

District Executive Committee Meeting September 2019 – Minutes



“We build new clubs and support all clubs in achieving excellence.”

Time	Item
10:30	<p>Introduction</p> <p>Florian Bay, District Director welcomed everyone to the first 2019 /20 District Executive Committee, DEC Year and explained the meeting purpose:</p> <ul style="list-style-type: none"> • To work together to achieve The District Mission. • To approve the budget and oversee the financial operation of the District. • To recommend the assignment of Clubs to Areas & Divisions. <p>The protocol of the meeting was outlined and it was explained that only Members of the DEC are allowed to vote and take part in the meeting. Florian however explained that he would exercise discretion to allow observers to ask questions and take part in the meeting. In the interests of time, it was highlighted that every question asked must be germane to the topics being discussed</p>
10:35	<p>District Mission</p> <p>Beauty Zindi, Division L Director read out the District Mission.</p> <p>“We build new clubs and support all clubs in achieving excellence!”</p>
10:37	<p>Roll Call & Quorum</p> <p>Apologies were received from: Andy Hammond, Immediate Past District Director, Rob Dewing, Area A1 Director Mona De Silva Area A42 Director Ken Essien, Division C Director, Rakesh Patel, Area C33 Director Adenola Olayide, Area H15 Director Michael Crane, Area H35 Director Murielle Sarda-Hutchings, Area J7 Director Bryan Gunton, Area J10 Director Jackie Preuss, Area J11 Director Carrie Baker Area J22 Director Francis Itoadon, Area K59 Director Elaine Kelly, Area L56 Director.</p> <p>There are a Total of 51 members in the DEC. For there to be a Majority of those people present we would need 26 members in attendance. There were 35 Members in attendance. Therefore, the meeting was quorate.</p>

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<p>10:40</p>	<p>Parliamentary Procedure Overview</p> <p>Sarah Beckwith District Parliamentarian and 2016 JCI UK National President explained the basics of Parliamentary Procedure. Sarah explained that a Constitution is a Governing document of how an organisation is run. Constitutionally valid decisions are taken in accordance with Roberts Rules of Order. No decision taken by the DEC can override what is written in the Toastmasters Intl Governing Documents.</p> <p>Roberts Rules of Order exist to keep everyone honest. They additionally give everyone a voice even if minority opinion however the majority rules. Roberts Rules of order are used to make decisions in an efficient and time effective manner. Under them, no one can push through their own agenda.</p> <p>Sarah explained that in order to make a decision – i.e. on budget one person proposes a motion, then somebody else will second this by agreeing that it is something that is worthy of discussion. During this discussion people can express different points of view. Using Robert’s Rules of Order people can also propose amendments to a motion and these must be seconded by another member present.</p>																																													
<p>10:45</p>	<p>Recommendations to fill District Officers vacancies</p> <p>DD Florian Bay explained that he appointed officers to fill vacant roles and that these appointments must now be formally approved by the DEC.</p> <table border="1" data-bbox="520 1395 1224 1514"> <tr> <td>PR Manager</td> <td>Susan Rayner</td> </tr> <tr> <td>Finance Manager</td> <td>Violet Karamagi</td> </tr> <tr> <td>Administration Manager</td> <td>Ruth Ribeiro</td> </tr> </table> <table border="1" data-bbox="520 1554 1224 2060"> <thead> <tr> <th colspan="3">Proposed Area Director Appointments</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>14</td> <td>Tugce Yilmaz</td> </tr> <tr> <td>A</td> <td>46</td> <td>Deborah Wallace</td> </tr> <tr> <td>B</td> <td>29</td> <td>Adam Flisiak</td> </tr> <tr> <td>C</td> <td>2</td> <td>Sarita Yadav</td> </tr> <tr> <td>C</td> <td>5</td> <td>Anja Eichen</td> </tr> <tr> <td>C</td> <td>33</td> <td>Rakesh Patel</td> </tr> <tr> <td>C</td> <td>45</td> <td>Richard Fallon</td> </tr> <tr> <td>H</td> <td>15</td> <td>Adenola Olayide</td> </tr> <tr> <td>H</td> <td>37</td> <td>Mo Dawodu</td> </tr> <tr> <td>H</td> <td>55</td> <td>Ellis Byrne</td> </tr> <tr> <td>J</td> <td>4</td> <td>Diane Richardson</td> </tr> <tr> <td>J</td> <td>10</td> <td>Bryan Gunton</td> </tr> </tbody> </table>	PR Manager	Susan Rayner	Finance Manager	Violet Karamagi	Administration Manager	Ruth Ribeiro	Proposed Area Director Appointments			A	14	Tugce Yilmaz	A	46	Deborah Wallace	B	29	Adam Flisiak	C	2	Sarita Yadav	C	5	Anja Eichen	C	33	Rakesh Patel	C	45	Richard Fallon	H	15	Adenola Olayide	H	37	Mo Dawodu	H	55	Ellis Byrne	J	4	Diane Richardson	J	10	Bryan Gunton
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J	22	Carrie Baker
K	13	Andrew Morgan
K	31	Avni Vij
K	59	Francis Itoadon
L	9	Andy Blake
L	16	Monika Swiderska
L	47	Rosy Holt

