

GaL-AA Executive Committee Meeting Minutes

Thursday, March 16, 2017 (face-to-face/in-person, Troy, Michigan) 9:15 am EST

Attendance:

Present:

Denise R., Chair
Carol N., Deputy Chair
H. Pierre B., Treasurer
Mark P., Secretary
Rob F., Technical Liaison
Jim A., Advisor I
Eric W., Advisor II
Randall R., Advisor III

Absent:

Chair—Denise

- Denise called the meeting to order and opened with a moment of silence, we all recited the Serenity Prayer.
- She personally introduced Randall and all welcomed him; she also announced Pierre in his new capacity as Treasurer on the executive committee.
- We discussed staffing the Gal-AA information table during the roundup and that we would have a schedule to cover for signing up and general questions/information for attendees.
- There will be a GaL-AA workshop on Saturday from 1:15 to 2:30 to generate interest in forming a local committee for the 2020 International Convention.
- Friday before lunch Denise, Mark, Pierre and Carol would go to a local Bank of America branch to transition bank accounts to the incumbent officers; she indicated that we are still awaiting a \$500 fee rebate from the bank.
- Mark reported on efforts to hyperlink to GaL-AA.org from Boston intergroup and Area 30 (Easter Mass.) websites. He has spoken with the business people in Boston's intergroup and was directed to write to David, the area and Boston central service/intergroup webmaster. After further discussion, the group decided to abandon the hyperlinking to GaL-AA.org efforts in lieu of installing hyperlinks on our site to major metropolitan intergroup meeting websites as way for us to provide more up-to-date LGBT+ meetings.
- We would divide the country among Jim and Randall (focusing on San Francisco, LA, Boston, Dan Diego, Miami/Ft. Lauderdale [Denise has been tackling Chicago]). Eric referred us to "100 largest U.S. cities".
- All members reimbursed the GaL-AA treasury for \$85 for tonight's hotel stay (either by check or online contribution).

Secretary's Report—Mark P.

- Mark distributed draft February minutes in advance of the meeting; upon motion made by Eric and seconded by Carol, the minutes were approved.
- He also sent an Excel spreadsheet of contributions with the minute draft (groups contributed \$723.22 by mail, and there were online contributions totaling \$60).
- Mark went over efforts to reduce mail costs with Earth Class. Next step in the process after he has his name on the checking account is to try photo deposits with iPhone app.
- We are already seeing lower monthly charges by using 10 free scans per billing cycle; Pierre indicated that Mark need to not forward bank statements or insurance notices (the mail house will shred/recycle these). Mark will follow-up with Pierre and Mark J. to make our accounts "paperless".

Treasurer's Report—Pierre

- Pierre and Mark J. sent treasury reports for the months ended December 31, January 31 and February 28 prior to the meeting. Details on the reports (income, expenses, ending balances):

	December	January	February
Income	\$682.20	\$547.03	\$309.82
Expenses	\$88.00	\$768.89	\$934.60
Balance	\$4956.03	\$4734.17	\$4109.39

- We have a February month-end balance of \$4,109.39. International conference funds are \$5,000.62 and the prudent reserve is \$10,002.29.
- Upon motion made by Mark and seconded by Jim, the reports were approved.
- Pierre asked to be reimbursed \$69 for Excel software to prepare his report (approved by the committee).
- Denise asked Pierre to work with Mark J. to develop an annual calendar of treasury to-do's/tasks (corporate and tax filings, payments, etc.).
- Treasurer e-mail: Rob noted that we have an e-mail address of treasurer@gal-aa.org so that e-mails/notifications, etc., currently directed to Mark J. could be changed to that e-mail address. That way the incumbent treasurer will always get notices. Mark J. and Pierre will institute changing/routing to treasurer@gal-aa.org.

Deputy Chair—Carol

- Bylaws: Carol made motions (seconded by Mark) and it was unanimously approved to amend our bylaws to 1) globally replace “gay and lesbian” verbiage with “LGBT+” where the text referenced our members/community and 2) change the mandatory two-meeting face-to-face requirement to only one required in-person meeting per calendar year. The global change conforms to the revised Statement of Inclusion instituted by the executive committee in October 2016, and the committee considered over the last several meetings the expenses involved in in-person meetings and cost-saving measures achieved with fewer face-to-face meetings.
- Mark will send Denise a revised set of bylaws for review and we will execute the new bylaws during our stay.

Advisor III—Randall (Detroit International Planning)

- Denise described Pierre's role in the Atlanta International Committee in 2015, and Randall agreed to be the go-between for GaL-AA and the Detroit ad hoc International Committee.
- The executive committee will conduct a workshop at the roundup to gather names of volunteers and areas of interest (a pre-preplanning session).
- Pierre has a set of operating guidelines to send to Randall; he described his experience in Atlanta starting two years before the convention picking a hotel, doing walk-throughs (we need space for a large open speaker AA meeting, a ballroom to accommodate a dance for up to 2,000 people and a smaller area/room to have a hospitality suite that holds 500).
- Pierre is to send an email to Greg T. and Christine F. to relay Randall's contact info.

Technical Liaison/Web—Rob

- Rob did get Randall hooked up to our e-mail group; he has added hyperlinks to the website for members to contribute through Venmo and Square Cash in the contributions panel.
- University web redesign: Rob has a lot of content set up in the new theme but has not been doing further work for a while. Brian O. was discussed in prior meetings as a support person with technical and server experience. Rob will continue to work on the database to suite our needs and will see where Brian can help out.

- Eric knows a Matt L. who could also offer service in a web consultant role.

