

## 2016 Area 69 February Committee Meeting

February 27, 2016

Price, Utah

### Delegate Report

Dear Friends,

Thank you all for the love and service you give to Alcoholics Anonymous! No matter what you “do” or what service position you might hold, whether it’s in your home group, your district, your area, or in your own living room working with another alcoholic---you are a vital part of carrying the A.A. message to the still suffering alcoholic.

We have a busy agenda today so my report will cover only a few highlights from the Pacific Regional Trustee report following the January/ February 2016 General Service Board Weekend. We will be reviewing many of the items in this report, during our GSC Agenda Items discussions here today. The following are excerpts from Joel C.s report:

#### AAWS

The “Doors” PSA has been picked up by CNN airport for a second consecutive month, and the Saturday Evening Post has contacted the public information desk with respect to a feature story on the 75<sup>th</sup> anniversary of the original Jack Alexander article. Seems like we continue to have friends in the media who recognize the value of AA. Web sales accounted for about 62% of all sales in 2015, so it looks like the Fellowship is finding it easier and more attractive to purchase literature online. There is a surge in international licensing requests, suggesting that AA service structures in other countries see value in expanding their own literature catalogues.

All major work in the co-location construction project has been completed. This project renovated the GSO/AAWS offices, which hadn’t been updated in over 20 years, and brought Grapevine onto the same floor as GSO/AAWS. \$1 million has been spent on the project; the total approved amount was \$1.3 million. There are still some issues to work out in terms of furniture and in terms of adjustments on some of the work that was done, so some of the remaining balance of the approved amount may still be spent, but didn’t hear any suggestion that there might be a need for anything above the approved amount. **AAWS agreed to forward to the Conference committee on report and charter a suggestion to revise the A.A. Service Manual every other year**, rather than every year as is currently done. The suggestion is to revise the manual in 2016, 2018, 2020, etc. This would result in a savings of approximately \$45,000 - \$50,000 in odd-numbered years.

#### AAGV

With the completion of all major construction in the co-location project mentioned above, all Grapevine and La Vina staff moved onto the 11<sup>th</sup> floor of 475 Riverside Drive about two weeks ago. (The overall layout of the 11<sup>th</sup> floor is now much more open, inviting, and better-lit).

Average circulation for Grapevine in 2015 was just under 72,000. Grapevine subscriptions do continue to decline, but only at a rate of about 2% in 2015. We had budgeted for a 4% decline, and the magazine industry as a whole is declining at a rate of about 6% annually. It appears, then, that the subscription

challenge had a positive impact. We need to continue engagement efforts in order to continue to slow the decline in subscriptions, and we hope to eventually reverse the trend and to see subscriptions increase. Look for details on our next engagement initiative, Grow Your Grapevine, in the coming months, and for the subscription app to be launched right abo Average La Viña circulation in 2015 was 10,350, a very slight decrease from 2014 (10,380 average circulation that year). Short messaging service (SMS) efforts to connect with La Vina subscribers and potential subscribers are under way, and we're looking forward to 20<sup>th</sup> anniversary celebrations for La Viña in 2016. The first anthology from AA Grapevine, Inc., in 2016 will be a La Viña anthology.

The "Man on the Bed" poster (originally titled "Came to Believe") has been newly restored and is available with descriptions in English, Spanish, and French (it was recently noticed that the poster version was significantly darker than the actual original painting, so the photos used to produce the poster were re-shot in order to capture the true colors and brightness of the original).

### **Conference**

The committee discussed a request that a list of items not forwarded by trustees' committees to the Conference be included when the final Conference agenda is made available. The committee took no action, noting that this list is made available to all Conference members, albeit at a later date (a few weeks after the final Conference agenda and background are posted). Adding this list at the time of the release of the Conference agenda would add to the time it takes to get the agenda out. Consider, though, that there may be an interest in your area in seeing this list, and don't let sharing it with interested members in your area slip through the cracks as you launch into your pre-Conference process.