Proposed by: Florian Bay, District Director
Seconded by: Mike Burrows, Division A Director

There were no objectives and **the officer appointments were agreed by unanimous consent.**

10:50

Presentation of District Success Plan

A copy of the District Success Plan was circulated prior to the meeting.

Helena Bowden Brewer, CGD & Arnaud Sartre, PQD are invited to present the District Success Plan for 10 mins each.

Helena Bowden Brewer explained how we all bring different viewpoints and experiences and how Clubs, Areas & Divisions filter into the District Success Plan. Helena explained she is responsible for Membership payments and the building of new Clubs. Membership Payments are essential to ensure growth. There are a number of initiatives used to boost Membership such as renewals videos & Social Media campaigns. Helena highlighted that we all have a part to play in driving our incentives home. These include pizza parties as a reward for high membership retention and a new 10+ New Members award.

Helena’s budget includes a provision for marketing materials such as the ‘Welcome to Toastmasters’ booklets. Helena is finally looking for experienced members to run workshops & open house events. Funds are available to support these efforts.

New clubs form another part of Helena’s brief and she reminded the members present that our Mission is to Build new clubs & support all clubs in achieving excellence. We currently have a total of 175 clubs in the District & have 3 new clubs this Toastmaster year. Helena has organized a Club Extension Committee, CEC and Bob Bowes has been appointed Chairman of this committee. This committee will meet on a monthly basis and support new club activities.

Arnaud Sartre asked the room if they had been involved in a Club, Area or Division Success plan?

Arnaud proceeded to explain that each success plan is made up of the following elements:

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- Situational Analysis
- Strategy
- Actions
- Time lines

Our current situation is excellent and District 91 routinely achieves 70%+ of clubs distinguished. Our target as a District is for as many clubs as possible to become Distinguished, ideally 85% or more this year. Arnaud highlighted that in order to become distinguished, a club needs at least 20 members and emphasized what Helena said on membership growth. The catchphrase “30 is the new 20” was used several times. District 91 achieved 3rd place last year for the number of clubs with 20 or more members.

Arnaud explained that Club Officer Training (COT) plays an important part in supporting our clubs achieving excellence. At this time last year, 3.7 officers were trained per club on average. Currently, this stands at 4.18 trained officers per club. The second COT season will open earlier this year from 1st November, the change was announced at the International Convention in Denver.

Arnaud emphasised that Pathways is our current educational programme and that it offers 5x as many projects as before. He acknowledged the challenges around Basecamp and reminded Area Directors to engage with their clubs and members during their visits to support Pathways adoption.

The floor was open for questions after Arnaud concluded his presentation.

Question from Andy Blake, Area L9 Director – What can be done to reduce the loss of experienced members?

Helena Boden-Brewer, CGD answered that she would like to see experienced members more involved in running workshops. These workshops will provide new opportunities for the members to grow.

Florian, DD highlighted that a survey was run last year to find out why people leave Toastmasters. Some members responded that they had accomplished what they set out to accomplish. A membership retention project will be run by Silvia Rasca this year.

Monika Swiderska, Area L16 Director mentioned that she felt that survey may not be the best way to communicate with members.

Question from Tom Thompson, Area H32 Director – Do we see mentoring as a way of encouraging people to adopt new goals?

