



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

**Saturday, November 21, 2015  
Executive Hotel and Conference Centre  
Burnaby, BC, Canada**

**1. CALL TO ORDER**

District 96 Director Kusayla Nathan DTM called the meeting to order at 2:00pm.

**2. WELCOME AND INTRODUCTORY REMARKS**

Welcome and introductory remarks were given by District 96 Director Kusayla Nathan DTM.

She introduced District 96 Dignitaries:

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

Kusayla Nathan DTM also recognized other dignitaries in the room: Area Directors, Core team members, Base team members and past District Governors.

**3. READING OF DISTRICT MISSION**

District 96 Program Quality Director Kerry Deschamps DTM read the international Toastmasters mission, district mission statement and district focus.

#### 4. CREDENTIALS COMMITTEE REPORT – Doug Anderson DTM

Credentials Chair Doug Anderson announced that quorum requirements had been met and that the meeting could proceed. Results of the credentials report are shown below.

##### The credentials report:

Member clubs	136
Total possible votes	276
1/3 required for a quorum	92
Clubs votes present	93
Quorum achieved / not achieved	YES

#### 5. ADOPTION OF AGENDA

It was moved by Frank Robinson DTM (Club 298275) to adopt the agenda and seconded by Ken Batty DTM (Club 8051). CARRIED.

#### 6. APPROVAL OF THE MINUTES OF THE PREVIOUS BUSINESS MEETING

It was moved by Darren Frew DTM (Club 4328) to approve the minutes and seconded by Ed Yuen CC (Club 2070898). CARRIED unanimously.

#### 7. MEETING STANDING RULES

Louisa Davis ACS, CL, District 96 Administration Manager reviewed the meeting standing rules.

#### 8. REMEMBRANCES

Club Growth Director Lydia Burchell DTM led a moment of silence for Toastmasters who have passed on since the last Business Meeting.

#### 9. DISTRICT OFFICER REPORTS

##### a. District Director – Kusayla Nathan DTM

After thanking her leadership, Kusayla Nathan shared her vision for District 96 is to be president's distinguished. She reviewed our club membership, and distinguished goals chart. 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 (we need 51 more coaches!). She recognized the top 10 clubs with the highest education awards per 7/1 base membership. She thanked her leadership team again.

##### b. Program Quality Director: Kerry Deschamps DTM

Program Quality Director Kerry Deschamps would like to have over 75% of clubs with 20 members. We have 103 educational awards and 78 leadership awards to-date. We are doing well with DCP points, 80% of our clubs meet their paperwork goals, 64% of club officers were trained this summer. He reviewed the educational incentives: I Love Ice Cream (complete a high performance leadership project, get two awards, get three awards, speaker-to-trainer course completion); Amazing Club Race (awarded to the first 20 clubs that achieve distinguished club status). He promoted the upcoming educational and training events: DOT, COT, conferences, workshops, leadership boot camps, remote trainings. He challenged the leadership team to remember the legacy they are creating – which is symbolized through the Lego building block structure we created last summer.

**c. Club Growth Director: Lydia Burchell DTM**

Club Growth Director Lydia Burchell DTM reviewed marketing goals, strategies and successes – 3 new clubs chartered, 4 clubs suspended, 137 clubs currently, goal of 154 clubs so that District 96 can be recognized as Distinguished. The District needs to be at 145 clubs. It is now at 137 and needs to be at 154 to be Distinguished. We have a base of 6,410 members, sit currently at 2,767 members (with half a year to go), to reach the Distinguished Goal we will need 6,923 members. We have 27 leads for new clubs, including 10 that came in the past two months. We need more coaches. Gene Vickers is our new Club Coach Coordinator. We are also starting a telephone call to answer questions.

She outlined her marketing incentives: new club chartering, 2015 Smedley Award Club membership contest, champion a new club charter, marketing logo contest, club coaches, open house extravaganza, 2016 Talk Up Toastmasters membership contest, club growth challenge for non-distinguished club. Incentives will be promoted each month with a newsletter.

