, 2022 Online Meeting

Call to Order Crystal Cobb

District Director

Inspirational Opening Deepak Nainiappan

Area 1 Director

Reading of District Mission Statement Elise Thorsen

Area 8 Director

Welcome & Opening Remarks Crystal Cobb

District Director

Credentials Committee Report Kelley Demers, DTM

Approve minutes from May 15, 2021 Roxanne Benzel

Administration Manager

Confirmation of Appointed Officers Crystal Cobb

District Director

Audit Committee Report Angela Stoddart, CPA, CGA

Audit Committee Chair

Division Director Reports 5 Divisions - 2 minutes each

Senior District Leader Reports 2 minutes each

District Success Plan Crystal Cobb

District Director

Proposed Budget 2022-2023 Sam Boduch

District Finance Manager

Unfinished Business

New Business

Announcements

Time & Place of Next DC Meeting May 2023

Adjournment

District Council Meeting
District 45, September 17, 2022

MINUTES - MAY 14, 2022 DISTRICT COUNCIL MEETING

Call to Order	District Director Heather Perkins, DTM, PDG, PRA, called the meeting to order at 12:46 PM ET.
Inspirational Opening	Lorelei Grecian, CC, CL, IP5, PI4, Area 3 Director, delivered the inspirational opening and shared her insights on two quotations from Ralph Smedley: "The unprepared speaker has a right to be afraid" and "Ours is the only organization I know dedicated to the individual. We work together to bring out the best in each of us and then we apply these skills to help others."
Reading of District Mission Statement	Cindy Sarvai, CC, CL, MS4, Area 20 Director, delivered the District Mission statement.
Welcome and Opening remarks	District Director Heather Perkins, DTM, PDG, PRA, provided welcome and introductory remarks.
Credentials Committee Report	Michael Thompson, DTM, Credentials Chair, stated that, with 83 paid clubs, the number of potential club votes is 166 (for Presidents and VPEs). Quorum requires 56 members. We received 67 club ballots and 28 DEC ballots. The total number of potential votes is 95, and quorum has been reached.
Administration Manager's Report	District Director Heather Perkins, DTM, PDG, PRA, asked if there were any errors or additions to the minutes from the previous District Conference that was held on September 18, 2021. Hearing none, the minutes were approved as posted.
Confirmation of Appointed Officers	District Director Heather Perkins, DTM, PDG, PRA, stated that Jonathan Bohm, DTM PDD, was appointed Club Growth Director in the 2021 - 2022 year. She entertained a motion to accept the appointment. It was moved by Maureen VPE of Speech Afire Advanced Toastmasters MacIntosh, DTM and seconded by District Leader Committee Chair Candice Buell, DTM, PDG. The motion was passed.
Realignment Report	Club Growth Director Jonathan Bohm, DTM, PDD, presented the Alignment Report which is enclosed on pages 5 to 9 of the Annual DC Meeting Report. Jonathan moved that the proposed realignment for Divisions A and G be approved as per the posted Realignment Report. District Director Heather Perkins, DTM, PDG, PRA advised that the motion does not need a seconder. Motion carried. Jonathan moved that the proposed realignment for Division B be approved as per the posted Realignment Report. District Director Heather Perkins, DTM, PDG, PRA advised that the motion does not need a seconder. Motion carried.

