

Service Board Members

Chairperson: **Anita R.** Vice-Chairperson: **Trenta** Secretary: **Christine D.** Alateen Chairperson: **Ron P** Institutions/Public Outreach Liaison (IPOL): **Elo O.**
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.**

Absences: Excused absences Sandra, Cindi and Anita

Opening

The meeting was called to order by Trenta at 10:31, who was acting chairperson.

- The meeting was opened with the Serenity Prayer
- Bill read the Twelve Traditions.
- Carol read the Concepts and General Warranties.

Trenta confirmed there was a quorum with 28 ISRs in attendance. He also announced that there was an "Ask It Basket: for the meeting.

SAN DIEGO COUNTY ISR MEETING MINUTES



Date: 5/13/2023

Reports

Trenta called for reports.

Vice Chairperson: Trenta

Trenta announced that the Al-Anon Birthday Celebration starts at 1 PM today.

Verbatim from the report that Trenta sent to me:

- Attended the Board meeting on April 15th.
- Coordinated tasks for Birthday Fundraiser with Office Manager and Office-Chair: Signage posted on Gazebo, extra chairs for meeting, literature promo and acquiring volunteers for literature sales, printing flyers for distribution at AFG Speaker meeting.
- Announced the Birthday fundraiser and presented additional flyers for other members to share the announcement with their other meetings attended.
- Reached out to districts to assist in reminding the meetings about the birthday event.
- Coordinated cake donation, design and delivery with Bec, an Al-Anon member.
- Purchased Water bottles and candles for the event.

Comment: Elo volunteered to help with Spanish translation at the birthday celebration.

Treasurer: Cindi (absent)

Report from summary sent by Cindi. Report was presented by Vice Chair Trenta in Cindi's absence. Ex-Officio Kelly presented information about the Prudent Reserve Thought Force.

- I. Balance Sheet – As of April 30, 2023, San Diego County Al-Anon Information Services Office held assets totaling \$159,068. This includes \$21,593 in literature inventory and \$ 865.58 in undeposited funds. The AIS Office continues to maintain cash reserves of approximately 18 months of expenses.
- II. Statement of Income & Expense Documents - The Statement of Income & Expense with Current vs Previous Year comparisons as of April 30, 2023 are accessible along with all April 2023 financial documents located in the Governance folder.
- III. FY23 Budget (Adj. 2/1/2023) Performance - Income for the month of April 2023 from Contributions was \$ 4,793.00, slightly under budget by \$440.00. Income from Literature sales was \$ 5,823, well over budget by \$2,340.00. Total income for the month of April was \$10,617.00.

Expenses for the month of April 2023 included the cost for literature purchases of \$ 3,964.00, which was over budget by \$1,214.00. Total expenses in April were \$ 7,469.00 which was over budget by \$1,199.00.

Net Income for the month of April 2023 was negative (\$ 815) - under budget by (\$ 972).

Prudent Reserve Thought Force - In March the Board voted to create a Thought Force with the following purpose: To brainstorm ideas, develop strategies and present a summary of options for consideration and approval of the board for use(s) of approximately \$17,500.00. The Board agreed to spend down this amount to bring the Prudent Reserve into alignment with recommended reserve amounts of one year of expenses.

Cindi, Anita, Dan, and Kelly met several times in April to launch the Prudent Reserve Thought Force and discuss ideas gathered from their Board colleagues for initial spending. At the April Board meeting the Thought Force presented and the Board approved initial spending on the following projects:

2023 Prudent Reserve Projects as of 4/15/2023	BUDGET
OUTREACH	\$1,181.00
WEBSITE	\$1,500.00
SDC AISO Chair to Intn'l Convention	\$2,000.00
AL-A-TEEN	\$3,100.00
OFFICE OPERATIONS	\$ 700.00
TOTAL BOARD APPROVED PRUDENT RESERVE SPEND	\$17,500.00
LESS APPROVED PROJECTS as of 4/15/2023	\$8,481.00
PRUDENT RESERVE SPEND REMAINING:	\$9,019.00

The Board Chairs responsible for each area will lead the implementation for these projects with support from the AIS Office, their Board colleagues, and Al-Anon fellows as needed.