Advisor II—Eric

- Eric is going out past August for roundups (with the exception of two, we are up to date through June, i.e., Big Apple and Pride); Toronto has contacted him with information for Gratitude; and he has nine to reach out to or updated after August.
- A draft newsletter was sent to the committee; Eric needs to update “In This Issue” and we could use a personal story or two. There was no response from the AA in UK; Denise will announce that we’re looking for personal stories from people during the roundup. Randall will submit her personal story as well.
- Eric currently uses Microsoft Publisher and we had discussed moving to Adobe (it is expensive and for professionals).
- He has looked into alternate solutions and found Lucidpress; it is web-based, has collaborative capabilities, and also does dynamic web presentations, postings and embedding.
- He will research more and get back to us with more to be discussed at a future meeting.
- We all thanked Eric for outstanding service in answering support emails, maintaining the roundup and meeting databases and being responsive to the needs of LGBT+ visitors and e-mailers.

Advisor I—Jim

- Jim will filter larger cities’ meeting databases for hyperlinks to LGBT+ meetings and will request help as needed from Randall.
- We’ll leave copies of Sober & Out on our conference table during the roundup for distribution.

Old Business:

- Hyperlinks to GaL-AA from other AA intergroups/national area committees: given what we’ve seen with Rhode Island and Massachusetts, we will no longer reach out to intergroups and area committees to ask if they’ll hyperlink to GaL-AA; our experience is most will link only/primarily to GSO for international special composition information vs. the composition group itself.
- A Bank of America visit is planned for Friday before lunch to bring accounts in line with current officers as signatories.

New Business:

- None.

Upon motion made by Carol and seconded by Rob, the committee resolved to adjourn at 4:50 pm until 9 am Friday.

Friday, March 17, 2017 (face-to-face/in-person, Troy, Michigan) 9:10 am EST

All executive committee members reconvened at 9:10 am. Denise opened the meeting with a moment of silence and we recited the Serenity Prayer.

GaL-AA at Roundup:

- Committee members were assigned times to be stationed at the GaL-AA table throughout the roundup (two for each time slot). Literature, cards, chips and sign-up sheets and computers were on hand at the table for each.
- We presented a workshop on GaL-AA and local activities/formation of a Detroit International ad hoc committee. The session was well attended by conference participants.

Advisor I—Jim

- Jim has already sent several filtered hyperlinks of San Francisco, LA and other West Coast LGBT+ meetings to Rob/Eric.

Advisor II—Eric

- Randall to submit a short introductory story for the newsletter as newest member on executive committee.
- Mark will send draft minutes of the two days for Eric to incorporate activities at this face-to-face in the newsletter as well.
- Eric will continue to research publishing software and will not convert anything over to Lucidpress at this point.
- We will put a request on the website for members to hold fundraisers for GaL-AA.

Treasury/Banking (Bank of America)

- Denise obtained Delaware corporate paperwork and Mark drafted a certificate of incumbency to bring to the Troy BofA branch; we arrived there after lunch.
- We met with bank managers and were able to change signatories on the main checking account to keep Denise on the account and to add Mark P. and Pierre.
- Pierre and Mark J. are to go to a BofA branch in Atlanta to change signatories on the CD and savings account as only Mark J. is authorized on those two accounts.

New Ideas for Outreach/Bylaws/Technical Liaison Appointment

- Carol agreed to search the internet for online AA sanctioned LGBT+ Skype/webbased or phone meetings (we can hyperlink to these as meeting options for members; she has found online meetings in Japan/Asia and gay men's and lesbian meetings here in the U.S.
- Upon motion made by Mark P. and seconded by Eric, the committee by majority voted to accept referrals/posting on GaL-AA.org for social events and retreats that are primarily AA recovery events.
- Mark submitted draft bylaws that were executed pending final review by Denise, Carol and others on the executive committee; the changes consisted of modifications in the frequency of in-person meetings and global replacements on references to "gay and lesbian" changing them to "LGBT+".
- Denise reappointed Rob to the position of Technical Liaison for a term beginning January 1, 2017 through December 31, 2019.
- Outreach/fundraising: Look into "Faithful Friends" and/or see Steps Alano.

Web Analytics—Rob

- Rob did a comparison of web usage for the period June 1 through October 31, 2016 versus November 1, 2016 to date.

Demographics (no significant change):

25- to 35-year olds are most frequent visitors

45- to 54-year olds are next

35- to 44-year olds are on the bottom

Approximately 54% of visitors are male, 46% female

Traffic is down 5% to 7%

Locations:

US = 90%
Canada = 2.5%
Russia = 1.5%
UK = 1.4%
Remainder is Germany Austria, Brazil, Italy, and Austria

Access (device types):

Mobile/apps is biggest at 57%
Desktop is 35%
Tablets, 7%
Note, access to our site from mobile devices is growing (5,500 over the new period)

New versus returning: 80% of visitors are new, but what is detectable is that fewer than 20% return. We need to gear our messaging to give people reason to come back (work on capturing).

Webpage:

70% of traffic is meeting listings
10% of traffic is to homepage
4% of traffic is to events/roundups

How users arrive:

70% are through search engines
15% directly key in our URL
10% are referrals (U.S. recovery sites, android searches and Facebook [in that order/ascending])

- One observation from Rob was that we need to work with intergroups that do not have LGBT+ meeting filters.
- Mark is to send Denise intergroup website URLs out of the regional GSO directories; Denise will surf and reach to applicable intergroup/central offices.

NEXT SKYPE MEETING WILL BE MAY 3rd, 2017 at 7:30 EST

Motion to adjourn was made by Mark P. and seconded by Pierre, and the meeting adjourned at 4 pm.

Respectfully submitted,

Mark P.