

August 2023 MINUTES
Arizona Serenity in the Desert Intergroup

Date | Time 8/19/2023 1:00 PM | Meeting called to order by Pat H: Chair

OPENING:

Meeting held via Zoom, opened with the reading of the preamble, standing rules, concept of the month and the Serenity Prayer. Pat asked attendees to rename themselves to identify meeting reps, committee chairs and board members in lieu of verbal introductions. Board members in attendance: Chair – Pat H, Acting Vice Chair – Mara S, Treasurer – Janece B, Recording Secretary – Mindy C. Rep Delegate present – Dottie D, Second Rep Delegate Present – Wendy A, Alternate Rep/Delegate: Vacant. Attendance Report: 21 Present, 20 voting members, 0 visitors

OFFICER REPORTS:

As posted in Ecares and sent by Pat H via email to ASDI contacts.
The July minutes were accepted as presented. The August Agenda was accepted as presented.
7th tradition reminder announcement made by Pat H.

New Business:

1. PIPO Committee Report: - Phyllis M

The committee held their first meeting on August 6, 2023 and Phyllis M was elected as chair. The members were tasked with researching different outreach methods. The committee met again on August 12th to update with their findings. Below is the meeting report submitted by Phyllis M:

Our first meeting was on August 6th. Members took various research tasks to report back in a week. On August 12th, members reported their findings as follows: Facebook costs could be from \$1 a day and up. Google ads seem to be the most effective with a \$500 charge initially, and another \$500 free in the first 60 days. These ads have the ability to target very specific demographics. This strategy was discussed at some length with agreement that those ads could be very effective. We were given an overview of how these ads would be implemented. We discussed both Hulu and YouTube ads, along with the costs for national and local TV advertising. YouTube was \$10 to \$30 a day depending on length and timing of the ads, not including production costs. More expensive at \$20 to \$40 a day. TV commercials were very expensive and also required production costs. We were given a report on the cost for wellness fairs, State Fair, newspaper ads, and church newsletter advertising. We received information regarding professional outreach. Most of the costs would be entrance fees and literature fees. After discussing and reviewing the pros and cons of the billboard, our committee is recommending that we decline joining Southern AZ as the social media platform seems in keeping with how the public normally searches online for resources concerning food disorders, diets, etc.

At this time we are asking that ASDI budget our committee in the amount of \$5,000 to be used principally for social media campaigns.

We will continue to meet monthly and report back to ASDI our progress on the social media and internet ad project. New projects will be ongoing, as our committee endeavors to put Overeaters Anonymous' name out into the community.

The amount requested was raised to \$7,000 at the beginning of the Intergroup meeting on the 19th.

Amina brought up questions regarding budgets and Charlene thought it should be more regional for FB and wondered if anyone had checked with WSO or Regional to see if there are already any efforts in this arena so we are not duplicating efforts. Pat H is currently attending a social media workshop and stated that FB and Instagram can be set up to target a specific region/area.

Amanda L stated that we are not taking money from other committees we are spending an overage and thought that local FB should be up and running.

Sheila asked for clarification on if the funds were principally or exclusively for social media. Phyllis responded with principally. Sheila mentioned that several years ago WSO said they were going to actively promote OA, but money was spent and it was not effective. She was glad to hear we could do local platforming.

Val asked who would run the Social Media program as it is not as simple as it sounds and we really need to have someone who knows what they are doing, and that we may want to consider reaching out to a professional.

2. Sponsorship Day: Karen S, 12th Step Committee Chair:

There are four major events that WSO supports and Sponsorship Day/Weekend is one of them. There is always a need for sponsors and there is a lot of available information on WSO website for sponsoring. Region also has activities planned, see their website.

Unfinished Business:

- a) Elections: We have an opening for Vice Chair. There were no nominations but Mara presented an interest in serving as an appointment on a monthly basis as she does not meet the service requirements to be elected into the office. Pat H, as Chair, appointed Mara as Vice-Chair for the next month.
- b) Excess Funds: \$9,821 above the maximum prudent reserve
NOTE: The Excess Funds Special Committee is recommending: 30% to WSO = \$2,946, 70% to Region 3 = \$6,875. This motion is coming from a committee so it doesn't need a second. I will take 1 minute pros and cons alternately, 3 each. Then we will vote. If it passes, we are finished with this issue. If it does not pass, other motions can be made.

The Excess Funds committee met 3 times and Marlo was elected Chair. They reviewed the by-laws and found that past by-laws stated that any excess funds were to be sent to WSO and Region 3, but could also be set aside for expenses. She put the above motion in the chat, but amended the amounts be reversed and 70% would go to WSO and 30% would go to Region 3.

Pros and Cons were then presented on the motion that came out of committee:

PROS:

- 1) Amina: It doesn't appear that we have been following the by-laws. We already have money set aside and we should set a precedent and send money to WSO and Region 3.
- 2) Jen: If it is in the by-laws and is the precedent then that is the way it should go. She expressed concerns about impulsivity of sending funds to a new committee and stated that money should not fog the purpose of OA and that PIPO could be funded next year.
- 3) Marlo: Sees this is a slippery slope and that we appear to be hoarding money and that is an uncomfortable place to drift into.

CONS:

- 1) Phyllis: Last 3 years have been financially unstable and we have been prudent with funds. Because PIPO has not been in place it is hard to say what the funding should be, but people should be able to find a solution when they are searching. That is our purpose.
- 2) Mirian: Consider sending money for the convention. PIPO is asking for money for Google Ads and social media, but what about literature.

MOTION DID NOT PASS

Charlene suggested tabling this topic until next month, but Intergroup decided to continue and extend today's meeting to see if we could come up with a solution.

Phyllis made a motion for funding the PIPO committee with \$7,000.

Pros and Cons were then presented on the motion that came out of the PIPO Committee:

PROS:

- 1) Mindy: Feels this is not a rush to judgement and PIPO committee has done research on where the funds are going to be used.
- 2) Phyllis: Committee was on a time budget since the committee was formed after the budget was set. They are a fiscal committee and would return any unused funds and cancel anything that was not working. Anyone would be welcome to review the financial reports of the PIPO Committee.
- 3) Steve: Committee would be able to use the funds for the best purposes.

CONS:

- 1) Charlene: Too rash, too fast and too much money to decide on the spur of the moment.
- 2) Karen: Needs to go back to Excess Funds Committee for reevaluation.
- 3) Greg: Too much too fast. We actually have more than double in excess funds because of the special reserves that have been set up for AC repair/replacement and rent increases.

MOTION DID NOT PASS

Excess funds will go back to Excess Funds committee and will be discussed during next month's meeting.

Announcements:

Karen asked that as the holidays are approaching that we look towards the Promises by candlelight. She needs assistance with setting this up and having volunteers speak on the promises.

The next meeting will be via ZOOM on 9/16/23 at 1pm and could possibly go longer than an hour due to the Excess Funds Vote.

The meeting was adjourned at 2:26pm by Pat H.

