

Minutes of the MWI Business Meeting

June 19, 2021

In attendance via Zoom:

<input checked="" type="checkbox"/>	Nate O.	Chair, WSBC delegate	<input checked="" type="checkbox"/>	Janet F.	Wednesday 7:15a HOW, newcomer workshop coordinator
<input checked="" type="checkbox"/>	Rachel S.	Treasurer	<input checked="" type="checkbox"/>	Suzanne D.	Monday 7:30a Meditation / Writing
<input checked="" type="checkbox"/>	Blair P.	Recording Secretary, WSBC delegate	<input checked="" type="checkbox"/>	Sue M.	Interim Vice Chair, learning about Treasurer role
<input checked="" type="checkbox"/>	Nancy G. P.	Website Person, R6 rep	<input checked="" type="checkbox"/>	Jay L.	Sunday 6p Brookline
<input checked="" type="checkbox"/>	Michael P.	Corresponding Secretary, R6 rep	<input checked="" type="checkbox"/>	Susan G.	Thursday 12p Gov't Center, R6 rep
<input checked="" type="checkbox"/>	Beth M.	Sunday 9a JP	<input checked="" type="checkbox"/>	Linda C.	Saturday 10a Westwood
<input checked="" type="checkbox"/>	Susan R.	Sunday 10a BBSS Framingham	<input checked="" type="checkbox"/>	Bob K.	Member
<input checked="" type="checkbox"/>	Ronda Y.	Tues 7:15p BBSS	<input checked="" type="checkbox"/>	Mark S.	Member
<input checked="" type="checkbox"/>	Damien C.	Monday 7p Cambridge writing / meditation, sponsor bank coordinator	<input checked="" type="checkbox"/>	Steve M.	Member, supporting calls to MWI phone #
<input checked="" type="checkbox"/>	Leslie M.	Fri 6:15p Harvard Sq BBSS	<input checked="" type="checkbox"/>	Marianne	Member
<input type="checkbox"/>	Kat L.	Thurs AM Agnostic / Meditation			

Nate opened the meeting at 9:06 am with the Serenity Prayer (in the 'we' format), an introduction of those present, a statement of the purpose of our meeting, and its etiquette. Blair P. read the 12 Steps, Janet F. read the 12 Traditions, Sue M. read the Concept of the Month and MWI's Strategic Plan.

Bob K. and Suzanne D. volunteered to review the Minutes.

New Business: (some of our members needed to leave the meeting early, so the voting and nominations were discussed first)

1. Election for Interim Vice Chair – Nate. Sue M. is interim vice chair and was the sole nominee for the vice chair role. Sue M. elected in a unanimous vote. Sue M. will serve as vice chair starting after the 6/19/2021 meeting and will serve through the MWI meeting on 12/18/2021.
2. Nominations for Interim Chair – Nate. Blair nominated Michael P. (accepted), Bob K. nominated Beth M. (declined). Michael P. is our sole nominee. Nate suggested that MWI reps should send names of potential other nominees via email. Blair mentioned that per our MWI bylaws, fellows must be present to accept the nomination. Voting for the interim chair will take place in July 2021.

Old and/or Ongoing Business

1. Treasurer's report – Rachel

April 2021 notable items: Income: \$1075.07. Expenses: \$851.91 (Crisp \$815.44 to Nancy (\$570 for 1 year, and \$245.44 for 1st payment (Nancy obtained reimbursement but didn't realize the bill was for British pounds, not USD). The \$245.44 reimburses Nancy for everything that was paid for Crisp thus far). PayPal \$36.47. Ending balance \$7,232.70.

Expenses owed or paid but not on bank statement at the close of the month:

Quarterly Donations to R6 & WS (occurs in April, Jul, Sept): For this quarter (starting new this month), we owe \$107.51 to R6 and \$322.52. We are keeping \$897 for YP (in our bank) until their intergroup is created.

Prudent Reserve: \$600

Working balance \$5,346.12. Nancy has some ideas on how to spend our working balance. We will discuss this in July 2021.

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2. Strategic Goal Updates

- **Website & Social Media** — Nancy

Susan G. previously suggested that we create a spreadsheet of website costs, when memberships / accounts renew, what these items are, etc. Nancy G. P. created the spreadsheet.

Overall website metrics: 2,500 users, 6,100 impressions, 196 clicks, 1,700 unique visitors
3,276 impressions for 'Is OA right for you?' quiz

Google Ad campaign: 2,500 clicks, 34,500 impressions. Keywords that are most popular: OA, overeaters, eating disorders. Blair remarked that because of our non-profit status, we are given google ad words for free. Nancy shared the metrics for our google ad campaign in the last month – we received \$6,330 in ads due to our non-profit status. We are using these ads to drive people to our MWI website, to our meetings, and to OA.

Searches that get our ads seen: bulimia was really big in 2020, now binge eating disorder is the top search. We use this information to tailor our google ads.

Demographics: 18-24 and 25-34-year-old people tend to use the site the most. Our users are predominantly female, but we have a solid number of male visitors.