She introduced her marketing leaders: Darren Frew (New Club Coordinator), Denise Sutrini (Assistant New Club Co-ordinator), Andrea Maudsley (Membership Renewals Leader), and Gene Vickers (Club Coach Coordinator).

Lydia outlined the *Insightly* CRM tool and concluded with her goals:

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

**d. Public Relations Manager: Ed Yuen CC**

- ▶ 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

**10. Auditors Report – Audrey Yan DTM**

Audrey thanked the three committee members: Audrey Yan DTM, Bob Nakovics, ACS, ALB and John Downes CC.

The Audit report was presented. The District 96 was fiscally responsible, with a \$11,672.74 surplus instead of \$80,606.00 loss as budgeted. The large loss was predicted, as we did not know the expenses for a new district.

She outlined variances on the budget from actual:

- CONFERENCES: Both conferences were not hosted at hotel, the venue and meal were not at hotel rates. Also, \$13,000 spring conference expenses were paid in 2015-2016.
- TRAVEL EXPENSES: Travel expenses to Prince George were lower due to the “party bus” to Prince George, instead of executives and keynote speakers travelling by flights.
- MARKETING: \$26,963 was saved from this budget line. 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.
- COMMUNICATION & PR: We budgeted \$10,000 for room rental but we only spend 10% of it. We also saved on speech contest materials by receiving materials from District 21.
- OTHER EXPENSES/OTHER REVENUES: This consisted of the charter bus to Prince George revenues and expenses, the additional events, and t-shirt revenues.

TI requires 25% reserve funds for every district. 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. Ken Batty DTM clarified that we did not have the amount of our split with the District 21 and District 96 until half-way through the year, which is why District 96 Leaders were so careful

**MOTION: Approve the Auditors Report as presented. Moved by Robert Stone DTM (Club 1173973), seconded by Eric Rubli (Club 3691787). Motion passed.**

#### 11. Finance Manager Report – Assinta Fung ACB, CL

Finance Manager Assinta Fung ACB, CL presented the 2015-2016 budget:

**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

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

- She noted that since we are a new district this past year, we have special permission to have a loss for our 2015-2016 budget, as we are preparing the district for growth.

She reviewed the Budget Variances:

- Budgeted membership revenue for 2015 – 2016 is \$ CAD 63,804.
- 25% of the membership revenue received from Toastmasters International is set-aside for the next term.
- Estimated surplus for the two conferences are \$120 on total receipts of \$61,900 based on 130-150 registrants.
- 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.

She then reviewed the TI 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%

She then presented the Quarter 1/2015 expenses and variances:

- ▶ **Membership Revenue:** For the quarter ended Sep30/15, membership revenue was CAD \$20,230 (US \$15,123) on a total of 1,778 membership payments. Canadian dollar membership revenue in 1st Qtr was 8.3% higher than the budget of \$18,665 and was 8.3% higher than budget \$18,665 and was 14% higher than the corresponding period in last year.
- ▶ **Total expenses** in 1<sup>st</sup> Quarter was CAD \$28,552 versus budget expenses CAD \$40,188. It was 29% below budget but it was 3 times higher than last year in the same period.

▶ Expense Category	Actual	Budget
Conference	\$ 321	\$ 280
TLI	\$ 440	\$ 750
Marketing	\$ 584	\$ 1,350
Communications & PR	\$ (392)	\$ 5,580
Education & Training	\$ 2,857	\$ 4,875
Speech Contest	\$ (8)	\$ 800
Administration	\$ 4,879	\$ 5,795
Travel	\$ 7,283	\$ 8,170
Other	<u>\$ 12,587</u>	<u>\$ 12,588</u>
Total	\$ 28,552	\$ 40,188

- ▶ **Cash Position – As of September 30, 2015**

District Reserve	\$ 128,489
Bank Accounts	<u>\$ 9,984</u>
Total	\$ 138,473
Less Minimum District Reserve at Year End	<u>(\$ 15,951)</u>
Total Available Funds	\$ 122,521

**12. APPOINTMENT OF OFFICERS FOR 2015-2016**

**Division Directors for 2015-2016**

The following Division Directors were announced:

