

**Families Anonymous  
Minutes of the Meeting of the Board of Directors  
August 18, 2018**

**INTRODUCTION**

**1. Call to Order:** 2:02 EDT, by Hank, Vice Chair

**2. Roll Call:** by Maria, Secretary

<u>Name</u>	<u>WSB Role</u>	<u>Attendance</u>	<u>Monthly Report</u>
Barbara S	Chair	E	W
Hank H	Vice Chair	P	N
David M	Treasurer	P	W
Maria S	Secretary	P	W
Alan B	BMAL	P	L
Ann P	BMAL	P	W
Bev B	BMAL	P	N
Bob S	BMAL	E	W
Donna D	BMAL	P	W
George R	BMAL	P	W
Helen L	BMAL	P	E
Marc B	BMAL	E	E
Odalys A	BMAL	A	N
Susan S	BMAL	E	E
Vince M	BMAL	P	W

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

**3. Acceptance of Published Agenda:**

- Alan moved to accept the Agenda, Donna seconded, voted on and accepted.

**4. Tradition One:**

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

## 5. Approval of July 2018 WSB Minutes:

- Maria moved to accept, David 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:

- David M provided the financial reports as part of his monthly report.
- There were no comments or questions.

## STANDING COMMITTEE REPORTS

<u>Committee</u>	<u>Chair</u>
SC-1 Public Information	Alan B
SC-2 WSO	Maria S
SC-3 Literature	Ann P
SC-4 Twelve Step Rag Newsletter	Bob S
SC-5 Bylaws, Parliamentary	George R
SC-6 International Groups	Vince M
SC-7 Budget Committee	David M
SC-8 Sponsorship	Helen L
SC-9 Group Outreach	Donna D
SC-10 Financial Oversight	George R
SC-11 Technology	Hank H

- **SC-1 Public Information:**
  - Alan will be setting up a meeting in the next week or so and expects to have more to report next month. His priority will be to update the press kit, as well as develop 1-on-1 types of advertising.
  - He had a great discussion with Donna, chair of Group Outreach.
- **SC-2 WSO:** Maria reported that Nicole, the WSO Data Manager, gave birth to a beautiful daughter, Aziza Rose, on July 29. Nicole expects to be back online soon, checking emails.
- **SC-3 Literature:**

- Ann reported that Italy has done a translation of the Mini PI Folder, and a verification of translation is needed ASAP. She has spoken to Vince about it. Italy is having a meeting in September and wants it ready by then.
- There were five other pieces translated into Italian, but permission to translate was found for only one of those. Because these were done a while ago, it is likely that permission was also granted for those other four documents, and the file copies were misplaced. Ann has asked Vince to verify the translation of those four documents; no rush is needed.
- **SC-4 Twelve Step Rag Newsletter:**
  - The LC has suggested to Lilly and Elizabeth that the Rag include a regular column on sponsorship; she copied Helen and Bob on the email. Three of the LC members have written articles for this. The fellowship will be asked to contribute; if no contributions are sent in, then someone from the LC will provide something.
- **SC-6 International Groups:** Vince asked if Helen heard back from the person regarding verification of the Italian translation. Helen will follow up on Monday with that person and get back to Vince.
- **SC-9 Group Outreach:**
  - Donna received an email from the secretary of a Long Island group. A reporter from Newsday, a large periodical there, is writing an article on how grandparents are raising grandkids due to parents with addiction issues. Donna will speak with the reporter and suggest he mention our literature booklet on grandparenting. Donna will also ask that he reference the Red Book, as well as a link to our website and information about our meetings.
    - Ann indicated that we might need to order more of the grandparenting booklet and asked Donna to give her a heads up when the article is published. Ann will check our inventory and report back to Donna.
    - Donna will check with Angel to see what the cost of shipping would be to Long Island, so that she can provide a price for those materials (i.e., grandparenting booklet and Red Book).
    - Alan asked that Donna forward a copy of the article to him. Donna indicated that she will send it to the entire WSB if it gets published.
- **SC-10 Financial Oversight:** George has issued the final fiscal report for 2018 and distributed it.
- **SC-11 Technology:** Hank reported that they are building the store and is hoping that they will have the next iteration in September.