	Jonathan moved that the proposed realignment for Divisions C and E, including the dissolution of Division E, be approved as per the posted Realignment Report. Division 11 Director Andrea Jeffs, IP4, DL3, moved an amendment to the motion that the proposed realignment for Divisions C and E, including the dissolution of Division E, be approved except that East Coast Online Advanced Toastmasters 7800586 be removed from its new placement in Division C, Area 4, and be moved back to its charter placement in Division D, Area 11. Seconded by Erin McMenemy, DTM, VPE of East Coast Online Advanced Toastmasters 7800586. Hearing no objections, Heather advised the amendment was carried. The amended motion was then carried. Jonathan moved that the proposed realignment of Division D indicated on page 9 of the Annual DC Report be approved with the inclusion of East Coast Online Advanced Toastmasters in Area 11. Seconded by Paul Coddington, DTM, President of Mt. Washington Valley Toastmasters 3596556. Heather declared that the motion be carried.			
District Leader	Candice Buell, DTM, PDG, shared highlights of the District Leader			
Committee	Committee Report which is found on pages 10 to 13 of the Annual DC			
Report	Report.			
Election of 2022-	The nominees of District Officers for the 2022 – 2023 are as follows:			
2023 District	District Director: Crystal Cobb, CC, CL, EC5, PI5, DL5			
Officers	Program Quality Director: Tom Macisso, MS5, SR5			
	Club Growth Director: Paul Coddington, DTM			
	Public Relations Manager: Vacant			
	Division A Director: Rogowsky, CC, ALB, MS1, VC4			
	Director B Director: Vacant			
	Division C Director: Antoine LeGresley, IP4			
	Division D Director: Michael Lawlor, ACB, ALB, MS5, TC5			
	Division G Director: Susanne Melling, DTM			
	District Director Heather Perkins, DTM, PDG, PRA, declared that, with the exception of PRM, there could be no floor candidates. Since all other candidates were unopposed, the Administration Manager, Albert Cormier, MS5, EH5, PM2, SR1, was instructed to cast one ballot in favor of each of these candidates. Nominations were called for from the floor for the vacant position of			

	Public Relations Manager. Casey Jenkins, DTM, VPE of Portsmouth Toastmasters 1094, nominated Lesley Carter, IP2, VPE of Dartmouth TIC Talkers Toastmasters Club 3119. The motion was seconded by Division G Director Tom Goodwin, DTM, PDD. No other nominations were given from the floor. Heather instructed the Administration Manager, Albert, to cast one vote in favor of Lesley Carter. Lesley Carter, CC, ALB, MS1, IP2, is our elected candidate for Public Relations Manager for the 2022 – 2023 year.				
Report of 2021 –	District Director Heather Perkins, DTM, PDG, PRA, shared highlights of the				
2022 Audit	2021 – 2022 Audit Committee Report included on page 14 of the Annual				
Committee	DC Report.				
	Finance Manager, Ken Hubley, IP4, PI1, made a motion to adopt the Audit Committee Report. Motion was carried.				
Finance Manager	Finance Manager Ken Hubley, IP4, PI1, presented a report on the state of				
Report	our finances as of the end of the third quarter. This report and its highlights are on pages 15 and 16 of the Annual DC Report.				
Senior District	The following SLT members delivered a two-minute report:				
Leader Reports	 Anne Doucette, ALB, ACB, DL5, MS5, IP5, LD5, Public Relations 				
,	Manager				
	 Jonathan Bohm, DTM, PDD, Club Growth Director 				
	 Crystal Cobb, CC, CL, EC5, PI5, DL5, Program Quality Director 				
	 Heather Perkins, DTM, PDG, PRA, District Director 				
Division Director Reports	Each of the six Division Directors listed below presented a two-minute report:				
	 Suzanne Weiss, ACB, CL, LD3, DL1, Division D Director 				
	Kelley Demers, DTM, Division A Director				
	Jim Kokocki, DTM, PIP, Division C Director				
	Tom Goodwin, DTM, PDD, Division G Director				
	Madhu Kanji, DTM, Division E Director				
	Tom Macisso, MS5, SR5, Division B Director				
Unfinished Business	None None				
New Business	None				
Announcements	District Director Heather Perkins, DTM, PDG, PRA, stated that there was still time to put in a guess to identify the Mystery Guest who will be unveiled tonight. All ten clues are on the District 45 website.				

Date of Next DC Meeting	The meeting will be held online sometime in September as it needs to be held by September 30.
Adjournment	Meeting adjourned at 1:45 ET.
Minutes Recorded	Minutes recorded by: Administration Manager Albert Cormier, MS5, EH5, PM2, SR1.

