

**Area 67 Public Information Committee Official Meeting Minutes
March 21, 2016**

Meeting called to order at 7:15pm

Attendees: Kate E., Deborah G., Vern P., Michelle H., Rick M., Jim B., Betsy G., Georgie, Evan

Open Positions: Alt. Chairperson

Secretary's Report: Accepted as submitted.

Treasurer's Report: Accepted as submitted.

District Reports:

A. District 32 – Vern P.

1. Committee just worked on the display to ensure that it would be ready for the workshop held on the 19th of March

B. District 82 – Rick M.

1. Literature racks are being maintained
2. Rack at the law library is displayed in an out of the way place so not much literature has been taken

C. District 40 – Jim B.

1. Meeting is now being held at The Woods Road Club on the 4th Monday of each month at 6:30 PM.

Continuing Business:

A. Website Development – Vern P.

1. No response from the webmaster as of yet to go live; Kate will reach out to webmaster and GSO to see if it will further speed up the process
2. Items that were submitted to webmaster came from “What is AA?” and “Letter to the Press and Media”
3. Suggestions for getting the word out about the website: PI business cards, adding the website to the back of the Adopt-a-Rack displays, possible link via Intergroup website
4. Certain keywords will bring up the site when typed into any search engine
5. Announcement and/or demonstration at the area assembly (possibly July assembly); need to ask Troy to place us on the agenda

B. Adopt a Rack

1. Vern has yet to have “deployed” his racks but will follow up when does so
2. Kate still needs to follow up with the rack in the Bryan area
3. Michelle will be placing one in Katy Memorial hospital
4. Committee is going to divide up and try to visit all district meetings among the area in order to spread the word; Patrick will reach out to Spanish districts
5. Suggest that a sign at clubs that might have more than one group could have a flyer and/or sample display to show how a group can adopt-a-rack
6. Deborah will create a flyer

**Area 67 Public Information Committee Official Meeting Minutes
March 21, 2016**

- C. Adopt a High School (updates)
 - 1. Georgie contacted Reagan High School; spoke with the principle; will be allowed to give a free Big Book to the school nurse; will be sure to include a letter with the book and perhaps will open the door up to getting one in the library as well
- D. District PI/CPC Workshop Report – Vern P.
 - 1. Super Awesome!
 - 2. Good turnout; approximately 60 people
 - 3. Over purchased on literature; will donate workbooks to other districts
 - 4. A request was made at the workshop for someone to speak to a young people's group about PI
- E. 3rd Tradition Workshop Report – Deborah G.
 - 1. Great turnout of over 30 people
 - 2. Very eager audience.
 - 3. Extremely interested in the Adopt-a-Rack program; especially in placing literature in washeterias
 - 4. An idea was presented from one of the workshop attendees to see if the PI committee did Street Teams; I informed him that I would be happy to bring it back to the committee to see what they thought and how it fit within the Traditions.
 - 5. Excellent experience; lots of fun; great food!

New Business:

- A. GSC Agenda Items
 - 1. Use of actors and full faces in videos (VIII. Public Information – Item E)
 - i. Rick stressed a dislike for this because it muddies the water about what anonymity is and is in conflict with Tradition 6 in respect to affiliation (real or implied)
 - ii. Vern referenced old videos where heads are down and backs are towards the camera which show how serious AA's take their anonymity; videos need to be a perfect examples of the AA program
 - iii. Betsy said that an actor cannot speak in the "language of the heart"
 - iv. Patrick seems to think that the style of "Doors" is the most effective way to show that we don't need actors in our videos
 - v. Michelle clarified that the current policy is worded so that we can use actors in the future IF we need to with respect to the voice of the conference.
 - 2. PI Comprehensive Media Plan (VIII. Public Information – Item B1)
 - i. Evan thought that the young people in AA should be the ones navigating this avenue; they are doing a good job of maintaining their anonymity on Facebook and Twitter so it makes sense that those that use these technologies should be the ones spearheading the ideas
 - ii. Deborah expressed the idea of using Streaming to further get PSA's out to the public; more people, especially younger people don't watch regular TV anymore, they stream everything!

**Area 67 Public Information Committee Official Meeting Minutes
March 21, 2016**

B. Budget 2017

1. Rick stood in for Kate at the Finance committee meeting
2. Deciding to cut out the phone line from the budget and put the money towards more literature
3. Request was approved and will be voted on in October at the Budget vote

C. Seniorific News

1. Committee agreed to start with the simple PSA
2. Encourage committee members to read the pamphlet "AA and the Older Alcoholic"
3. Possibly submit an article at future time

D. District 20 Meeting – Evan

1. Asked the PI committee if a member would be able to attend the District 20 meeting and talk about what the committee does
2. Kate will attend this meeting

Upcoming Events:

- Our next meeting – April Area Assembly, April 9th at 4:30 PM @ the Sheraton North Houston; *No Go-To Meeting Format!*

Meeting was closed at 8:30pm with Responsibility Statement.

Submitted by Deborah G. on 3/29/16

Approved by the P.I. Committee on 4/9/16