

## MEMORANDUM

17 Sept 2015

Subj: District Reformation (Split) Committee –Conference Call on 17 Sept 15

Conference Call participants:

Karen Baumgartner, Mary Berg, Jeanne Cassidy, Norm Cook, Pan Kao, Mark Lucas, Ligia Molina, Linda Ulrich.

Email responses: Victoria Dotson, Alfred Herzing, Bob Hudack

Meeting objective. The focus of this meeting was to:

1. Determine which of the district split options should be proposed to the membership and,
2. Establish the Communication Plan to ensure district-wide dissemination of the proposal to the membership.

On 16 September, the Committee chair sent an email to committee members to consider the District split options identified by Bob Hudack. The email was modified on 17 September to correct omissions to the options and committee member list. Five options being considered:

1. 22 Freeway North/South
2. Bristol North/South
3. McFadden North/South
4. 91 Freeway North/South
5. Ball Road North/South

Ground Rules. Prior to discussing these options, members agreed to the following ground rules:

1. This committee was formed for the express purposes of preparing a reformation [split] proposal, sharing the information with the members and answering questions. Discussions will be focused on *how* we might split the District.
2. Of the five potential proposals, committee members would vote to determine the top proposal. Since many committee members expected to be absent during the meeting, they were encouraged to submit their vote via email prior to the conference call. Depending on the results, it might be necessary to hold a second round of voting between the top two contenders.
3. Decision is based on the statistics available in September 2015.
4. No one option is perfect. Each member should consider the potential for growth and leadership for each district. Suggested criteria to evaluate the options:

- a) Keep dividing line simple and straightforward.
  - b) Both districts to have a proportionate number of members based on clubs (“Avg size” column in statistical spreadsheet).
5. Although the original email asked members to rank their top proposals and note “N/A” for those they didn’t want, during the conference call, the team modified the ranking process. We decided we should rank the top *three* proposals and apply the same point system used in speech contests: 1<sup>st</sup> place would receive 3 points, 2<sup>nd</sup> place – 2 points and 3<sup>rd</sup> place – 1 point. Absent members will need to revisit their ranking to include *three* options (less than *three* would invalidate the vote). Members of the expanded committee (see matrix below) have the right to vote by 11 pm Friday, 18 September. The completed matrix will be posted on the website as part of the minutes, in accordance with the Communication plan discussed in a later section.
6. All members agreed that once the option is selected, they would speak as one voice to support the winning proposal.
7. Implementation of the communication plan will begin once the proposal is selected.

Statistics for various options. All options, statistics and maps are available at:  
<https://sites.google.com/site/hudacktm/tm/splitproposalsstats>

Name	# clubs	Avg size	Total members	Charter Strength	Charter %	12 & under	12 & under %
22 North	111	18.95	2104	56	50.45	25	22.52
22 South	118	22.11	2609	79	66.95	13	11.02
Bristol North	133	18.95	2520	67	50.38	29	21.8
Bristol South	96	22.84	2193	68	70.83	9	9.38
McFadden N	133	18.61	2475	64	48.12	31	23.31
McFadden S	96	23.31	2238	71	73.96	7	7.29
91 North	82	19.46	1596	42	51.22	17	20.73
91 South	147	21.20	3117	93	63.27	21	14.29
Ball Rd N	94	19.41	1825	49	52.13	18	19.15
Ball Rd S	135	21.39	2888	86	63.7	20	14.81
<b>Current</b>	<b>229</b>	<b>20.58</b>	<b>4713</b>	<b>135</b>	<b>58.95</b>	<b>38</b>	<b>16.59</b>

Discussions involved advantages/disadvantages of each option, including information about an LA/OC county split:

#	Proposed Option	Advantages	Disadvantages	Comments
1	22 Freeway North/South	Best balance of # clubs in N/S	- Gives South 500 members more	
2	Bristol North/South	- Balances charter strength clubs between District - Provides for the largest pool of members in the North. -Large member pool will contain more leaders	- Irregular boundary - Still a larger % of 12 & under clubs	Challenge is to balance # of charter strength clubs and equal # of 12 & under clubs
3	McFadden North/South	- Attempts to balance # of charter strength clubs - Gives more geography to North D	- Difference between 12 & under clubs in N/S	- Founder's is North District - Historically South has grown faster; "disadvantage" is temporary
4	91 Freeway North/South	Roughly the N/S midpoint of District	- Gives South 1,000 more members than North - 2/3 of the clubs in the south - Leaves North as one of the smallest districts worldwide with high % of weak clubs	Not discussed beyond a small committee
5	Ball Road North/South	- More geographically compact for North - Of the 5 proposals, this gives North its highest avg club size, % of charter strength clubs and, lowest % of 12 & under clubs	- Smallish overall member pool to draw leaders from.	
N/A	LA/Orange County	Easily identified, natural boundary	~68 Founder's clubs in LA County ~37 at charter strength, ~13 at 12 & under	TI requires a minimum of 60 clubs in a district. This option would give LA county 68 clubs.

Voting Matrix. (13 members have yet to vote; two need to rank their top three):

Committee Member	#1	#2	#3	#4	#5	Comments
	22 Fwy	Bristol	McFadden	91	Ball Rd	
Angiollilo, John						
Baumgartner, Karen		2	3		1	
Berg, Mary	2		1		3	
Briscoe, Jill						
Briscoe, Lorrie						
Cassidy, Jeanne	2		3		1	
Cook, Norm	3		1		2	Per email dated 9/18
Cossack, Daniel						
DeGon, Marsha						
Dotson, Victoria	2	N/A	N/A	N/A	1	
Dyer, Alanda						
Earle, Gwen						
Frederick, Lou Ann						
Gardner, Colette						
Herzing, Alfred	3			2	1	
Hoover, Wes						
Hudack, Bob		x			x	
Kao, Pan		2	1	3		
Kelly, Lauren						
Lance, Lee						
Lucas, Mark	2	3			1	
Molina, Ligia	1		3		2	
Payakapan, Siri						
Ulrich, Linda	3		1		2	Per email dated 9/18

Communication Plan. This plan was presented to the team in draft form and updated to incorporate suggestions to improve Committee transparency and ensure District-wide dissemination.

	Task	Due Date	Assigned to
1	Post all recent committee minutes on the District website. Work with PRM.	9/21/15	Jeanne
2	Create a section on the District website where members may ask questions anonymously and the Committee will reply for the entire membership to view.	9/21/15	PRM – Jill
3	Centralize information on District website. Point to website for current info.	9/22/15	PRM – Jill
4	Committee member will present to the DELP.	9/23/15	Jeanne
5	Committee member will present to the DEC.	10/22/15	TBD
6	Member of Club 407 will present to Club 407 membership.	Early Oct	Alfred
7	Committee members assigned to Divisions will speak at Division Council meetings.	ASAP	Various
8	E blast to all members of District, not just to Area Directors.	9/23/15	PRM – Jill
9	Update and expand FAQs. Post on District website.	9/23/15	Jeanne
10	Create a pdf file which can be printed by Division Directors prior to their speech contests and distributed to the Division membership.	9/28/15	Jeanne, Karen

Thank you all for your time, energy and dedication to this Committee and fellow Toastmasters.

Warm regards,

jc  
 Jeanne Cassidy, DTM  
 Founder’s District Reformation (Split) Committee Chair  
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