

**Families Anonymous
Minutes of the Meeting of the Board of Directors
November 21, 2020**

INTRODUCTION

- 1. Call to Order:** 2:03 EST, by Barbara S, Chair
- 2. Roll Call:** by Maria on behalf of Christy, Secretary

<u>Name</u>	<u>WSB Role</u>	<u>Attendance</u>	<u>Monthly Report</u>
Barbara S	Chair	P	W
Maria S	Vice Chair	P	W
Cindy C	Treasurer	P	W
Christy R	Secretary	E	E
Alan B	BMAL	LOA	E
Ann P	BMAL	P	W
Bob S	BMAL	P	W
Chris Y	BMAL	P	W
David M	BMAL	P	W
George R	BMAL	P	W
Helen L	BMAL	P	L
Jeff S	BMAL	P	L
Marc B	BMAL	P	N
Marcia C	BMAL	P	W
Mike B	BMAL	P	L
Odalys A	BMAL	A	N

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:

- Barbara revised the agenda to:
 - Exclude Bob’s motion which was inadvertently added
 - Add discussion of the ABM.
 Barbara moved to accept the revised Agenda, Maria 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 June 2020 and October 2020 WSB Minutes:

- Mike moved to accept the June WSB Minutes, Ann seconded, voted on and approved. Christy to distribute.
- Helen moved to accept the October WSB Minutes, Ann 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 October financial reports as part of her monthly report. As has been the case this year, revenue shortfall is the big issue.
- Individual donations are a bright spot; they are ahead compared to last year.
- Group literature sales are down by 90% compared to last year. Cindy doesn’t see this changing during the pandemic.
- There were no other comments or questions.

STANDING COMMITTEE REPORTS

<u>Committee</u>	<u>Chair</u>
SC-1 Public Information	Jeff S
SC-2 WSO	Maria S
SC-3 Literature	Ann P
SC-4 Serenity Messenger Newsletter	Robert S
SC-5 Bylaws, Parliamentary	George R
SC-6 International Groups	Vince M
SC-7 Budget Committee	Cindy C
SC-8 Sponsorship	Helen L
SC-9 Group Outreach	Marcia C
SC-10 Financial Oversight	David M
SC-11 Technology	George R

- **SC-2 WSO**
 - In her Board Report, Maria summarized the proposed year end gifts for the WSO; the total amount would be \$250. The Board was in agreement with the proposal.

AD-HOC COMMITTEE REPORTS

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

- **AH-1 Convention Liaison**
 - Barbara spoke with the Louisville group. The hotel has put them on hold because of the pandemic. There will be no convention by the summer of 2021. The group will determine whether they want to consider holding it in the fall, or wait until the following year.
 - Maria asked if we could consider holding some virtual fund raising activities, such as a silent auction, since the convention donations were generally an important source of income.
 - Marcia suggested we consider holding a virtual convention and invite speakers on line.
 - Maria asked whether we could approach the members of the e-meeting, who are going to be celebrating their 50th anniversary, and see if they would be willing to take the lead for a virtual convention.
 - Marc noted that holding a virtual convention or conference would be very different than holding an e-meeting. For example:
 - We would need a moderator to handle the chat room.
 - Everyone except the speakers would need to be muted.
 - Cindy indicated that when they hosted the convention in Atlanta, they used a software product which allowed the raffle to be opened up worldwide; participants could donate or buy raffle tickets on line. They still have an account.
 - Barbara felt that international participants could more easily participate.

- George and Mike support a larger more strategic discussion about the basic model of FA: how we envision FA supporting the fellowship in the future. The Board agreed with George's suggestion that the Long Range Planning (LRP) AdHoc Committee, chaired by Marc, take the lead on this with an eye to the shorter term (1 to 2 years from now). The following individuals volunteered to help: Ann, Cindy, Jeff and Mike.
- The following points were made during the discussion:
 - ▶ Many of the other committees could support LRP in the work to be done (such as Revenue Growth Task Force, Technology, Literature, Convention, Virtual Meetings).
 - ▶ Marcia suggested that each Committee Chair could feed back to the LRP their committee's input.
 - ▶ The LRP will take an educated guess at what the world and FA groups will look like post pandemic (1 to 2 years from now).
 - ▶ Marc suggested we look at how long we can survive (i.e., worst case scenario) if revenue streams and savings continue as they currently are, or vanish.
 - ▶ Bob suggested we look at our major funding sources (donations, literature sales, convention) and see how each might change.
 - ▶ Jeff could use his email blast communication to solicit input from the fellowship. Chris suggested we could survey the fellowship with 5 to 6 questions.