DISTRICT 45 APPOINTED OFFICERS 2022-2023

District Administration Manager Roxanne Benzel, MS2

District Finance Manager Sam Boduch

Area 1 Director Deepak Nainiappan, DL4

Area 2 Director Chris Goguen, EC1

Area 5 Director Jonathan Metilly, PI3

Area 7 Director Brian Richards, DTM

Area 8 Director Elise Thorsen, SR1

Area 9 Director Jenny Theriault, MS3

Area 13 Director Veerendra Nagalla, PI5

Area 14 Director Ivona Cookson, MS1

Area 17 Director Horace Crozier, DTM

Area 19 Director Manju Kanji, DTM

Area 20 Director Joe Reid, IP2

Area 24 Director Candice Buell, DTM

2022 - 2023 DISTRICT 45 BUDGET SUMMARY

Category	2022 – 2023	% of	2021 – 2022	2021 – 2022
	budget	maximum	budget	actual
		allowed		
Revenue		,		
Membership Dues	27,357		29,090	27,356.59
Conference Revenue	27,600		0	0
Education and Training				0
Revenue				
Total Revenue	54,957		29,090.00	28,743.66
TI Allocation	1,368		1,458	1454.52
		,		
Conference Expenses	27,561	Meets policy	0	0
Education and Training	3,305	12.1/ 15.0	4,700	1,441.76
Marketing Outside	2,520	9.2/10.0	3,450	(13.18)
Toastmasters				
Club Growth	2,725	10.0/ 15.0	9,750	3,516.48
Public Relations	2,155	7.9/ 10.0	2,550	1,034.50
Recognition	2,280	8.3/20.0	5,410	8,294.95
Travel	2,593	9.5/ 25.0	3,000	633.36
Lodging	7,246	26.5/ 15.0	2,640	220.24
Food and Meals	930	3.4 /15.0	100	55.83
Speech Contest	300	1.1/5.0	500	807.76
Administration	1,674	6.1/ 10.0	1,749	1,778.51
Total Expenses	54,657		59,099	19,224.73
Net income/(loss)	300		(5,711.00)	9,518.93

- 1. Revenue from 2021 2022 includes \$1,387.07 from a club that dissolved during the year.
- 2. Lodging is over the limit because of in-person Area and Division Director training, in-person District Leader training at the International Convention and anticipated in-person midyear District Leader training.

AUDIT COMMITTEE REPORT

District 45 End-of-Year Audit

The Audit committee met on August 9, 2022 via Zoom. The following members were present:

- Angela Stoddard Audit Chairperson
- Mark Gallant, Audit Committee Member
- Oluwakemi Adebowale, Audit Committee Member
- Ken Hubley, Finance Manager D45

Overall, we found the processes, procedures, and documentation of D45 records meet policies and protocol laid out in Toastmasters International governing documents. There were no concerning observations for Q3 or Q4 regarding documentation.

Observational comment on Exchange rate and impact on reporting:

Amount listed on Bills Register does not always match Profit and Loss report. I believe it's related to
the exchange rate and the frequency of when the system is updated, likely a timing difference of
when the event was submitted and when it is posted. This was forwarded to TI at the end of the Q1
/ Q2 audit review.

Observational notes on reviewing incentives process to clubs in Q4

- Clubs were required to provide receipts to receive incentive reimbursement. This made sense to me from a control perspective. However, I did identify two items of note:
 - Some incentive reimbursements cheques were made out to individuals, not to the club. It may have been based on timing as most of those individuals were already set up from previous direct expenses with the district and faster than setting up new vendors account for clubs. However, it increases the risks of the expense and reimbursements not being including directly in the club records. The individual was reimbursed, not the club. Also, it is important to remember to include documentation on the receipts with the audit review documents.
 - The club incentive reimbursement cheque made out to Heather Perkins for \$120 CAD (TD account) also included her as signer. My understanding is this is related to signers living in different Provinces and to expedite the incentive reimbursement process, however I believe contradicts the control process of making payments be signed by two different officers than the payee.

The finance manager's support, responses to questions, and care in managing the District 45 financial records are well noted by me and truly appreciated. The district should be grateful for his contribution to Toastmasters. It has been a true pleasure working with him on this audit review.

Angela Stoddart, CPA, CGA
D45 District Audit Committee Chair

REPORTS FROM DISTRICT OFFICERS

District Director - Crystal Cobb, VC3, DL5, EC5, PI5

"The most important thing is to try and inspire people so that they can be great in whatever they want to do." Kobe Bryant

The theme for this year is "Inspire & Celebrate." We see members working hard to achieve personal goals and build stronger clubs! We want to take every opportunity to celebrate these successes and share what works so others can replicate.

