

# Minutes of the MWI Business Meeting

August 21, 2021

In attendance via Zoom:

<input checked="" type="checkbox"/>	Michael P.	Interim Chair, R6 rep	<input checked="" type="checkbox"/>	Steve M.	Wednesday 7:15a HOW, supporting calls to MWI phone #
<input checked="" type="checkbox"/>	Sue M.	Interim Vice Chair, assistant Treasurer	<input type="checkbox"/>	Michael C.	Friday 6:15p Cambridge / Online BBSS, special focus workshop coordinator
<input type="checkbox"/>	Rachel S.	Treasurer	<input type="checkbox"/>	Susan R.	Sunday 10a Framingham BBSS
<input checked="" type="checkbox"/>	Blair P.	Recording Secretary, WSBC delegate	<input checked="" type="checkbox"/>	Suzanne D.	Monday 7:30a Online Meditation / Writing
<input checked="" type="checkbox"/>	Nancy G. P.	Website coordinator, R6 rep	<input type="checkbox"/>	Kat L.	Thursday 7:30a Online Agnostic / Meditation
<input checked="" type="checkbox"/>	Beth M.	Sunday 9a JP Steps, traditions, speaker	<input type="checkbox"/>	Leslie M.	Friday 6:15p Harvard Sq BBSS
<input checked="" type="checkbox"/>	Ronda Y.	Corresponding Secretary	<input checked="" type="checkbox"/>	Mary B.	Monday 12p Marlborough
<input checked="" type="checkbox"/>	Susan G.	Thursday 12p Gov't Center / Online Literature, R6 rep	<input checked="" type="checkbox"/>	Bob K.	Member
<input checked="" type="checkbox"/>	Damien C.	Monday 7p Cambridge / Online Writing / meditation, sponsor bank coordinator	<input type="checkbox"/>	Mark S.	Member
<input type="checkbox"/>	Alan F.	Monday 7p Brookline / Online Men's	<input type="checkbox"/>	Marianne	Member
<input checked="" type="checkbox"/>	Jay L.	Sunday 6p Brookline, newcomer workshop coordinator			

Michael P. opened the meeting at 9:08 am with the Serenity Prayer, an introduction of those present, a statement of the purpose of our meeting, and its etiquette. Sue M. read the 12 Steps, Blair read the 12 Traditions, Jay read the Concept of the Month and Ronda read the MWI's Strategic Plan.

Steve M. and Sue M. volunteered to review the Minutes.

## Old and/or Ongoing Business

### 1. Treasurer's report — Rachel

Rachel is away this month and will provide the treasurer's report for 2 months in September.

#### Mini budget meeting report: Jay

At the last meeting, we discussed spending down our balance. An ad-hoc subcommittee was formed (Blair, Nancy G. P., Jay and Rachel, and Laura C.) & met to discuss.

The subcommittee considered how to best attract newcomers and support MWI meetings. The subcommittee recommends using \$1,600 of working balance (currently \$5,683.84) to attract newcomers, specifically young people (YP).

The subcommittee thought it might be exciting to start a channel on TikTok, a video-based social media tool. There's a lot of addiction and recovery hashtags on Tiktok. Tiktok mainly focuses on short videos of people doing daily routines, sharing comedy, dance, etc. Nancy G. P. is working on the YP website for the newly formed YP intergroup. The agency we partnered with for the website are Tiktok experts. The subcommittee proposes to use TikTok to share OA podcasts (with blurred images of folks who are sharing); MWI is spending the TikTok money to drive newcomers to the YP website, not to MWI's website. The monthly fee for the agency is \$400/month. The subcommittee suggests we try this for 4 months (\$1,600 total).

YP intergroup member Heather is going to join to help us with this TikTok channel. Nancy G. P. suggests that we may want to consider donating money to YP intergroup. We are helping them (website) and they are helping us.

Steve M. mentioned that this would be within our strategic plan. However, the average age of the folks attending meetings (that Steve M. attends) is 50 years old. While we are effective in reaching newcomers, how are we at

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retaining them? Nancy G. P. will have analytics to support driving newcomers to our meetings from the TikTok channel.

Michael P. asked if the subcommittee considered meeting support for meetings that go hybrid? Michael P. suggests buying a kit for hybrid meetings that includes microphone, projector, etc. Beth M. suggests meetings purchase a hotspot and MWI pays for the minutes. It was discussed that because this proposal is only using \$1,600, the working balance would still be over \$4,000 and we could, as an intergroup, decide how to best spend this balance to support our MWI meetings.

Blair made a motion to provide \$400/month for 4 months (\$1,600 total) to the experts who will help us create the TikTok channel. Sue M. 2<sup>nd</sup>. Motion passes 10/13 with 1 abstention (came in late and didn't hear full proposal) and 2 folks did not vote (chair and member (not IG rep)).

