

**Families Anonymous
Minutes of the Meeting of the Board of Directors
January 15, 2022**

INTRODUCTION

1. Call to Order: 12:01 EST, by Maria S, Chair

2. Roll Call: by Maria

<u>Name</u>	<u>WSB Role</u>	<u>Attendance</u>	<u>Monthly Report</u>
Maria S	Chair	P	W
Marcia C	Vice Chair	P	W
Cindy C	Treasurer	P	W
TBD	Secretary	NA	NA
Barbara S	BMAL	P	W
Ann P	BMAL	P	W
Bob S	BMAL	P	W
Chris Y	BMAL	P	W
Chris Z	BMAL	E	E
Clive W	BMAL	P	W
Greg C	BMAL	E	E
Helen L	BMAL	P	L
Jeff S	BMAL	P	L
Mike B	BMAL	P	L
Sara L	BMAL	P	L

Attendance Key: P=Present, A=Absent, E=Excused, LOA=Leave of Absence

Monthly Report Key: W= Submitted by deadline, L=Submitted after deadline,
N=No report submitted, E=Excused for extenuating circumstances, LOA = Leave
of Absence

3. Acceptance of Published Agenda:

- Bob moved to accept the Agenda, Barbara seconded, voted on and accepted.

4. Tradition One:

- Read by Barbara *“Our common welfare should come first; personal progress for the greatest number depends on unity.”*

5. Approval of November 2021 WSB Minutes:

- Cindy moved to accept the November WSB Minutes, Mike seconded, voted on and approved. Maria to distribute.

6. Chair's Report:

- There were no comments or questions concerning the Chair's Report.

7. Treasurer's Report:

- Cindy provided the November and December monthly financial reports, as part of her monthly report.
- Individual donations in December were very generous.
- Cash is still of concern; it is projected to go down for the rest of the year.
- Whenever the WSB makes decisions we need to keep in mind the following questions:
 - Are we growing the fellowship?
 - Are we generating new cash and being wise about spending?
- There were no other comments or questions concerning the Treasurer's Report.

STANDING COMMITTEE REPORTS

Committee

SC-1 Public Information

SC-2 WSO

SC-3 Literature

SC-4 Serenity Messenger Newsletter

SC-5 Bylaws, Parliamentary

SC-6 International Groups

SC-7 Budget Committee

SC-8 Sponsorship

SC-9 Group Outreach

SC-10 Financial Oversight

SC-11 Technology

Chair

Jeff S

Maria S

Ann P

Robert S

Barbara S

Helen L

Cindy C

Helen L

Marcia C

Greg C

Chris Y

- **SC-11 Technology (Chris Y)**

- MaxxP went from a monthly contract to an annual one (\$250 annually). The contract was signed in December. This is only for hosting the website and doesn't include any other work / support.
- Other than the information provided in the monthly Board Reports, there were no additional updates from the Committee Chairs.

AD-HOC COMMITTEE REPORTS

<u>Committee</u>	<u>Chair</u>
AH-1 Convention Liaison	Barbara S
AH-2 Intergroup Support & Development	TBD
AH-3 Document Review	Ann P
AH-4 Long Range Planning	Mike B
AH-5 Revenue Growth Task Force	Cindy C
AH-6 Education	Marcia C

- **AH-1 Convention Liaison (Barbara)**
 - We won't be able to hold an in-person convention any time soon due to Covid.
 - Barbara suggested we could hold a short, virtual one. It would be an opportunity to generate income.
 - Clive shared that they held a virtual convention in the UK last year and it went very well. It ran from 10 am to 4 pm (including their annual general meeting), with a break for lunch. They used Zoom with a facility for break-out rooms. It was fairly straightforward; they had some shares followed by breakouts to discuss those shares. Clive will share the agenda and associated script with the WSB. Although it was not primarily held to generate revenue, they did provide a link for donations. This year they plan on having an in-person convention with the option to join by Zoom.
 - Maria asked board members to reach out to Barbara if they would like to help out with a virtual convention. She also suggested that we reach out to the fellowship to see if anyone with previous convention experience would like to help out as well.
- **AH-6 Education (Marcia)**
 - Barbara reported that the Step of the Month Meeting and the Workshop went well. She received positive feedback from six people in her group who had attended.
 - Maria reported that the schedule is now on the home page of the FA website. Jeff is also posting the events on the FA official Facebook page.