We are starting off our year on a high from last year with the recognition we received at the Hall of Fame during the International Convention. A high Pathways adoption rate and receiving the Club Strength award – we have so much to celebrate and be proud of!

Your Senior Leadership team has been working hard on the budget and District Success Plan over the summer. We are excited to offer you learning opportunities, workshops, incentives, and networking events. The team is planning to host our first in person conference in over two years! Make sure you have your passport and suitcase ready; the conference is being hosted on the red mud of Prince Edward Island, May 26-28th, 2023. We can't wait to see you there!

As we move into the Fall season, our leaders are planning speech contests, club officer training and social events. Be sure to follow the D45 calendar for details about these exciting events! We hope to have increased engagement in District events and ensure that members are receiving the support they need to achieve their goals.

It's time to focus on your goals and dreams. When you are working towards your goals, you are being a role model to others and inspiring people along the way! Take every opportunity to celebrate your success and that of others. Together, we can be a Distinguished District this year!

Program Quality Director - Tom Macisso, SR5

This year in Program Quality we'll be continuing with the emphasis on Pathways Education. As the educational program in our organization, we'll be continuing to push towards 100% Pathways enrollment, and moving towards increased completion of levels and paths. This will be accomplished by continuing the successful peer calls, webinars, along with the monthly training dedicated to Pathways knowledge and education titled "Pathways Therapy." Another monthly call will be a "Peer Call" with club Vice Presidents Education. This will be an opportunity to share challenges that they face along with best practices to overcome them. Our on-line Fall Extravaganza will consist of 20- or 45-minute presentations that will share and collaborate ways to assist our members obtain success. This will be highlighted by a Keynote Speaker who will share with us the benefits of "Storytelling" as Toastmasters. Our Winter TLI will be a chance to "check in" and assist our club leaders to find out what they need to bring their clubs to distinguished or higher (if needed.) Our District Conference is scheduled to be held in person, May 26-28th in Prince Edward Island. I'm excited to share best practices and help our district reach our goal in obtaining Distinguished District Status. We'll inspire and Celebrate!

Club Growth Director - Paul Coddington, DTM

While District 45 has experienced a decline in both memberships and the number of clubs in recent years, the District figures have not only stabilized this past year but have moved in a positive direction. This focus for this year's Club Growth team is first to rebuild membership within our clubs, as well as forming new clubs where the opportunities arise. During the summer, opportunities for both membership and "new" clubs arose for us.

• Toastmasters International has temporarily relaxed the policies and procedures for the reinstatement of a select group of clubs that closed in 2020 and 2021.

A list of 29 clubs with detailed information and the contact information for the former club officers was provided to the District in July. Many of the closures can be directly attributed to the pandemic, and the situation in many places has changed for the better. The Division Directors have identified the leads that could possibly be reinstated in one of their areas at a very low cost and a reduced number of member applications. The reinstatement campaign is underway, and the expectation is that at least three of the clubs will take advantage of the opportunity.

• Toastmasters International finalized the business reports in late July and seven clubs in the District had not made the dues renewal payment for the minimum of 8 members in the April billing period. There are also a few dozen clubs eligible for pairing with a club coach, identified by a membership roster of 12 or less.

Immediate assistance to the seven clubs with less than the minimum will be given to avoid suspension. The Division and Area Directors will triage and then develop plans for each club.

The club coaching program has been revamped effective for the 2022-2023 year and will be very effective when we implement it. Club officers and coaches will be required to do some pretraining in the program before clubs and coaches are even paired. Periodic check-ins, reports and progress reviews are required as part of the program.

The Club Growth Director will facilitate monthly calls with the club Vice-Presidents of Membership. These meetings are scheduled for the fourth Thursday of each month. Our first meeting is set for September 22nd at 6:30 p.m. EDT (7:30 p.m. ADT). With forty RSVPs, this should be a lively and productive hour for everyone.

The Club Growth team is working hard to put together a foundation that will help support and grow membership within existing clubs as well as future clubs in years to come. Your help in recruiting assistance for the effort is respectfully requested.