## **AD-HOC COMMITTEE REPORTS**

**Committee**

**Chair**

AH-2 Convention Liaison	Susan S
AH-3 Intergroup Support & Development	Marc B
AH-4 Document Review	Ann P
AH-5 Long Range Planning	Marc B
AH-6 Revenue Growth Task Force	Robert S

- **AH-2 Convention Liaison:** Hank reported that Susan is working on an email blast, asking for hosts for the next convention.
- **AH-4 Document Review:** Ann is working on the Secretary's Handbook.

**UNFINISHED BUSINESS:** None

**NEW BUSINESS:**

**1. MOTION LC-1 (August 2018)**

- **Motion:** The Literature Committee moves that the WSB approve the following changes to the literature catalog:
  - 1) Raise the selling price of 136-page books/booklets from \$7.00 to \$9.00. These include:
    - #5001 *The FA Tools of Recovery*
  - 2) Raise the selling price of 208-page books/booklets from \$8.00 to \$10.00. These include:
    - #5010 *The Twelve Traditions in Action*
  - 3) Raise the selling price of 80-page, 3-hole-punched, and bagged or shrink-wrapped publications from \$9.00 to \$10.00. These include:
    - #1019 *The Twelve Step Workbook*
  - 4) Raise the selling price of 402-page hardbound books from \$10.00 to \$11.00. These include:
    - #1015 *Today A Better Way*
  - 5) Raise the selling price of cards (business-card size and similar sizes) from \$.10 to \$.15; sell them in packets of 10 instead of individually; and price them at \$1.50/packet. These include:

- #2008 *Serenity Prayer Card*
- #2008S *Serenity Prayer Card (Spanish)*
- #6006 *Greeter/Contact Card*
- #7002 *Bulletin Board Card*

6) Raise the selling price of folded single sheets from \$.35 to \$.40. These include:

- #1012 *No More Expectations*
- #1013 *A Recovering Addict Comes Home*
- #5002 *Group Inventory*
- #5011 *Growing Your FA Group: A Tip List*
- #5012 *My Part in the Group*
- #6005 *A New Door Opens*
- #7003 *FA for Me?*
- #7003S *FA for Me? (Spanish)*
- #7009 *Are You Torn Apart?*
- #7009S *Are You Torn Apart? (Spanish)*
- #7010 *FA and the Professional Community*
- #7014 *Are You at Your Wits' End?*
- #7014S *Are You at Your Wits' End? (Spanish)*
- #7016 *Introduction to an FA Meeting*
- #8004 *Starting a New FA Group*

7) Raise the selling price of heavy-stock single sheets from \$.60 to \$.85.

These include:

- #7001 *Meeting Announcement*
- #7001S *Meeting Announcement (Spanish)*

8) Raise the price of table tents from \$.40 to \$.75. These include:

- #5008 *Anonymity*
- #5008S *Anonymity (Spanish)*
- #5009 *Crosstalk*
- #5009S *Crosstalk (Spanish)*

9) Raise the price of #6002 *Welcome!* folder from \$.60 to \$.75.

- **Rationale:**

- The LC has completed a comprehensive analysis of literature selling prices, comparing the prices for which we sell our literature with the costs for creating that literature, and thereby determining the gross profit for each item.

- On the basis of that evaluation, the LC has found that our gross profit is currently inadequate for many of the items we sell.
- The LC is therefore recommending that, where necessary, prices be revised upward with the goal of realizing a gross profit of no less than 50% and optimally close to 75%.
- The LC is *not* recommending changing the pricing structure of Spanish-language literature. (The board has previously deemed that the selling price of *Spanish*-language literature shall be based on the selling price of equivalent *English*-language literature and *not* on the cost-of-goods of the Spanish-language literature.)
- This proposed repricing structure will produce a more realistic gross profit and allow more consistency in income for all literature items.
- **Feasibility:**
  - All actions for productivity are the responsibility of the LC.
  - The LC has already sent the results of its comprehensive data analysis to the WSB.
- **Implementation:**
  - It will be the responsibility of the LC to implement the changes proposed in this motion, including changing the literature catalog, notifying the website manager, and informing the WSO of the plan.
  - For more details, see Implementation in Motions LC-2 and LC-3.