- Division B – George Harjani CC, ALB
- Division D – Peter MacMillan ACG, ALB
- Division H – Vladimira Horvathova ACB, ALB
- Division J – Jason Chan CC, CL
- Division L – Jim Hunt ACB, ALB
- Division M – J. Brad Marko ACB, ALB
- Division N – Gonul Guvenc CC, ALB
- Division S – Louisa Davis ACS, CL
- Division T – Eleanor Kroeger CC, ALB
- Division Y – Norman Eady DTM

**Area Directors for 2015-2016**

The following Area Directors were announced:

**Division B**

Leonardo	Arbelaez ACB, ALB	Area 20 Director
Roman	Rudenko ACB, CL	Area 21 Director
Barry	Monaghan DTM	Area 22 Director
David	Li	Area 23 Director

**Division D**

Ruby	Derksen ACG, ALB	Area 41 Director
M. Carmen	Wildeman ACB, ALB	Area 42 Director
Reg	Barnes DTM	Area 45 Director
Larry	Luther ACS, ALB	Area 49 Director

**Division H**

Jennifer	O'Donnell DTM	Area 69 Director
Sarah	Davies CC, ALB	Area 72 Director
VACANT		Area 73 Director
VACANT		Area 76 Director

\*\* Kusayla Nathan DTM asked if anyone would like to take on Director roles for Area 73 or Area 76 to contact Vladimira Horvathova or her.

**Division J**

Robert	Stone DTM	Area 80 Director
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Lucinda	Atwood CC, CL	Area 85 Director
Maggie	Fu CC, CL	Area 86 Director
Ted	Chen CC	Area 87 Director

**Division L**

Mark	Burger CC, CL	Area 54 Director
Chris	Giles CC	Area 82 Director
Gerard	Pietrykiewicz CC, ALB	Area 83 Director
Alexis	Osipenko ACS, ALB	Area 84 Director

**Division M**

Shelby	Aylen ACG, ALB	Area 81 Director
Narinder	Lal ACB, ALB	Area 90 Director
Helena	Chan ACB, ALB	Area 92 Director
Randall	Didiuk ACG, ALB	Area 94 Director

**Division N**

Pete	Koat CC, CL	Area 70 Director
Eden	Joubert CC, CL	Area 71 Director
Eric	Rubli	Area 74 Director
Lucy	Budhoo ACB, ALB	Area 77 Director

**Division S**

Vincent	Cua	Area 24 Director
Ian	Yeung CC	Area 25 Director
Shane	Jensen ACB, CL	Area 26 Director
Frank	Robinson DTM	Area 27 Director

**Division T**

Kate	Healey DTM	Area 75 Director
Renee K.	Jacobs CC, CL	Area 78 Director
Aaron	D'Souza CC	Area 79 Director

**Division Y**

Jennifer	Russell CC	Area 97 Director
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**13. New Business**

**Motion:** Division J is the host of District 96 Spring 2016 Conference on May 13-15/2016 at the Executive Suites in Burnaby, BC. Chair Jason Chan DTM & Co-Chair Jennifer Roff DTM

**Moved by: Robert Stone DTM (Club 1173973); seconded by: Frank Robinson DTM (Club 298275).**

**Motion passed.**

District Realignment Committee. District 96 Director Kusayla Nathan DTM requested that anyone that would like to be on the District 96 Realignment Committee – please contact her.

**Motion of Thanks:**

We would like to thank Immediate Past International President of Toastmasters International.

#### **14. ANNOUNCEMENTS**

Club Growth Director Lydia Burchell DTM shared the incentive flyer.

Spring 2016 Conference

Fri/Sat/Sun, May 13 - 15, 2016

Executive Suites & Conference Centre, Burnaby

Next District 96 Council Meeting

Saturday, May 14, 2015

Executive Suites & Conference Centre, Burnaby

#### **15. ADJOURNMENT**

District 96 Director Kusayla Nathan DTM adjourned the District 96 Council Business Meeting at 4:06pm.