Public Relations Manager - Lesley Carter, IP2, MS1

Communication is the key to having a successful district as well as having successful clubs. By having an active and engaging communication network we keep our members more involved and also attract potential new members.

My goal as PRM this year is to continue to strengthen the social media presence of the district and to strive to make a strong connection between all our communication tools to ensure consistent messaging.

We have several tools that we use to communicate with members. An update on each is provided below.

Website:

The website is one of the most valuable tools that the district utilizes. The website has been completely modified to have a new look as well as an improved organizational structure and it meant to become the HUB for all District communication. The other tools will directly steer users to the website. Announcements regarding upcoming events or important dates are available from the homepage as well as timely blogs and a calendar of events. An interactive map has been added which shows the geographical location of all District 45 clubs as well as links to club websites. The website has links to all the various social media platforms used by the District. The website will become a valuable tool for members as well as providing an engaging and useful experience for potential members. Feedback on the new design or any bugs that you may find is most welcomed.

Newsletter:

The newsletter is produced monthly and is stored on the District website. It engages members regarding District news as well about things happening around the district. District 45 members can submit articles to be posted in the "Around the District" section of the newsletter. The newsletter has a direct connection to our other communication tools. It leads people to upcoming events and valuable information that can be found on the website as well as directing members to engage with the various social media platforms utilized by the District.

Facebook/Instagram:

A robust posting schedule has been adopted this year for Facebook and Instagram with a goal of providing engaging and timely information. Members are encouraged to comment and share posts. Facebook and Instagram are used to direct members and guests to the website which will be the main repository for everything happening in the District.

LinkedIn:

The District has a LinkedIn page. The goal for this year is to keep it up to date and engaging.

Youtube:

The District has a Youtube channel and is used actively to store videos produced by the District.

Twitter:

The District has a Twitter account that has been inactive for several years. The goal this year is to use it to its full capacity.

VPPR Peer Meetings:

VPPR Peer meetings will be scheduled once a month. Each meeting will have a learning focus and teach a new skill that VPPRs can use to succeed in their club leadership role.

Are you a PR expert? Maybe you are interested in getting practice working with different public relations tools. Consider joining the PR team (there are many opportunities both big and small) – this experience can be used for many Pathways projects.

Immediate Past District Director - Heather Perkins, DTM

During the 2021 – 2022 year we had a focus on success. We worked toward engaging members and growing our clubs. I was pleased to represent the District at the Hall of Fame at the International Convention in Nashville on August 18th. I accepted the Pathways Adoption Award. We were third in the world with an adoption rate of 89.36%. I also accepted the new District Club Strength Award for Districts with an increase in average club size of 10% or greater. Only 21 Districts in the world achieved this award. I'm proud to say that District 45 was number 7 in the world with an increase in average club size of 13.79%. These two awards demonstrate that you were engaged in the program and that our clubs are showing growth. Thank you to all our members for your commitment to your clubs and to yourselves.

In this new year, I will take responsibility for the Alignment Report and will work with our Area and Division Directors to continually assess the optimum alignment of our clubs and areas. I have worked with our Public Relations Manager Lesley Carter to create our new website launched on September 1. I will continue to work with Lesley to continue to provide useful information on the website.

I have also worked with Past District Director Jonathan Bohm on a review and revision of the District Procedures. Over the years, items in these Procedures have been added and amended. We have reordered some of the sections, striving for greater clarity.

I am working with a team of Past International Presidents Jim Kokocki and Lark Doley as well as Past District 45 Director and Past Region Advisor Jim Heeren to provide a series of modules related to leadership topics. We presented our first one in August on the role of the Area Director. This panel discussion provided great tips for succeeding as an Area Director and is available on the District YouTube channel.

I look forward to working with the 2022 – 2023 District team as we inspire and celebrate successes on our way to becoming a Distinguished District.

