

**Service Board Members 2023 and 2024**

2023 Chairperson: **Anita R.** Vice-Chairperson: **Trenta** Secretary: **Christine D.** Interim Alateen Chairperson: **Ron P** Institutions/Public Outreach Liaison (IPOL): **Elo O.** Interim Intercom Chairperson: **Susan L.** Spanish Liaison Chair: **Hilda A.** Ex-Officio: **Kelly SH** Website Coordinator: **Werner B.** Al-Anon Information Service Liaison (AISL): **Sandra L.** Historian/Nominations: **Dan B.** Office Chairperson: **Kristen S.** Treasurer: **Cindi H.:** Interim Alateen Chairperson: **Ron P.**

2024 Interim Chairperson: **Cindi H.** Vice-Chairperson: **Trenta** Secretary: **Christine D.** Alateen Chairperson: **Ron P** Institutions/Public Outreach Liaison (IPOL): **Elo O.** Intercom Chairperson: **Susan L.** Spanish Liaison Chair: **Dora** Ex-Officio: **Anita R.** Interim Website Coordinator: **Martin.** Al-Anon Information Service Liaison (AISL): **Sandra L.** Historian/Nominations: **Dan B.** Office Chairperson: **Werner.** Interim Treasurer: **Roxanne:** Alateen Chairperson: **Ron P.**

**Opening**

The meeting was called to order at 10:30 by Outgoing President Anita.

- The meeting was opened with the Serenity Prayer.
- William read the Twelve Traditions.
- Michele read the Concepts and General Warranties.
- Anita read the meeting rules of order.

Kelly counted 22 ISRs. Anita confirmed there was a quorum.

**Reports**

**Outgoing President: Anita:**

Anita called for reports.

**Vice Chairperson: Trenta**

The 2024 fundraising budget will be more aggressive. For the non-event fundraiser, CMAs will receive envelopes to use at meetings. The electronic fund raiser did not meet goals.

**Secretary: Christine**

Christine outlined the process to get the Draft ISR Meeting Minutes to the ISRs within a week.

The November 2023 ISR Meeting Minutes are ready for approval.

**Outgoing Treasurer: Cindi**

Cindi discussed the budget for 2024 and announced that Roxanne will be the new treasurer.

**Outgoing Office Chairperson: Kristen S. *(Verbatim from Kristen's report)***

Werner will be the new Office Chairperson.

Total phone calls received 99

- for meeting information 22
- calls to answering service 34
- referred to 12th steppers 5

Number registered Groups 169

- Al-Anon English 139
- Al-Anon Spanish 23
- Alateen 7

Volunteer Hours 165

Free Newcomer Packets 21

**Outgoing Ex-Officio: Kelly**

Kelly thanked everyone on the board because she will be replaced by Anita.

**Historian/Nominations: Dan B.**

The board has a complete set of members.

**Outgoing Spanish Liaison: Hilda**

Hilda was not present but she will be replaced by Dora.

**Outgoing Web Coordinator: Werner**

- 2023 Web activities ended with:
- - 127 external IT Support hours, 250 resolved job tickets
- - 2023 Web page visits were approx. 116,000 = +13% versus 2022 (13,000/month)
- - Main user countries: 90% from USA, 5% Mexico, 5% others
- - Update on website projects mentioned at Nov. 2023 ISR meeting:

1. *Online Bookstore extension (24 pamphlets & misc.):*  
*-> Project stopped due to complicated shipping cost rules*
2. *Order functionality for new/free Bookmark:*  
*-> Board decision: to be used for Public Outreach events*
3. *Online Chat Room functionality for office volunteers/staff:*  
*-> Office decision not to pursue for time being*
4. *Automated email to ISRs when docs added to the website (agendas, minutes, others):*  
*-> Not possible with today's web technology (upgrade = \$4,000-5,000 !)*
5. *Spanish Speaker Enrollment Form: -> Done!*

**Intercom Chairperson: Susan ((Verbatim from Susan's report)**

Susan did not attend but Werner presented her report.

**535 Recipients**

- 534 Successful deliveries
- 442 Opened the email
- 1,136 Total opens (people opened more than once)
- 247 unique Intercom Clicks
- 5 Al-Anon San Diego website clicks
- 17 new subscribers since December 14, 2023
- 1 unsubscribed

**SCWS Liaison: Sandra**

- SCWS has decided that the board can hire a treasurer for no more than \$25,000 a year since no one has stepped up for that organization.
- SCWS donated \$12,000 to WSO for a total of \$30,000.
- The group is still working on identifying electronic groups.
- The two printings of *Time for Myself* have sold out. A third printing is ordered.
- The ability to have hybrid meetings for assemblies is being researched. People with hybrid meeting experience are asked to help.
- There is a new SCWS panel that will be in place for three years.
- Her full report is on the SWCA website.