The committee discussed a request to create a Conference committee on the armed services, along with a corresponding trustees' committee and GSO staff assignment, and took no action. The committee did feel, though, that the topic of how to carry the message more effectively to the suffering alcoholic in the armed services warrants further discussion and asked the General Service Office to explore the issue in depth and report back to the committee.

### **Corrections**

***The committee agreed to forward to the Conference committee on corrections the current draft video being created to replace "It Sure Beats Sitting in a Cell."***

The committee also formed a subcommittee to look at the sharing in the newsletter, *Sharing Behind the Walls* in light of AA's Third and Fifth Traditions, with a focus on how we can include sharing in this newsletter that reflects the reality of dual addiction while still respecting our Traditions.

### **Finance and Budgetary**

Under AAWS financials for 2015, gross sales were about \$12.7 million, which is about \$2.1 million less than budgeted. Contributions were about \$7.1 million, which is about \$157,000 greater than budgeted. Expenses were about \$15.1 million, which is about \$1.5 million less than budgeted. Net profit for the year was about \$233,000, which is about \$220,000 more than the revised mid-year 2015 budget. The good news is that contributions are up slightly. The chair of AAWS reported that this was the first year we ever took in more than \$7 million in contributions, and that December, 2015, was the first time we ever took in \$1 million in one month. This good news is tempered somewhat, however, by concern on the part of the GSB treasurer that expenses are projected to increase slowly but steadily, and literature profits are declining. The proposed 2016 budget for AAWS does include a deficit of about \$27,000. There

will be a robust discussion about this during Conference week when we hold workshops on the report of the feasibility study (this report will be sent to all Conference members in advance).

Under AAGV financials for 2015, total gross profit was about \$1.9 million, which is about \$32,000 more than budgeted. Costs and expenses were about \$1.7 million, which is about \$228,000 less than budgeted. Adding interest earned, net profit was about \$245,000, compared to a budgeted loss of about \$15,000. It's expected that after the audit of the 2015 financials is performed, there will be a transfer from AAGV to the Reserve Fund of about \$260,000. In spite of the good year that AAGV had in 2015, the 2016 AAGV budget includes a deficit of about \$146,000. This is primarily due to projected cost increases and an expected decline in revenues.

La Viña gross profit for 2015 was about \$63,000, compared to a budgeted profit of about \$57,000. Costs and expenses were about \$220,000. The shortfall was about \$147,000, compared to a budgeted shortfall of about \$159,000. The 2016 budget projects a shortfall of about \$153,000. Please remember that the Conference has agreed that La Viña will be maintained as a service to the Fellowship and that the shortfall is covered by the General Fund.

### **International Conventions/Regional Forums**

The committee is working with GSO management on getting Requests for Proposals (RFPs) out for a consultant/management company to assist with the 2020 International Convention in Detroit, MI, with a goal of having a short list of top candidates by the July board weekend. The committee also began discussion of a request to produce and sell video recordings of International Convention AA meetings which are interpreted in American Sign Language; the committee has asked the staff secretary to gather information on costs and recording options and to bring back a report to a future meeting.

### **Public Information**

***This committee agreed to forward several items to the Conference public information committee:***

- A recommendation for the implementation of both as Google-For-Nonprofits and a Twitter account for carrying the AA message to the public.
- A recommendation that a guideline be developed on "Carrying the AA Message Online and in Social Media."
- A recommendation to distribute, track, and evaluate French and English versions of the "Tengo Esperanza" PSA.
- A request to reconsider the 2011 Conference action regarding the use of full faces in AA videos.

The committee also forwarded items related to the development of social media to trustees' committees.

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I apologize for not having printed copies of this report with me today, however, I am happy to emailed you one if you would like. Please contact me at [area69delegate@utahaa.org](mailto:area69delegate@utahaa.org). Thank you for allowing me to serve Alcoholics Anonymous in the Utah Area Fellowship!

In Gratitude, Love, and Service,

Rena H.  
Panel 65 Area 69  
Utah Delegate