The Thought Force continues to work on additional Outreach initiatives and will bring ideas to future board meetings for discussion and approval.

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Date: 5/13/2023

Ex-Officio: Kelly SH - No report

Historian: Dan - No report

Institutions & Public Outreach Liaison Chairperson: Elo

Verbatim from the report that Elo sent to me:

- Al-anon and Alateen Link was sent to 425 families through the monthly newsletter at the Linda Vista Elementary by the Counselor.
- Pamphlets, business cards and Al-anon faces alcoholism were delivered to the following places.
- Live Well San Diego mobile clinic
- City Heights Family Health center
- Mexican Consulate members from group Renacer from National City are doing this hours more spanish pamphlets were requested.
- Program Mano a Mano in Vista Academy Spanish and English by a member from group Vida Serena.
- Phone calls to Recovery homes
- Tradition one and grupo Despertar appointments were made for May to take in person information and publications about Al-anon.

Secretary: Christine No report

Office Chairperson: Kristen S.

Kristen reminded people that it is necessary to call before coming into the office. On Saturdays, an appointment is needed. Appointments are made by email. Also, she noted that Rina, our new office assistant, is bilingual.

The office stats included:

- 158 volunteer hours
- 15 days open

Verbatim from the report that Kristen sent to me:

We upgraded the answering service to accommodate Spanish callers.

Total Phone Calls: 141

Meeting information:27

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Date: 5/13/2023

Calls to answering service 49
Referred to 12th Steppers: 2

Number of registered groups: 165
Al-Anon English 137
Al-Anon Spanish 20
Alateen 8

Website Coordinator: Werner

Werner showed the results of the ISR Survey:

- 50% of respondents prefer status quo, i.e., to continue to receive agenda and minutes from our Ex-Officio by email
- Only 23% would prefer documents on our website
- Decision: continue with Ex-Officio sending out an email for time being, possibly with a website page in parallel (to be decided)
- The survey also showed that the majority does not think that a password protected access to minutes or agendas on the website would be necessary
- Finally, over 92% of the responders are satisfied or extremely satisfied with the documents/information we send to the ISRs

Werner showed the Online Book Extension data. He analyzed 2022 sales. Nineteen items did not sell in 2022. Currently we cannot split sales from online, mail and walk-in orders. Werner also reported that:

- Website visits remain fairly stable
- People from 1587 cities in 69 countries have visited our website since Jan 1, 2023
- Main work since April 2023 Board meeting was focusing on the Online Bookstore structure and the selection of additional literature as part of the extension from 46 to 69 items

Werner reported on the ISR Survey:

- Werner thanked ISRs who participated in our survey
- 50% of respondents prefer status quo, i.e., to continue to receive agenda and minutes from our Ex-Officio by email
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SAN DIEGO COUNTY ISR MEETING MINUTES



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Werner reported on the work that was done since the last ISR meeting:

- Free shipping in May for Al-Anon Birthday Celebration
- Created link to 2023 International Al-Anon Convention
- ISR Survey
- Reorganization of literature in online bookstore

Next set of projects includes:

- Redesign of the Spanish page
- Creation of an Alateen page
- Creation of a Public Outreach/Institution page
- Improve literature pictures
- Add description for each literature in English and in Spanish.

Spanish Liaison Chair: Hilda A

She will attend the Escondido meeting and report back to us next month.

Intercom Chairperson: Susan L.

This is the second month that the Intercom has been sent using MailChimp. She is now using the body of the email to add relevant links (e.g., the Birthday Celebration link).

Verbatim from the report that Susan sent to me:

INTERCOM STATS FOR MAY 2023 INTERCOM:

We gained 10 subscribers since the last Intercom for a total of 550 people.

I made an error on the Intercom I sent out on April 15 - I wanted to include more details about the birthday in the email body - so I sent the May Intercom twice:

SAN DIEGO COUNTY ISR MEETING MINUTES



Date: 5/13/2023

First Delivery:

537 successful deliveries
Total opens: 362 individuals (792 times)

Click totals:

Intercom 101
Al-Anon San Diego website 19
Al-Anon Meetings 6
Alateen Electronic Meeting 4
How Alateen Works 3

2nd Delivery:

Delivered May
538 successful deliveries
Total opens: 377 individuals (1035 times)

Click totals:

Intercom 134
Birthday contribution 18
Al-Anon Website 8
Intercom Newsletters 5
Meetings 4

Interim Alateen Chairperson: Ron P.