David looked at the printing proposal and agrees with Ann and the LC. He feels the analyses and recommendations are extremely well done. Donna also agreed.

**Motion made by Ann, seconded by George, voted on and approved.**

## **2. MOTION LC-2 (August 2018)**

- **Motion:** The Literature Committee moves that the WSB approve discontinuing the sale of the printed versions of certain folded single-sheets (as listed below) once the current WSO inventory has been depleted, but continuing to offer them as free downloads on the FA website and listing them as such in the literature catalog.
  - #5002 *Group Inventory*

- #5011 *Growing Your FA Group: A Tip List*
- #5012 *My Part in the Group*
- #7010 *FA and the Professional Community*
- #8004 *Starting a New FA Group*
- **Rationale:**
  - These five items perform poorly in terms of quantity sold and consequent profitability.
  - Raising the selling price from \$.35 to \$.40, as proposed in Motion LC-1, is a stop-gap measure but not a solution, since the resulting gross profit for these items will not exceed 50% at most.
  - These items will still be available on the FA website for people who want to download and use them.
  - The literature catalog will contain reminder notices that these five pieces are still available online.
- **Feasibility:**
  - There will be no additional responsibilities for the WSB, other than for the LC chair and the Technology Committee chair as per “Implementation” below.
- **Implementation:**
  - It will be the responsibility of the LC to implement the changes proposed in this motion, including changing the literature catalog, notifying the website manager, and informing the WSO of the plan.
  - The LC will prepare an email blast notifying the fellowship that once the current WSO inventory has been depleted, these items will no longer be sold in print form but will still be listed in the literature catalog and available on the website.

**Motion made by Ann, seconded by Donna, voted on and approved.**

### **3. MOTION LC-3**

- **Motion:** The Literature Committee moves that the WSB approve discontinuing the sale of #9004 *Mini PI Folder* once the current WSO inventory has been depleted.

- **Rationale:**
  - Only 105 of these items were sold in the past 12 months.
  - This is a costly item to produce. It is made even more costly by our having to order such a small quantity at a time, based on sales volume.
  - We are currently realizing a gross profit of 18%, meaning that we are, overall, losing money on this item.
  - We would need to raise the selling price from \$.85 to \$1.50 in order to realize a minimally acceptable gross profit of 53.4%. At that selling price, this item would be too expensive for groups to buy, and sales volume would drop even lower.
- **Feasibility:**
  - The LC can delete this item from the literature catalog once the WSO inventory has been depleted.
- **Implementation:**
  - It will be the responsibility of the LC to implement the changes proposed in this motion, including changing the literature catalog, notifying the website manager, and informing the WSO of the plan.
  - The LC will add to the email blast described in Motion LC-2 (“Implementation”) to alert the fellowship that after the WSO sells out what remains in inventory, this item will be discontinued.

**Motion made by Ann, seconded by Vince, voted on and approved.**

#### **4. MOTION LC-4 (August 2018)**

- **Motion:** The Literature Committee moves that the WSB approve the revision of #1003 *A Father Faces Drug Abuse*, provided to the WSB by Ann.
- **Rationale:**
  - This piece was originally published 45 years ago and was revised only once, 10 years ago.
  - The Literature Committee determined that revision of this piece was required, and that continuing to sell the current edition for another 7 years, until the existing inventory runs out, would be inadvisable.

- The WSB has 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.
- **Feasibility:**
  - The final PDF was provided to the WSB by Ann.
  - With WSB approval of this motion, this piece is ready to be published.
- **Implementation:**
  - The Literature Committee will proof and polish this piece, as appropriate, before sending it to the printer.
  - The Literature Committee will ask for the treasurer for a purchase order, send a press-quality PDF to the printer, and monitor the production of this job.

**Motion made by Ann, seconded by David, voted on and approved.**

**TABLED ITEMS:** None

## **CLOSING**

**1. Announcements and Other Items:** None

**2. Adjournment**

- Motion to adjourn was made by Donna, seconded by Vince, voted on and passed (2:36 pm EDT).

**3. Closed with the Serenity Prayer**