Helena Boden-Brewer, CGD answered that Bret Freeman run workshops on mentoring and that mentoring had an important role to play in supporting Pathways adoption.

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	<p>Question from Anja Eichen, Area C5 Director – Did the last round of COT training the club’s most urgent needs especially on Basecamp?</p> <p>Arnaud Sartre, PQD replied that a wealth of resources are available on Basecamp including tutorials and YouTube videos. The Navigator is also a good starting point for new members.</p> <p>Gagan Singh, Area B6 Director remarked that Toastmasters has too much info and that it is challenging to point members in the right direction. 4000 members are creating info which is scattered. We need to promote good communication. We time speeches but there is no guidance in terms of timing and length for written communication.</p> <p>Arnaud Sartre, PQD acknowledged this point. He remarked that leadership manuals have links and references in appendices. Google can additionally be useful in finding info. Collating written info is a challenge though.</p> <p>Liang T Li, Division K Director remarked that more than half of Corporate Clubs are short on members and leadership. One Corporate club is manageable in terms of support. However, some Area Directors have to support 2-3 Corporate Clubs. She felt that having a Corporate Liaison Team to support clubs and leaders would be beneficial.</p> <p>Florian Bay, DD agreed and noted that this need somebody to coordinate it. We would also need Corporate Liaison Officers.</p> <p>Question from Tugce Yilmaz, Area A14 Director – What do we do with the feedback we receive on Pathways?</p> <p>Arnaud Sartre, PQD replied that clubs should reach out to him.</p> <p>The discussion on information and opportunities continued and Sandra Mighty, Division H Director suggested having a central place for vacancies to roles and opportunities such as club mentoring.</p> <p>Florian Bay, DD agreed with the idea and added that the District website was the natural place for this. However, extensive work is required on the District Website. Information there needs to be streamlined and simplified.</p> <p>After the discussion, the District Success Plan was put forward for approval.</p> <p>Proposed by: Florian Bay, District Director Seconded by: Diane Richardson, Area J4 Director</p> <p>There were no objections and the District Success Plan was approved by unanimous consent.</p>
11:20	Presentation of overall District Budget

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Violet Karamagi, Finance Manager explained that our funds come from World Headquarters, WHQ. When members have paid their dues, 25% is given back to the District. She also explained that the District additionally needs to spend within certain categories. For example, no more than 30% can be spent on Education. What happened in previous year was used to create this year's budget. It is good to have ambitious plans but resources are not always available. Finally, all funds must support District Mission.

Florian Bay, DD presented more detailed information on the budget and began by accounting a change in mileage reimbursement rates. As per instructions issued by WHQ, District 91 now has to follow United States Internal Revenue Service guidelines on mileage; This means that mileage cannot be reimbursed at more than \$0.14/mile which translates into £0.12/mile. He recognised that the change will impact some Area Directors and reminded us all that we serve as leaders to grow and learn new skills first and foremost. He used his own leadership journey to remind everyone that the real prize of Toastmasters leadership are skills we learn and the growth we experience. He mentioned on that he was in contact with Toastmasters WHQ and that they were seeking specialist help on this for non-US Districts.

Florian highlighted that this year's budget as based on last year's actual figures and highlighted some of the ways in which the money will be spend. For example, by supporting COTs and by providing training to district leaders (DOTs). Recently, a suite of marketing videos was filmed to support raising awareness of the District's incentives programme.

Florian concluded by saying that this year's budgeted loss of £12k is smaller than last year's budgeted loss, £23k and that monthly checks of actual income and expenditure against the budget would be made. He then opened the floor for questions and discussion.

Question from Anja Eichen, Area C5 Director – What is the effectiveness of doing DOT over 2 days instead of a single day?

Florian Bay, DD and Arnaud Sartre, PQD explained that the value that the District gets justifies the cost. We could make the event shorter but not as much content could be covered as there is a tonne of info to deliver. Moreover, feedback from the latest events was overwhelmingly positive.

Question from Beauty Zindi, Division L Director – Could Area Directors claim mileage back from clubs?

Florian Bay, DD explained that such an idea would be difficult to implement in practice.