UNFINISHED BUSINESS: None

NEW BUSINESS:

1. MOTION LC-1 (November 2020)

- **Motion:** The Literature Committee moves that the WSB approve the attached #5013 *Avoiding Four Destructive Forces*.
- **Rationale:**
 - This piece was created in 2008 and was in need of revising and updating.
 - The WSB has already reviewed this revision. All WSB comments were favorable, and no changes were needed.
- **Feasibility:** This piece is ready to be printed.
- **Implementation:** Upon WSB approval of this motion, the Literature Committee shall present Motion LC-2 for WSB consideration.
- **Motion made by Ann, seconded by David, voted on and approved. (Note: all voted in favor.)**

2. **MOTION LC-2 (November 2020)**

- **Motion:** The Literature Committee moves that the WSB approve printing just 100 copies of #5013 *Avoiding Four Destructive Forces*.
- **Rationale:**
 - Subsequent to the WSB's discussion at the October 2020 meeting, at which cost considerations were emphasized, the LC recommends printing just 100 copies of #5013. This quantity is affordable and poses virtually no financial risk to the fellowship.
 - The most advantageous quote we received for printing 100 copies is \$98.00 (\$0.98 each).
 - The vendor-to-WSO shipping charge, based on similar prior jobs from the same vendor, should not exceed \$30.00 (\$0.30 each).
 - Thus, the direct cost for producing 100 copies (printing + vendor-to-WSO shipping) would be ~\$128.00 (~\$1.28 each).
 - The selling price of the revised 32-page booklet will be \$3.25. This is \$1.50 more than the \$1.75 selling price of the current 12-page booklet.
 - To break even on the direct cost, the WSO would need to sell only 40 (of the 100) copies at the new price of \$3.25 each.
- **Feasibility:** This piece is ready to be printed.
- **Implementation:**
 - If the WSB approves this motion, the LC shall:
 - ▶ proof and polish this piece, as appropriate, before sending it to the printer
 - ▶ ask the treasurer for a purchase order, send a press-quality PDF to the printer, and monitor the production of this job
 - ▶ modify the description of this piece in the literature catalog to reflect the new revision
 - ▶ ask the website manager to upload the new cover to the e-store
 - ▶ instruct the WSO to discard the remaining inventory of the 2008 edition upon receipt of the new order
 - ▶ prepare an email blast announcing publication of the #5013 revision
 - ▶ prepare a Spotlight On Literature article for the Serenity Messenger announcing publication of the #5013 revision.
 - If the WSB does not approve this motion, the LC shall present Motion LC-3 for WSB consideration.
- The following discussion ensued:
 - Because sales are down due to Covid, Cindy felt that we shouldn't be printing new literature until we see some relief from the pandemic. Jeff agreed; he also felt that we should only be printing those items that bring in the most revenue.

- Marcia felt we should consider retiring that piece since it doesn't seem that it is being purchased. She felt we should focus on developing new literature that would spark the fellowship's interest.
- Ann indicated that the new piece has been greatly expanded, includes new material and is more user friendly.
- Chris felt that if we improve a piece for the fellowship, we should have it available for them. He suggested waiting until the new year (~ March) to print. Marc agreed, and since it was not a lot of money, we could test the waters and see how it sells by printing the small number.
- Ann suggested renaming the piece to differentiate it.
- Ann noted that it is extra work for Angel if we let literature go out of stock at the WSO. We will have to discontinue items if they get low. Right now, the only piece getting low is *From Grief to Growth*.
- Cindy is able to track the inventory and provide sufficient lead time for reprinting.
- Cindy reported that 26 out of the ~100 literature pieces are responsible for generating the majority of profit from literature sales. *TABW* and *The 12 Step Workbook* bring in more than half of what we earn.
- During the pandemic, Mike suggested we consider setting a threshold dollar amount (e.g., <\$150) by which literature can automatically be printed; if more than that amount, a discussion would be needed. Unless something is selling, we should be cautious in reordering.
- In his group, Mike sends new members a packet of material out of his stock. However, the draw from his stock has slowed down during the pandemic.
- Marc shared that based on his work experience in the educational environment, most are moving to electronic books (loan, lease, or purchase). He suggested we consider an electronic lending library. Subscribers would be charged a fee. Ann felt this was worth pursuing as a revenue stream and will work with him on this. They will also consider how to convert print material to a digital format in the most cost effective way.
- Barbara suggested that this revised piece of literature be available in the lending library.
- George feels that the pandemic will result in a paradigm shift for the fellowship. Even two years from now, after effective therapeutics and vaccines, groups will not meet in person as they traditionally have. People will continue to be afraid, and they have come to depend on Zoom. Our demographic is older. We will need to consider that group sales and group donations will no longer be a significant part of our revenue stream. The reason groups ordered new material was to have them available for display when new members came in.