**Alateen Chair: Ron P.**

Ron read his report below.



January 2024

## 2023 Year-end Report

1 in 4 children affected by someone's drinking.  
Without help, these children are 400% more likely to  
develop substance or alcohol misuse issues of their own.  
*National Center on Addiction and Substance Abuse*



San Diego  
Alateen  
Website

**Regional Alateen Membership & Community Member Partnership Drive**  
Please read this at your meetings!

### Dear Al-Anon, Alateen, and Community Members,

2023 has come and gone! So much to be grateful for in the world of Alateen! Joining the San Diego AFG Board as Interim Alateen Chair in early 2023, I look forward to the next 2 years of growing Alateen awareness and memberships in the San Diego County region. So much has been accomplished in the short passing year and much of our efforts have been ramping up in the queue.

Alateen had its first re-start with the Southern California Alateen Conference (SCAC) since 2016. The 2024 SoCal AFG meeting is scheduled to have Alateen events and speakers. San Diego Spring Roundup is planning another stellar Alateen Day event in the Spring, with a special Al-Anon panel for Alateen awareness. Local Alateen meetings and attendance are on the rise!

New meetings are opening and back in-person with concurrent Al-Anon meetings seems to be holding as the most successful strategies. We are currently in (3) high schools and (1) middle school in north county and San Diego, which are not shown on the website as they are closed meetings.

Several panel, speaker, and "table" (handing out literature) events were held throughout the county including, high schools, middle schools, health fairs, and other community partner events.

A special new partnership with a local charter school system produced (2) separate exhibition projects created by middle school students including topics on addiction and helping to spread the word about Alateen with the development of several professional quality 1 minute video commercials.

Full size color posters were developed and distributed to local school meetings. Al-Anon business size card materials were passed out in bulk at multiple campus lunch breaks and other events.

An email and direct mail campaign to school counseling and health professionals is in the process to be implemented soon. A new QR code directed to the Alateen page has been developed and implemented.

And the San Diego Al-Anon Board with its support, IT members, and associates have gone above and beyond with the inclusion, supplementation, and highlighting of Alateen resources on our local San Diego Al-Anon website. Just about any question can be directed to the Alateen page of the website including Meeting Locations, How Alateen Works, Information for Educators and Professionals, How to Be-of-Service, videos, links, and other resources as well as a Latest News and Reports section with special messaging.

Ron talked about the new efforts around marketing and advertising. There is a need for Outreach Board members to address direct and targeted marketing efforts to people like school counselors and psychologists.

There are also new AMIASes.

**Old Business**

**Approval of November ISR Meeting Minutes**

Anita asked for a motion to approve the November ISR Meeting Minutes. Alin made the motion and DeeDee seconded. Nineteen ISRs approved the motion.

**Budget for 2024**

Cindi announced that the Board has approved the 2024 Budget. The budget was created with a task force. Contributions that support programs, the office and website were a little bit under. Total income was \$90,632 and expenses were \$90,595.

**New Business.**

**Board Officers**

Anita announced that she will move into the position of Ex-Officio and Cindi will be Interim Chairperson. Alateen Chairperson: Ron P and Intercom Chairperson: and Susan L are no longer interim in their positions. Ex-Officio: Kelly, Office Chairperson: Kristen and Spanish Liaison Chair: Hilda are all rotating off the board. Martin will be the Interim Web Coordinator and Werner will be Office Chairperson. Roxanne is Treasurer

**Ask It Basket**

There was a question about a Spanish meeting that was rumored to no longer be going on. Elo verified the group is still meeting.

Steve asked about information for new ISRs. The home group is responsible for buying a service manual for ISRs and GRs. Anita mentioned the manual can be downloaded electronically for free.

It would be helpful to have a written agenda the ISRs can share at their meetings. Anita thinks this can be addressed as an agenda item at the next board meeting.

There was a question about how to correct a meeting link. The correction needs to be made at the WSO level and it will then come down to the district and AIS levels.

**Meeting Adjournment**

Anita closed the meeting with the Serenity Prayer at 12:00.

Respectfully Submitted: Christine D. (Secretary 2023-2024)