REPORTS FROM DIVISION DIRECTORS

Division A Director - Marcia Rogowsky, VC5, MS2

Hello! The district reorganization has changed the shape of Division A which now consists of 3 Areas and 14 clubs. These clubs are meeting in various formats: In-person only, hybrid, and online. 85% of the 14 clubs are considered healthy. The other 15% or two clubs are struggling with their membership numbers and are below the minimum requirement of 8 members. One has scheduled a demo meeting and the other a meet and great event. The majority (75%) of the clubs in the division sent enough officers to training to earn credit toward their distinguished club designation. A few clubs have begun earning education points. Contests and events have been scheduled. As a whole, the division is on track for a successful year.

Division A has two Areas not represented by an Area Director. A Division Leadership meeting was set up and well attended with representatives from most clubs in the two unrepresented areas, 12 and 16. The group was agreeable and willing to assist with the club visit while the area director position is vacant. I am excited to be this year's Division A Director and look forward to working with the Area Director, Brian Richards, who stepped up to take on the role for Area 7, and the fantastic group of club leaders in Areas 12 and 16.

Division B Director - Jonathan Bohm, DTM, PDD

Division B is comprised of 17 clubs in Maine and 2 clubs in southeastern New Hampshire. These 19 clubs are split among 4 Areas, with 259 membership payments and 217 members.

Last year 8 of the clubs were Distinguished or better. This year, 5 of those clubs had four or more officers trained at the June TLI, and 3 other clubs achieved that level of training.

To date, 5 clubs have each added 2 new members this year. 23 members in 8 clubs have achieved a Pathways award this year, including 2 DTMs. Only 3 members have stepped up to serve as Area Directors, all of whom attended the in-person training in Orono, Maine, in July.

A reasonable analysis of the data suggests that Division B is in good stance to continue its growth and achievements. Division B has a strong marketing effort through a vibrant Facebook page and an informative, well designed monthly newsletter. Exploiting and expanding these to attract and build leadership potential will be important to Division B's success.

Division C Director – Antoine LeGresley, IP4

On July 1st, Division E combined with Division C; Division C consists now of all clubs from New Brunswick and PEI. The new Division is comprised of 21 clubs in 5 Areas. We have now 4 Area Directors and Area 4 doesn't have an Area Director yet. Some Area Directors have started their club visits and others will start soon. Division C has a great mix of experienced Area Directors and first-timers which provides both valuable experience and the opportunity for new leaders to grow and learn.

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We also post regularly on our Facebook page to share with Division C members all the events and important information.

This year will be another challenging one and the focus is to have members engaged to grow their club membership, attend District events like TLIs and conferences, and have an active participation in Pathways including having more members delivering Pathways speeches. Division Director and Area Directors will have meetings each month via Zoom and more often if required.

So far this year (through August 28th) for the 21 active clubs, we have 9 new members, 18 educational awards for the year and 15 clubs had a minimum of four officers attend the summer TLI. We look forward to a year where all Division C members can achieve their personal Toastmasters goals.

Division D Director - Michael Lawlor, MS5 TC5

Division D is made up of 22 clubs in 4 Areas. 17 of these clubs had at least 4 club officers trained at the June TLI. 5 clubs have added new members. 9 clubs have seen members earn Pathways awards.

Some clubs are now starting to adapt to hybrid meeting format, and maintaining this format can benefit clubs once technological hurdles have been addressed.

Currently, we are working on helping clubs develop their club success plans, renew members for October, and prepare for the first round of Area Director visits. We look forward to a year where all Division D members can achieve their personal Toastmasters goals in vibrant and supportive clubs.

Division G Director - Susanne Melling, DTM

Area 8 Director is Elise Thorsen with 5 clubs in Northern Vermont. Area 20 Director is Joe Reid with 4 clubs in New Hampshire. Area 15 Director is yet to be appointed; this Area consists of 5 clubs.

As in previous years the focus is on increasing membership 1st to lead to a minimum of clubs being Distinguished. Seven clubs in the division need club coaches.

Area Directors are contacting clubs and encouraging the completion of Club Success Plans and scheduling Club Visits early.

We have our challenges with finding an Area Director for Area 15, but we are working on setting up Contacts for the clubs without an Area Director.

I am excited to begin this year with Hybrid meetings, meeting members in person and reaching out on Zoom. Becoming a Distinguished Division is certainly within our reach especially considering the recent change of three additional members to qualify for DCP points. Distinguished Clubs, Area's, and Division, it's all within our reach.

NOTES