- Bob asked if there was a digital equivalent of a newcomers packet and literature display that could be provided by groups to new members.
- **Motion made by Ann, seconded by George, voted on and not approved. (Note: two votes in favor, remainder were against).**

3. MOTION LC-3 (November 2020)

- **Motion:** In the event that the WSB does not approve Motion LC-2, the Literature Committee moves that the WSB approve this Motion LC-3 calling for the discontinuation of #5013 *Avoiding Four Destructive Forces*. Discontinuation shall include stopping all sales of the 2008 edition of #5013; removing #5013 from the literature catalog and the e-store; and discarding the unsold inventory of the 2008 edition.
- **Rationale:**
 - A. With regard to the 2008 edition of #5013 being sold currently ...
 - The contents are obsolete, having been written 12 years ago and not updated since then.
 - The front cover and copyright page prominently feature the fellowship's old logo. That logo was retired and replaced by our current logo in 2014.
 - The copyright page lists the WSO's former address in Culver City, CA. The WSO moved out of Culver City and to its current address in Des Plaines, IL, almost a decade ago, in 2011.
 - The contents of the 2008 edition, including the copyright page, are not compliant with PPG-06 Intellectual Property Policy regarding trademarking and copyright notices.
 - The quality of the 2008 edition is not up to our current production standards.
 - Given the above factors, the 2008 edition is not portraying the fellowship in a positive light: it reflects poorly on the writing quality of our literature in general and does not reveal the depth of perspective found within our more current FA literature.
 - B. There is no financial incentive for retaining the unsold 2008 inventory, due to the following sales history:
 - #5013 was first ordered in April 2008. The order was for 2,000 copies at a cost of \$1,183.00.
 - As of 9/30/2020, there were 1,111 copies in inventory, meaning that 889 copies have been sold @ \$1.75 each = \$1555.75.
 - Thus, we have recouped the original printing cost plus \$372.75.
 - C. There is no anticipation of income from continuing to sell the current inventory:
 - Current sales are just 1/month.

- The remaining inventory is essentially worthless as far as future sales are concerned and should be written off.
- **Feasibility:**
 - The actions proposed by this Motion LC-3 can be easily carried out with WSB approval and a WSB directive to the LC.
 - It is feasible for the LC to move ahead as shown in the following “Implementation” section.
- **Implementation:** Upon WSB approval of this motion, the LC shall:
 - remove #5013 from the literature catalog
 - ask the website manager to remove #5013 from the e-store
 - instruct the WSO to discard the remaining inventory
- **Motion made by Ann, seconded by Bob, voted on and approved (Note: 8 votes in favor; 3 votes against).**

4. **ABM**

- Barbara asked that we set a date for next year’s ABM. It was felt that mid-June would allow sufficient time for finalization of the financial reports for the current year.
- **Motion:** Hold a virtual ABM meeting on June 12, 2021.
 - **Motion was made by Barbara, seconded by George, voted on and unanimously approved.**
- Barbara mentioned that we will need a nominating committee for the ABM. As Credentials Chair, Maria will work on this; David volunteered to help. Barbara asked that if any Board members are interested in serving as an Officer, they reach out to her.

TABLED ITEMS: None

CLOSING

1. Announcements and Other Items: None

2. Adjournment

- Motion to adjourn was made by Marc, seconded by Chris, voted on and passed (3:30 pm EST).

3. Closed with the Serenity Prayer