This triggered a discussion on the new mileage rate, with some members present feeling that leaders shouldn't be subsidising the organisation financially. In response to the discussion. **Florian Bay, DD** explained that WHQ had promised to get back to the District

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	<p>within 60 days and that he would press them for an update soon. He additionally said that the District Leadership Team could face prosecution for failing to decrease the 30p a mile rate to the new rate of \$0.14/mile, as we would be in violation of the US Government Agreement. The District is part of Toastmasters International which is in itself subject of US laws and regulations.</p> <p>Diane Richardson, Area J4 Director highlighted the need to sell the Area Director role with skills and experience stories next year. This was especially important as there is a struggle to attract new Area & Division Directors and the mileage rate change won't help with this.</p> <p>Beauty Z. - D71: Still looking for Area Director Shane -Area 8 Div B: Do you think there is a climate change emergency? A move towards a requirement that all use public transport?</p> <p>Question from Mike Burrows, Division L Director – Has the budget been revised to reflect the new mileage rate?</p> <p>Florian Bay, DD confirmed that it has.</p> <p>Anja Eichen, Area C5 Director remarked that there was a risk that Division contests could make losses. We would like to see many more club members attending to support participants, especially as in London the fees can be high.</p> <p>Florian Bay, DD explained that detailed Division contest guidance would be issued soon.</p> <p>Questions from Liang T Li, Division K Director – Can we still claim Division contest expenses?</p> <p>Florian Bay, DD confirmed that this would still be the case. All expenses will be reclaimed via Concur and all income will be reverted to District via Eventbrite.</p> <p>After the discussion, the District Budget for the 2019/20 year was put forward for approval.</p> <p>Proposed by: Florian Bay, District Director Seconded by: Monika Swiderska, Area L16 Director</p> <p>There were no objections and the District Budget for the 2019/20 year was approved by unanimous consent.</p>
11:40	<p>2018/19 Audit Report</p> <p>Violet Karamagi, FM explained that due to staff shortages in WHQ she had nothing to report but would be aiming to complete audit for the 2018/19 year next week.</p>

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11:50	<p>Reports on progress so far in 2019/20 year.</p> <p>Florian Bay, DD invited each Area, Division Director to report on one success & one challenge.</p> <p>Mike Burrow, Division A Director Success: 88.5% of clubs with 20plus members. 3 clubs not yet up to 20. 2/3 very close. 1 low no change. Challenges: To achieve support corporate clubs renewing dues on time as delays are often down to internal company Organisation.</p> <p>Tugce Yilmaz, Area A14 Director Corporate Club – unable to reach for 2 months. Submitted Club Officer List late. Spoke last week. Success. Highest COT attendance ever 28 officers from 5 clubs.</p> <p>Debs Wallace, Area A46 Director 6 clubs 50% community 50% corporate. Have visited all clubs except 1. Intend to visit the remaining one next week. Challenges: Finding balance outside Toastmasters. Energies reduced. Looking forward to visits.</p> <p>Grace Jones, Area A62 Director We have a new Club Launch meeting on Tuesday. Clubs in our Area are far apart. We have to travel very long distances between Clubs. I took on the role because nobody else wanted to do it. Some of my club visits involve 160 miles round-trip, therefore the mileage rate change will be a challenge for me.</p> <p>Rupa Datta, Division B Director We have had 2 Div B Council meetings . 1 new Club has Chartered. Double roles on COT. Car pool take up.</p> <p>Gagan Singh, Area B6 Director New Presidents welcoming. 7/7 officers trained for 2 clubs. Challenge: 1 club has a lot in reserve & raised fees against advice.</p> <p>Shane Snow, Area B8 Director Difficult to establish a relationship with the President & VPEof my clubs. Every member 1 award. Listened to the advice of DD Florian Bay.</p> <p>Adam Flisiak, Area B29 Director GSK held a great energy Workshop. Big challenge. Officers on holiday. Area contest organised.</p>

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One club President has double role but better energy and doing well.

Adolfo Tunon, Area B52 Director

Success - Strong interclub communication.
Behind on Succession Plan. Otherwise all rosy

Anja Eichen, Area C5 Director – Speaking on behalf of Ken Essien, Division C Director

Positive: healthy Membership across the Division. We have 11 clubs with over 30 Members .