- Other than the information provided in the monthly Board Reports, there were no additional updates from the Ad-Hoc Committee Chairs.

UNFINISHED BUSINESS: None

NEW BUSINESS:

1. Discussion: "Policy for distribution of new and updated English language Literature to other National Service Offices (NSO) which require only idiomatic 'translation' and any associated payment or anticipated donations" (Clive).

- Clive asked for clarification of the policy concerning translations. He reviewed the UK's understanding at today's meeting.
- Ann indicated that FA Inc., which holds the copyrights, needs to keep track of all literature translations. She also noted that when we give permission to other countries to translate, we don't make any income from sale of the translated piece. Ann suggested that we consider the UK's literature request the same as a "request for translation." Bob agreed with this suggestion, and that the process would protect our trademarks.
- Clive indicated that, as in the US, literature is also a significant revenue stream in the UK. The UK NSO makes a biannual donation to the WSO. Those donations consist of surplus revenues, some of which result from their literature sales. Maria asked if this was formalized anywhere in their by-laws (*i.e.*, that surplus revenue would be donated to the WSO). Clive said that he would check their by-laws and get back to us.
- Ann will send Clive the *International Policy*, which describes the translation request process. Clive will share that with the UK board and see if they can adopt that as a more formalized process when requesting literature from the US.
- Cindy is in agreement with the above suggestions.
- Maria asked that the LC look at the offerings of literature on the UK website to see if there are any that would be of interest for the US. Ann agreed to bring that back to the LC; Ann indicated that there has been reciprocity with the UK in the past. Clive will inform Cassandra who can liaise with Ann if appropriate.
- Bob indicated that if there are new pieces of literature independently developed and distributed in the UK with the FA marks on them, the WSO should have the opportunity to review and approve them prior to publication to ensure quality control of our trademarks.

2. MOTION LC-1 (January 2022):

- **Motion:** The Literature Committee moves that the WSB approve the attached revision of #5002 *Group Inventory*.
- **Rationale:**
 - #5002 was applicable only to in-person meetings and needed to be expanded to include virtual meetings.
 - Portugal has requested permission to translate this piece, necessitating its timely updating.
- **Feasibility:**
 - The WSB has already had an opportunity to review and make comments on the revised piece.
 - Any comments offered by board members were considered prior to creating the attached revision.
 - The final PDF was provided to the WSB.
- **Implementation:** Upon WSB approval of this motion, the Literature Committee will:
 - email the final PDF to the website manager for uploading to the website in place of the version that is currently there
 - inform the IGC that Portugal may be granted permission to translate
 - send Portugal the PDF and Word files.
- **Motion made by Ann, seconded by Barbara, voted on and approved.**

3. **MOTION LC-2 (January 2022):**

- **Motion:** The Literature Committee moves that the WSB approve the attached #5014 *Five Faces of Anonymity*.
- **Rationale:**
 - #5014 was originally published in 2008 with the title *The Face of Anonymity: One Member's Lessons*. The text was in need of updating.
 - The attached revision contains a more detailed and in-depth discussion of anonymity than did the original.
- **Feasibility:**
 - The WSB has already had an opportunity to review and make comments on the revised piece.
 - Any comments offered by board members were considered prior to creating the attached revision.
 - The final PDF was provided to the WSB.
- **Implementation:** Upon WSB approval of this motion, the Literature Committee will:
 - proof and polish this piece, as appropriate, before sending it to the printer
 - request a purchase order from the treasurer, send a press-quality PDF to the printer, and monitor the production of this job
 - update the literature catalog to reflect the new name and description.

- Cindy and Ann added that they will order much lower quantities than had been ordered in the past, to avoid potential overstock issues.
- **Motion made by Ann, seconded by Bob, voted on and approved.**

4. Discussion: Proposed changes to By-Laws (Ann):

- It was decided to table this discussion until next month's meeting.
 - We have until the beginning of May to decide on revised language to the by-laws. (The proposed revision would need to be mailed out to the groups at least 30 days before the ABM).
 - Bob would also like to look at the previous language proposed before we make a decision on this. Bob will summarize the previous proposals, integrate Ann's suggestions, and send that to the Board. Board members will review the proposals and be prepared to discuss them at the next meeting.