## 2. Strategic Goal Updates

### • **Website & Social Media** — Nancy

Overall website metrics: 1,700 users, 5,400 impressions, 200 clicks, 1,100 unique visitors. Impressions: 2,447 for MWI home page, 1,817 for 'Is OA right for you?' quiz, 1,376 for Meetings

Google Ad campaign: 1,540 clicks, 24,200 impressions (July 20 – August 18). We received \$4,260 in ads; ads are free to us as a non-profit. The \$4,260 is the amount the ads would have cost us had we paid for them. Keywords that are most popular: what is binge eating, OA UK, OA meetings, FAA, oa.org, eating disorders [up 10% from last year].

Mail chimp (email blast / newsletter): Ronda is preparing the next email blast / newsletter. Ronda asked folks to send any info they'd like to be included in the upcoming blast / newsletter.

CRISP chat was started in January 2021. Nancy G. P. thanked Jen B., Michael P., and Margaret Ann for their service as CRISP chat volunteers. The CRISP chat is a function on the MWI website where folks can come online and can ask a question. If our volunteers are online, they will answer. Earlier in 2021, we purchased the CRISP chat subscription that allows us to utilize the 'library' or helpdesk – links to the following items are available for members to find information themselves (current offerings: contact info to attend MetroWest Intergroup meeting, links to Boston, NYC, LA, Central Ontario Zoom meetings, Calendar of meetings, MWI Newcomers Workshop, 15 question quiz, looking for a sponsor, newcomer meetings, etc.).

The top sections of our website to where folks are turning to find information themselves are:

- |  |                                      |
|--|--------------------------------------|
| 1) Contact info to attend MetroWest Intergroup meeting (23 visits)     | 4) Newcomer's workshop (19 visits)   |
| 2) Links to Boston, NYC, LA, Central Ontario Zoom meetings (20 visits) | 5) 15 question quiz (12 visits)      |
| 3) Calendar of Meetings (20 visits)                                    | 6) Looking for a sponsor (12 visits) |
|  | 7) Newcomer meetings (9 visits)      |

Social Media — Nancy doesn't have additional information this month, but Laura C. still needs help. We will continue to announce the volunteer opportunity with the MWI announcements for meeting reps.

Steve asked about GIFs, do they need to be converted to post on social media? Nancy G. P. said GIFs are better than still photos (we're not getting a lot of engagement with still photos). Steve M. will send Laura C. some GIFs and asked that anyone send additional content to Steve M.

- **Sponsor bank coordinator** – Damien C. Reported that there have been 5 inquiries since the last MWI meeting (this is the average). MWI reps are now announcing the sponsor bank during MWI meetings. Continue to announce.
- **MWI phone call coordinator** – Steve M. July - August has been a slow month thus far. Since our last MWI meeting, we've had 1 call for MWI intergroup business meeting zoom details, 1 call from Texas to order literature, a few other members looking for meetings / meeting lists. We have a fair # of hang-ups.

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- **Workshops:**

SPECIAL TOPICS – Michael P. (Michael C. could not attend). Our next special topic workshop will be on September 5, 2021. The 8/1/2021 special topic workshop was ‘sponsorship.’ No one came. Let’s repeat the session in September.

Fellows commented that there seem to be low #s of folks in meetings now (? due to summer). This tracks with special topic workshop attendance (low / zero).

NEWCOMERS – Jay. July’s newcomer meeting had 6 attendees. We already have 8 attendees signed up for the August session.

- **‘Where Do I Start?’ pamphlet distribution to MWI meeting attendees** — Mark (not in attendance, sent update to Michael P. before meeting). 1 pamphlet sent locally.

## New Business:

1. **Elections for officers / representatives / delegates in 2022** – Michael P. It’s not too early to think about MWI officer / representative / delegate elections in November 2021. Nominations are due in October 2021. Per our bylaws, folks cannot serve for more than 6 consecutive years. By December 2021, Blair will have served for 6 years on the board. Blair will not serve in 2022.
2. **Possible new projects** – Michael P. Blair P. will connect with Susan G. to do a new iteration of the sponsor training workshop (review of the ‘Where Do I Start?’ pamphlet). Nancy can help with publication of new projects / creation of flyers / etc. MWI will help MWI meetings go hybrid if / when needed.
3. **Other** – Beth M. has a suggestion for new workshop topic & will contact Michael C. directly.

## 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: 9/5/2021, topic: sponsorship [Michael C. & Jason]
- Last Sunday of the month: Newcomer’s workshop: 7/29/2021

### Other events:

Intergroup Renewal brainstorming sessions [hosted by Westchester United Intergroup (WUIG)]: 1st Thurs of month starting January 2021 (meets monthly, ongoing): 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 10:24 am with the ‘I put my hand in yours’ prayer.

Respectfully submitted by Blair P, Recording Secretary