Crisp chat was started in January 2021. Chat with folks in real time. This month, the chats have continued to go down from the high in Jan / Feb 2021. The main reason for this is our content library - folks can find info themselves (self-help) without chat. The top sections of our website to where folks are turning to find info themselves: Newcomers workshop (19 visits), links to Boston, NYC, LA, Central Ontario zoom meetings (17 visits), and looking for a sponsor (11 visits). We have 7 people supporting the chat (Deb D., Maureen D., Michael P., Nancy G. P., Jen B., Margaret Ann B., and Bob K.). Jen B. is coordinating the volunteers. No additional volunteers are needed. Jen B. needs training documents from Nancy G.P. to provide to folks who are supporting chat.

Metrowest OA Blast emails – Nancy. Shout out to Michael for his awesome blasts. We are seeing a lot of engagement with our email blasts. The emails are sent to 352 recipients. In April 2021, we had an open rate of 44%. Really high – by contrast, average open rate is 21%. Every month, we are seeing new people subscribe to our email blasts!

Social Media — Nancy doesn't have additional information this month but Laura C. needs help. We will announce the volunteer opportunity with the MWI announcements for meeting reps. Laura C. will take whoever volunteers under their wing & support them along the way. Digital information on our website and posted to our social media channels is supported by Nancy G.P., Michael P., and Laura C. Thank you for your service!

- **Diversity / Inclusion (D / I)** – Susan G. (subcommittee members: Lane, Bob K., Heather G., Suzanne D. & Susan G). Discussed D / I proposal to be posted on MWI website. Removed mention of closed captioning; this will be added once we have more information from World Service (Blair to follow-up). MWI reps voted to post the D / I information on the website (14 approved, 1 abstain): Motion passes (Blair sent the document to Nancy G. P. to post on the website).

Lane will be moving out of state. Susan G. will be interim D / I subcommittee chair and will schedule & set the agenda for the next monthly D / I meeting. Susan G. will let Blair & Nancy know when the meeting will be held so the date / time of the meeting can be added to the announcements for reps and to the MWI website [after the MWI meeting, the next D / I meeting was scheduled for 7/11/2021 at 6 pm Eastern].

- **Sponsor bank coordinator** – Damien C. Reported that there have been 4 inquiries since the last MWI meeting. A few fellows wondered if some folks might not be aware that MWI has a sponsor bank. MWI reps previously announced the sponsor bank at meetings. We will re-start this practice starting after this meeting.

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- **MWI phone call coordinator** – Steve M. Steve M. reported that as of 07 JUN 2021, they began recording the # of calls received to the MWI phone #. There were 4 calls, 3 of which Steve M. spent time speaking to callers, one left a message. Steve M. called this person back and sent links to meetings.
- **Workshops:**
SPECIAL TOPICS – Nate. Michael C. has newly been named the special topic workshop coordinator. We will not have a special topic workshop in July. Our next special topic workshop will be on August 1, 2021. The topic is ‘sponsorship.’ Contact Nate O. to get in touch with Michael C. Food plan and body image workshops are also popular, consider holding these in the coming months.

NEWCOMERS – Janet. Attendance is varied 3-8 ppl / month. Janet is sending emails to those newcomers who have signed up to attend the newcomer workshops. Janet has leaders set up through the end of July. This is the last month for Janet’s attendance at the MWI meeting. Jay L. will be the newcomer workshop coordinator starting in August 2021. After the MWI meeting, Blair asked Janet F. when registrations should be sent to Jay L. (Nancy G. P. was cc’d).
- **Joint speaker bank with MBI** – Susan G (subcommittee members: Susan G, Sue M, Jen B, Michael P). No new update. Susan G. will connect with Jen B. before the next MWI meeting.
- **‘Where Do I Start?’ pamphlet distribution to MWI meeting attendees** — Mark. Pamphlets sent internationally again this month! Sent to London, UK, and Ireland. Locally, pamphlets were sent to Leominster & Watertown, MA.

New Business:

1. **Election for Vice Chair, and nominations for chair** were previously discussed.
2. **Guidance for our groups on ‘Path to Hybrid Meetings’** – Rachel. Zoom Hybrid Checklist discussed. Rachel S. will send the Nassau County hybrid meeting information document to Nancy G. P. to post on our MWI website.
3. **WSBC 2021** – Blair / Nate. No new update. As soon as the WSBC 2021 conference report is released, Blair will share it with MWI reps.
4. **Recording MWI meetings on Zoom**– Blair. Motion made to audio record future MWI zoom meetings to ensure minutes are accurate and complete. Once the minutes have been approved by the minute review subcommittee (2 fellows volunteer at each MWI meeting to review the minutes and act as the minutes approval subcommittee), the audio recording will be deleted.

Upcoming MWI events:

Sunday MWI Workshops

When: Sundays, 1:30 – 2:30 pm Eastern time unless otherwise specified below.

Meeting ID: 705 658 2426, password 402152. See MWI website for call-in #s

- First Sunday of the month, special topics: Will not be held in July. Next one on 8/1/2021, topic sponsorship
- Last Sunday of the month: Newcomers workshop: 6/27/2021

Other events:

Intergroup Renewal brainstorming sessions [hosted by Westchester United Intergroup (WUIG)]: 1st Thurs of month starting January 2021: 7-8:30 pm Eastern <https://zoom.us/j/668275613>; Meeting ID: 668 275 613, passcode: 121212

Please see Summary of Announcements for IG Reps sent separately.

The meeting adjourned at 10:28am with the ‘ I put my hand in yours’ prayer.

Respectfully submitted by Blair P, Recording Secretary