5. Long Range Planning (LRP) Proposal: WSB outreach to Group Secretaries.

- One of the proposals coming out of the LRP work was that we form stronger relationships with the group secretaries. A suggestion was that the WSB do outreach to the group secretaries; this is something that the UK service board does. It would be beneficial to both the WSB and to the groups.
- For example, the WSB has been without a Recording Secretary for quite some time. Merely sending e-mail blasts has not helped identify someone.
- It would be an opportunity to:
 - learn of best practices within the groups and share them more widely
 - acknowledge some of the great work that groups are doing
 - thank them for donations
 - etc.
- Maria volunteered to work with Marcia, the Chair of Group Outreach (GO) to come up with a proposal on how we could implement this. For example, we could divvy up the groups among the board members, who would reach out to those group secretaries a few times each year. We could develop a script of items to be covered during the calls.
- Clive shared his experience in doing this in the UK. They try and contact their groups four times per year. They find that a telephone call is more productive than an email. For example, they have been able to find some potential board members that they otherwise would not have found if they had just sent out an email.
- Mike shared that the last outreach by GO was to verify re-registration information. He found that some groups are strong and survived during the pandemic, while others fell by the wayside. He feels that we may need to communicate more effectively that people are no longer restricted by geography in order to find / join a group. He suggested that we may need to start thinking

about groups in a different way (i.e., if we're going to do an outreach...what constitutes a group).

- Jeff suggested we send an email blast reminding the membership that there are many virtual options, if their local meeting is no longer in existence. He volunteered to draft something that Nicole can send out.
- Mike suggested the messaging could be something like the following: "you no longer drive to work...you no longer have to drive to a meeting. Use the virtual meeting finder below, and shop around." It would be a different type of message than one we usually send out; it could be pithy, quick and end with an action item. It could also be sent via different platforms.
- Mike briefly reviewed some of the other proposals from LRP. In preparation for the next WSB meeting, Mike will select those LRP recommendations of low effort / high return and reach out to the appropriate Committee Chairs who could assist in providing more details and then spearhead implementation. Maria will add this to the agenda for the next WSB meeting and reserve ample time for discussion.
- Jeff asked that if any board members feel comfortable taping a self video sharing their FA story (~ 1 minute long), we could upload those to YouTube, send them out via email blast, or post them on Facebook. He indicated that Al-Anon has some good examples. Jeff indicated that by speaking out about one's recovery journey, de-stigmatizing it, and letting people know there is help for them, we could grow membership. He found this approach effective within his own group. Jeff volunteered to do a video and share it with other board members as an example.

6. Annual Business Meeting (ABM): Proposed date / time: June 18, 2022, 2:00 pm EDT.

- Maria needs to provide the date of the virtual ABM in the January mailing to group secretaries.
- **Helen made the motion to hold the ABM on June 18, 2022 with a 2:00 pm start time; it was seconded by Barbara, voted on and approved.**
- We will hold a WSB meeting the Saturday before (June 11); normally we would have held it on the 18th.

7. Motion: "January Mailing" (Maria).

- **Motion:** Move that the January mailing to group secretaries be sent electronically instead of by post.
- **Rationale:**
 - Each year in January, the group secretaries receive a mail package that includes information about the Annual Business Meeting, Convention, Group Re-registration, and Nomination Consent Forms for Board positions. The

cost for doing this is approximately \$250 or more (for postage and printing) as well as time spent by Angel.

- Nicole and Angel are both supportive of this approach.
- Re-registration is the most important subject of the communication. Per Nicole, ~80% of the group secretaries re-register on line, indicating a comfort level for doing things electronically as opposed to hard copy. Those group secretaries who still prefer the hard copy method can access the hard copy form via a link in the message, or via an attachment.
- **Feasibility:**
 - Barbara S checked the By Laws and there is nothing that would preclude us from doing this electronically.
 - There are two options that can be used:
 - 1) Nicole can send an email blast to the Group Secretaries with links to the forms normally snail-mailed. This option does not permit attaching documents.
 - 2) Emails can be sent by the WSB Chair. She can blind copy around 20 or so email addresses at a time and send them out in batches. There are ~ 250 contacts for group secretaries, Intergroups, and NSBs. Although this method is more time consuming, attachments can be included (as well as links).
 - Nicole feels that there is a greater likelihood that the recipient will open the email if it is sent from the Chair directly as opposed to an email blast.
- **Cost:** There is a cost savings of \$250 or more, in addition to Angel's time spent collating and preparing the material for mailing.
- **Implementation:**
 - A draft of the communication and supporting documentation have already been prepared.
 - Once the motion is approved, the communication will be finalized, documents posted on the web as needed, and sent out according to the preferred option.
- **Motion made by Barbara, seconded by Chris Y, voted on and approved.** Maria will use option 2 (as described above) to send them out.