Sarita Yadav, Area C2 Director

COT 5 clubs . 4/5 clubs achieved target of training club officers.
Contest early October.
Club Success Plan drafted. We plan to attend to it by end of November

Anja Eichen, Area C5 Director

Strong Committees in each Club. Fantastic COT attendance.
Challenge: own August holiday. Overall a strong Area.

Alex McKee, Area C34 Director

Kings Cross, Clapham Speakers, Goldman Sacks, & Gartner club.
Challenge to visit one .
Successful Club Officer Training, COT.
Networking collaborating with contacts, establishing friendships.
1 club is struggling

Richard Fallon, Area C45 Director

Yet to visit Shell.

Sandra Mighty, Division H Director

29 clubs. 1 just Chartered and it will be a club of Excellence.
Positive team fantastic Div Assistants, Susan Rayner, Pauly Rhys Taylor.
Challenge: Having conversations with AD's re clubs not Performing well.
Area H15
Collaborative Area. Support each other within clubs.
New President on a role and doing a fantastic job!
Area H35
Clubs collaborating together, Youth leadership training, Speech craft and Mentoring

Tom Thompson, Area H32 Director

4 Clubs plus own, 2 Corporate.
Membership around 25.
1 Corporate Club struggling with 14 members . Risk of folding but visited.
Another club not motivated.
Started new club so Amy successor can take over next year.

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Mo Dawodu, Area H37 Director

Great TLI Attendance by Toasted Sandwich Club.

Vaneshen Mootosamy, Area H53 Director

Success: have had COT training. Understand importance of working together.

Challenge: 1 club at risk. Now a change in President and things look better.

Ellis Byrne, Area H55 Director

Success collaboration.

COT training rebranded with attendance from ordinary members

Nikita Parks, Division J Director:

Demo meeting in Area 21.

Plans for Hemel Hempsted

Coaches appointed in Leyton Buzzard and Swan Speakers in Aylesbury.

Engaging with Divisions E & H in D71

Challenges: Poor Clubs

Diane Richardson, Area J4 Director

Success: All clubs achieved over 4. Helena’s club 7/7.

Challenges: 3 thriving clubs providing mentors for weaker clubs.

Murielle Sarda-Hutchings, Area J7 Director – Delivered by Nikita Parks

Comedy workshop. Stand up comedy and key note speakers.

Murielle has an illness in the family.

Bryan Gunton, Area J10 Director – Delivered by Nikita Parks

Voice of Wales Renewals .

Concerned about clubs in Wales. Attrition

Tom Hostetler, Area J21 Director

Maidenhead club 1st club to win Smedley Award. Now 51 members.

Club members to visit clubs where participation is low.

Corp HCL not enough committee members

Beauty Zindi, Division L Director

Success achieved by Area Directors.

Andy Blake, Area L9 Director

Success: 4 officers trained.

Challenge: Experienced Committee Members not motivated to keep attending COT

Promoted joint COT with L16.

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Monika Swiderska, Area L16 Director

Success: Mentoring.

Challenges: To sort out Basecamp /Easyspeak

For every new Member Zoom call on Evaluations following Freddie Daniels model for VPEs.
5 community clubs North London

Rosy Holt, Area L47 Director

Mainly new members in club.

Very supportive Division Director.

Health issues.

Nike Ogundana, Area L61 Director

Contests planned.

Challenge getting to Corporate Clubs.

Elaine Kelly, Area L56 Director – Delivered by Beauty Zindi

Transport issues not here, Beauty

4 officer trained in all clubs in communication.

Liang T Li, Division K Director

Area Contests all clubs and dates confirmed.

Challenge: Corp Club Leadership - not enough people committed to grow their Clubs.

Kemi Folarin, Area K3 Director

Visited clubs twice will report Success Plan next week.

Struggles: communication.

Dave Longley, Area K12 Director

Barking Toastmasters, Presidents Distinguished. Meetings from 1st and 3rd to 1st, 2nd 3rd & 5th Saturday.

Precharter Club in Romford.

Challenge. No of officers trained passing on info to Toastmasters International, TI.

Make AD responsible for posting COT info to TI

Andrew Morgan, Area K13 Director

Moody's, new club. Good energy levels.

Challenge: Summer holidays, May Bank Holiday. Getting communications going .

