

**Families Anonymous
Minutes of the Meeting of the Board of Directors
February, 20, 2021**

INTRODUCTION

1. **Call to Order:** 2:04 EST, by Barbara S, Chair
2. **Roll Call:** by Maria

<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
TBD	Secretary	NA	NA
Alan B	BMAL	LOA	LOA
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	W
Marc B	BMAL	LOA	LOA
Marcia C	BMAL	P	W
Mike B	BMAL	P	L
Odalys A	BMAL	LOA	LOA

Barbara asked for volunteers to help Maria with minutes until a replacement for Christy is found.

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:

- Barbara moved to accept the Agenda, David 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 January 2021 WSB Minutes:

- Chris moved to accept the January WSB Minutes, Helen 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 January financial reports as part of her monthly report.
- Trends are the same as the previous month. Expenses are on track; sales are not.
- Cindy provided graphs which highlighted the following regarding literature sales:
 - Sales are significantly down, but were trending downward even before the start of the pandemic.
 - The pie chart shows which items are selling. TABW, the 12 Step Workbook, and 8 other titles make up 80% of sales. Approximately one hundred other pieces result in only ~20% of sales.
 - Ann pointed out that the graphs show dollars, not quantity. Some of the items making up 20% of sales are much less expensive items such as 25-cent pieces.
 - However, Cindy pointed out that we have ~\$10K worth of these inexpensive pieces.
 - The top 10 items cover half of our inventory and are generating 80% of sales. Cindy indicated we consider this when deciding about future investment of our cash in literature pieces.
- A discussion ensued regarding how to reverse the downward trend in literature sales. The following suggestions were made:
 - Consider having a sale and discounting prices or bundling pieces to help move the inventory.
 - Because the contents of *The Twelve Steps of FA* are now embedded in the *The Twelve Step Workbook*, the suggestion was made to discontinue or discount that first item. Cindy pointed out that it is still selling well (our

- #3 seller). Ann added that its lower cost (\$3.25 vs \$10) also makes it a more attractive item for those who may be financially strapped.
- ▶ The LC has considered bundling bookmarks and selling them as a pack.
 - ▶ Marcia felt that since some items are already priced so low, there might not be an incentive if further discounted. We need to consider this before having a sale. Perhaps we could add them for free with other orders, or consider donating them to raise awareness of FA.
 - Chris questioned whether pricing is an issue. He felt we needed to raise awareness of our literature; for example, create a virtual literature table.
 - Ann indicated that our literature is not only appropriate for FA but for those outside the fellowship. Our customer base is the recovery community. We need to consider ways to more broadly raise awareness of our literature.
 - ▶ Ann pointed out that marketing / public awareness is not the LC's forte. This aspect would best be handled by someone with the appropriate expertise.
 - Ann suggested that in the Fall edition of the *Serenity Messenger*, we highlight the Serenity Medallion as a potential holiday gift; it can be worn as a necklace or used as a keychain.
 - We could ask groups to consider buying appropriate pieces and dropping them off at nearby treatment centers to raise awareness. This could be done by the person leading their PI efforts. This would be an opportunity to market FA without incurring additional expenses.
 - We could encourage / facilitate communication among group PI leads (similar to Group Secretaries) to share best practices.
 - We could physically mail pieces from our inventory to some key recovery centers.
 - Marcia suggested that when we send out communications to our recovery contacts database, we include information about our literature. This would raise awareness of our literature to those outside of FA.
 - Mike indicated that inventory management and valuation are financial in nature. We need to decide which Committee or group of individuals should have oversight for this. Ann added that another important aspect is the marketing / awareness of our literature.
 - FA literature is included in "Books in Print", and will show up in librarian searches. We could consider other avenues for getting our literature out there.
 - Suggestions were made to post excerpts of our literature on social media, such as Instagram and Facebook, with links to our website.
 - Ann indicated that we received positive comments when our e-book TABW was first sold; she will share these with the WSB.
 - We could consider reinstating a message board on our website. George mentioned that there was one in the past, but it never really got used.

- There is a need to relook at our policy on Social Media, and see how we could employ it while still keeping within our traditions.
- Ann mentioned that Italy is using WhatsApp for a group chat. Some members of that group feel it is OK, while others feel it violates the tradition of anonymity. They reached out because they are interested in the WSB's guidance on this issue as well as wanting to know if the WSB has found another platform that would be suitable for their purposes and not jeopardize anonymity.
- It was agreed that the above ideas need to be explored. George suggested we pick two or three ideas and begin work on them. Bob agreed and suggested that once we identified specific actionable items for social media, we also identify the tension points against our traditions.
- Cindy volunteered Greg to work with Mike and help from a financial perspective.
- Mike is aware of individuals who would be a good Instagram, Twitter and Facebook presence for us.
- Jeff identified an FA Facebook page on line; the last post was from 2016 and appeared to be from Canada. Barbara mentioned that the Board previously looked at setting up a Facebook page; Nicole had worked with the Tech committee on this. The social media policy was also being developed at that time and it was felt that social media violated our tradition of anonymity. The Board at that time decided to forego a formal presence on Facebook. Jeff volunteered to investigate opportunities for having a Facebook presence, identify the impact on our policies / traditions, and suggest guidelines for use.
- Mike volunteered to take the lead on behalf of the Long Range Planning Group to flesh out these ideas and others regarding the future of FA. The group will formulate a strategy and associated tactics for moving forward. He has been adding to his discussion document: *The "New" FA*. He is considering soliciting input from independent people as well. His goal is to have a recommendation after each section of the document, and to bring those to the Board for ratification.