8. Motion for Literature Price Increases (Cindy)

As part of her board report, Cindy provided recommendations for specific price increases, as well as an analysis of the financial impact.

- **Motion:** Increase prices for literature items effective February 15, 2022 (Cindy)
- **Rationale:**
 - US inflation rate has risen to 6.8% in 2021 (highest since 1982)
 - Shipping charges assessed by our vendors have risen from 12% to 32% of printing costs
 - Printing vendors have alerted us to additional cost increases.

- **Implementation:** On approval,
 - an email blast will be sent to the fellowship notifying membership of price increases to come with an opportunity to stock up on literature before changes go into effect, and
 - website and QuickBooks will be updated to reflect new pricing as of February 15, 2022.
- **Cost:** There is no cost. Impact of pricing updates is projected to generate an additional \$3,600 income annually from our current pricing scenario.
- The following concerns were raised:
 - Ann prefers that the price of the Spanish *12 Step Workbook* (#1019S) be the same as the English one since they are identical except for language. Cindy agreed that we could sell both at the same price (either \$12 or \$13; Cindy to decide).
 - Ann felt that the price increase for *Twelve Traditions in Action* (#5010) was too high, since that paperback would then cost more than the hardcopy *TABW*. Cindy then suggested we increase the price of *TABW* to \$13, and sell #5010 for \$12.
- **Motion made by Cindy, seconded by Chris Y, voted on and approved.**

9. **Motion for Overstock Sale (Cindy)**

Attached to her board report, Cindy provided an analysis supporting her recommendation for the overstock sale.

- **Motion:** Offer selected literature items for sale at discounted prices.
- **Rationale:** Identified items have 10+ years of stock on hand, have cash tied up in inventory and are not selling well
- **Implementation:** On approval,
 - an email blast will be sent to the fellowship notifying membership of discounted prices and
 - website and QuickBooks will be updated to reflect discounted pricing
- **Cost:** There is no cost - cash was already used to buy inventory in the past. Any product sold will be a recovery of the investment currently tied up in inventory.
- During the discussion, the following was agreed to:
 - Cindy proposed that we do the overstock sale, if approved, right away. The notice about future literature price increases could be sent out ~ 1 week later.
 - Cindy volunteered to enter the new prices in Woo Commerce and Quickbooks, so that they are ready to go when the time comes.
 - Ann will update the literature catalog with the new prices once Cindy provides her with this information.
- Since the overstock is sunk cost, Mike suggested we distribute / donate the unsold overstock to increase awareness about FA. Maria suggested he include this

suggestion with the other proposals from Long Range Planning that we will discuss in more detail next month.

- **Motion made by Cindy, seconded by Jeff, voted on and approved.**

10. Donor Recognition in Serenity Messenger (Cindy)

- To encourage groups and individuals to donate, we had previously agreed to include the following in the Serenity Messenger:
 - A list of group donations, categorized by amount.
 - Recurring donations.
- While gathering that information, Cindy realized that some individual donations are actually greater in amount than the yearly amount of some recurring donations.
- Cindy suggests that we publish categorized group donations in each issue of the Serenity Messenger, list recurring donors less frequently, but also include individual donors throughout the year. This will give the message that we value each and every donation.
- Cindy is estimating that this information will take up a full page of the Serenity Messenger, including a thank you message.
- Individual donations will just list the donor's first name, last initial (group numbers are not usually provided with the donation.)
- Bob, as Chair of the Serenity Messenger, agreed with Cindy's suggestions.
- After discussion about the timing, it was agreed to list the individual donations right after year end (when many occur), and then perhaps every 3rd issue. Recurring donations would be listed in between those issues.
- **Motion made by Cindy to periodically include individual donations in the Serenity Messenger; seconded by Bob, voted on and approved.**

TABLED ITEMS: None

CLOSING

1. Announcements and Other Items:

- Helen mentioned that a meeting is scheduled in Athens on January 17 to discuss the future of the Intergroup; members from both Northern and Southern Greece will attend. She will email the board afterwards with any decisions made.

2. Adjournment

- Motion to adjourn was made by Bob, seconded by Barbara, voted on and passed (1:48 pm EST).

3. Closed with the Serenity Prayer