Verbatim from the report that Ron P sent to me:

2023 is the year to: "Find Your Place in Alateen"

Please join in sharing the latest Alateen outreach messaging containing: "Find Your Place in Alateen!". This messaging relates to everyone in or out of the program including Al-Anon and Alateen members, family, friends, and relatives, all who have considered and supported the Alateen program. Al-Anon is Alateen. We all can find a place in our hearts for Alateen because we all are affected!

San Diego seems to have a renewed interest in Alateen sponsorship and outreach overall. This is very encouraging and exciting and will hopefully continue and grow exponentially. Alateen member participation in San Diego County, however, continues to need support. Although there have been several new Alateen groups that have been established in recent months, the current active member status remains challenging.

SAN DIEGO COUNTY ISR MEETING MINUTES



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This has occurred for many reasons including the pandemic, continued competition with “smart devices”, and the need for educational and informational opportunities to be circulated. Among these are the public, professionals, schools and institutions, and the AA and Al-Anon memberships. One could be surprised at the number of folks out there that don’t know what Alateen all is about!

The schools certainly have been one bright spot in that several of these new Alateen meetings have opened at middle and high school levels with members attending and hitting the ground running!

According to recent statistics, there is a large population of Alateen members among us. The following steps are some of the ways we hope to develop a long term and sustainable Alateen outreach program:

- School, Mental Health and Psychiatric Direct Mail Outreach - Repeated messaged mailings and or emails delivered several times annually to school administrators, counseling personnel and mental health professionals. Many of these lists are available free of charge to the public. This would continue from year to year.
- Health and Wellness Exhibitions, Fairs, and Outreach Events – Attend community markets, health and wellness fairs, and other outreach events with literature and outreach tables.
- General Membership Outreach - Provide direct messaging, publications, hand-outs and education to the Al-Anon membership and public regarding Alateen benefits. Alcoholism is a family disease! 1 in 4 children are affected by someone’s drinking. If not treated, these children have a 400% increase in the chances of incurring substance use disorders themselves.
- Sponsor and Meeting Outreach - Alateen needs support in the form of Alateen sponsors and new meetings. Include outreach and messaging in your weekly meeting readings and openings. Discuss Alateen in your groups. Talk with your own children, and friends with children who may be suffering. Parents can be one of the greatest obstacles and enablers in not allowing a child to receive help!
- IT and Website Outreach - Develop an enhanced presence for Alateen on the San Diego Al-Anon website. Currently there are only a few pages on the entire website devoted to Alateen. Create a workable hub that Alateens and Sponsors can easily access to communicate and post to regarding events, meeting support, sponsor need & substitutions, and outreach opportunities in general.
- Smart Device Apps - Research and investigate smart device application access to teens. This could potentially be an extension or add-on of the current “Al-Anon” app.

A special shout out to all the supporters and AMIAS of Alateen who have stood solid throughout the pandemic

and all our challenges, keeping the door open and saving a seat!

Ask It Basket

Q: Office hours on Saturday?

A: Kristen is willing to come in on Saturday but needs to get an email request sent to her.

Q: How many groups have an ISR representative?

A: Sixty out of 180 groups have registered ISRs, i.e. about one group out of three have an ISR.

Q: How are Alateen meetings held in schools so that classes are not missed?

A: Either a free period that the school blocks for all students or the school counselor issues a pass and the period for the meeting is rotated.

Q: Will the amount over the Prudent reserve be sent to WSO?

A: Thought Process is going to spend some of the Prudent Reserve and there is additional money being spent on website improvement.

Q: What is the code for free shipping in May?

A: mayfreeshipping

Approval of ISR Minutes

Trenta asked for approval of the January and March ISR minutes. All approved.

Meeting Close

Trenta led the Serenity Prayer.

Trenta closed the meeting at 11:42.

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