July committee info to Toastmasters International, TI . Great Co

Avni Vij, Area K31 Director

More than 4 officers trained.

Challenge: 1 of the Clubs has no interest in attending events after 5pm for Area events.

Nadya Hamedi, Area K58 Director

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5 clubs. 1 of which Corporate.
2 clubs achieved 5 points.
1 club achieved 7/7 Training.
Corporate Club: 1 member has Triple Crown.
4 2 Bloomberg/Broadgate. Implementation

Francis Itoadon, Area K59 Director – Delivered by Liang T Li

Positive: Super venues. All Corporates.
Negative: Lack of Stewardship among Corporate Club Officers.

After all Area and Division Directors had presented their one-minute reports. Each member of the District Leadership Team presented a three minutes report on their activities.

Susan Rayner, PRM

Connected 77 FB pages. 77 of 175 clubs. Do they need help? Done 2 newsletters.
Engagement 32-34% open rate click through rate.
More engagement required. Looking for quality contributions to the Newsletter as uptake currently low. Google analytics is now in place. Looking at Calendar, yet to be updated.
Club, Area & Division Competitions need to be put up on the D91 website.
Planning articles on “a day in the life of Area Directors” to demonstrate success for next year.

Helena Boden-Brewer, CGD

Demo boxes will be distributed to clubs.
Clubs with 12 or fewer Members will be supported.

Arnaud Sartre, PQD

Pathways update: Onboarding process changed. Over next month simplifications in Pathways Navigation.
Prospective Clubs: Pathways Level 1 will become available to all Pre-Charter Members. Useful for Advanced Members as all Paths will become available without having to open each Level.
129 clubs with a minimum Min 4 Officers Trained.
We are looking for helpers for the May Conference next year.
Speak to me if you are able to offer support.
We are also looking at budgeting for a District Market Place to provide a selection of key materials within the UK.

Florian Bay, DD

At the Denver Convention. District 91 received Excellence in Club Growth and another award for our District’s achievements 3 years in a row. I casted votes as instructed on the motions put forward at the annual business meeting and to elected our new Board of Directors. Congratulations to Division L where all clubs submitted their proxies.
Florian explained that during Trio training : We looked at our vision for the District.

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	<p>Our Motto is, “Yes we can!” . our members can become Super Heroes. Our 1-70-100 vision is all about growth.</p> <p>Florian highlighted that more awards means people are growing! The Toastmasters magic takes time to work, which is why</p> <p>Why do we want our clubs to have 20-30 Members? Because it creates a community that people enjoy being a part of. Members are more likely to stay and more growth takes place.</p> <p>Florian concluded his report by saying that everybody’s focus this month is renewals.</p>
12:50	<p>Review of motions for District Council Meeting</p> <p>There were no motions to review.</p>
12:55	<p>Any Other Business for the District Executive Council, DEC</p> <p>Andy Hammond, IPDD, setting the dates of the May 2020 Conference.</p> <p>Andy communicated prior to the meeting that Friday 8th May will be a Bank Holiday and wondered if moving the conference dates to this week-end was considered.</p> <p>Arnaud Sartre, PQD said that the conference is likely to be 1st/2nd/3rd May. There will be no diary clash with D71as their conference is on 21st /22nd.</p> <p>It was highlighted that many cannot attend Bank Holiday weekend. In particular Anja Eichen, Area C5 Director said that she would not want to do a Bank Holiday weekend.</p> <p>Rupa Datta, Division B Director, What steps are the Trio putting in to protect our Brand as people try to cut corners in an attempt to try for DTM this year?</p> <p>Rupa highlighted that becoming a Club Mentor, Sponsor or Coach was not a right but something that needed to be done well.</p> <p>Florian Bay, DD asked everybody to please ensure that expenses are claimed within 30 days and to attach receipts to claims.</p> <p>Beauty Zindi, Division L Director recommended that everyone read the Finance Guide online and familiarize themselves with how to claim expenses.</p> <p>On hearing no other A.O.B, Florian Bay, DD said that the second notice of the Online District Council meeting would be sent out later today.</p> <p>Date of Next District Executive Meeting, DEC: 10-12:30 Sunday, 17th November 2019. Meeting to be held online.</p>
13:00	<p>Meeting Adjourned</p>