Motion to table the discussion was made by Mike, seconded by Maria, voted on and approved.

STANDING COMMITTEE REPORTS

Committee

SC-1 Public Information

SC-2 WSO

SC-3 Literature

Chair

Jeff S

Maria S

Ann P

SC-4 Serenity Messenger Newsletter	Robert S
SC-5 Bylaws, Parliamentary	George R
SC-6 International Groups	Helen L
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

- 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	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

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

UNFINISHED BUSINESS:

1. Website Problem, Marc B

- The meeting locator is still not working. In the interim, George has posted a pdf of the meeting directory on the website.
- Shipping charges for literature were erroneous because we didn't have dimensions for all our products. The shipping module calculates costs based on product weight and dimensions. George has been working on this with Ann's help and is ~25% complete. He also needs to reconfigure the shipping module. Angel is to provide Cindy with packing options, which she will forward to George. Cindy has asked Angel to see if there are more economical ways to ship. Marcia volunteered to go into the office to help Angel with this if needed.

2. Virtual Committee

- Maria had provided an update from the Virtual Meetings Ad Hoc Committee in her board report. There was no additional information to provide, and there were no questions from the board.

3. **ABM - June 12, 2021**

- Unless anyone has any suggestions for improvement, we will follow the same process for holding the ABM virtually. If anyone has input, they should follow up with Barbara.

NEW BUSINESS:

1. **MOTION LC-1 (February 2021):**

- **Motion:** The Literature Committee moves that the WSB approve the new booklet *Contempt to Respect: #3 in the Helping Series* (#2003-3).
- **Rationale:**
 - This third booklet in the *Helping Series* has been created by the Literature Committee to supplement FA's *Helping* reading.
 - Its appearance—its “pocket-size” format (4.25” x 5.5”) and its cover design—matches the other two booklets and identifies it as part of the *Helping Series*.
 - There is virtually no financial risk to the fellowship for publishing this booklet:
 - ▶ The cost for the initial printing will be a nominal \$63.50 (75 copies @ \$0.85/copy) plus a one-time \$25.00 graphic-design charge for the cover.
 - ▶ Reprints will be ordered as required by sales.
 - ▶ The selling price will be \$2.75.
 - ▶ Selling 33 of the 75 copies will recoup the printing and design costs. Selling the remaining 42 copies will earn income of \$115.50.
- **Feasibility:**
 - The WSB has already had an opportunity to review and make comments on this piece.
 - All WSB comments were favorable.
 - The final PDF is attached to this motion.
- **Implementation:** Upon WSB approval of this motion, the Literature Committee 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
 - add this piece to the literature catalog

- ask the WSO to send a scan of the front cover to the website manager for uploading to the e-store
- prepare a “Spotlight on Literature” article for the *Serenity Messenger* highlighting this piece .
- Motion made by Ann, seconded by David, voted on and approved.

2. MOTION LC-2 (February 2021):

- **Motion:** The Literature Committee moves that the WSB approve the attached revision of *A Look Inside the FA Fellowship* (#5006).
- **Rationale:**
 - Content:
 - The LC determined that this piece needed to be revised and updated.
 - This revision contains multiple changes, corrections and clarifications describing the fellowship as it exists today.
 - Format:
 - #5006 has historically been printed and sold through the literature catalog. It has never been offered as a free download because its formatting (as an oversized, trifold, four-panel pamphlet) does not allow it to be printed on a standard printer.
 - The attached revision has been reformatted to make it easy to download from the website.
- **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.
 - Based on recent sales history, the revised #5006 will be available only as a free download from the website. It will be listed as such in the literature catalog.
 - The final PDF is attached to this motion.
- **Implementation:** Upon approval of this motion, the Literature Committee shall:
 - update the literature catalog to reflect this revision and to explain that it will be available only as a free download from the website
 - send the revision to the webmaster for uploading to the Free Downloads section of the website
 - advise the WSO to discard the unsold inventory of #5006, which is now obsolete.
- Motion made by Ann, seconded by Bob, voted on and approved.

TABLED ITEMS: None

CLOSING

1. Announcements and Other Items:

- A secretary from one of Mike's FA groups asked whether the Board would consider providing additional bereavement support.
 - Barbara indicated that, similar to dual diagnoses, this is not an area of expertise.
 - Ann mentioned that we have a book on bereavement, #1035: *Bereavement, Healing & Hope: Heartfelt Stories from Parents Who Have Lost a Child to Addiction*.
 - Chris, Barbara, and Ann volunteered to meet offline to discuss this topic and bring something back to the Board.
- Bob mentioned that we'll be filing trademark applications this week. If Board members have any questions about this, they can reach out to him.

2. Adjournment

- Motion to adjourn was made by Ann, seconded by Chris, voted on and passed (3:22 pm EST).

3. Closed with the Serenity Prayer