

Mid-Southern California Area 09 (MSCA)  
General Service Representatives  
District 1 – Executive Committee Meeting  
Minutes from September 24, 2020

Zoom ID 929 014 8764; PW (contact DCMC)

- 1) Call to Order  
7:00 pm Zoom Meeting    Opened with Serenity Prayer at 7:03 pm  
Cloud recording (yes/no) = td
- 2) Introduction  
Alex skips reading the purpose of the ECM meeting from the District 1 Guidelines to save time:
  - The purpose of the District 1 Executive Committee is to provide the leadership necessary to keep the District active in A.A. matters.
  - The Executive Committee will guide the District to actively participate in A.A. matters and set the agenda for the next District Committee meeting.
  - The District Secretary records the minutes of the Executive Committee meeting and distributes them at or prior to the following District Committee meeting.
  - Visitors are welcome to attend the Executive Committee meeting and participate in the discussions.
- 3) In Attendance – we have the following (8) Zoom participants:
  - From the Executive BOD, District 1
    - Alex, DCMC                      Jeff, Secretary                      Charles, Finance
    - Jim, Treasurer
  - From the Area and/or other Area09 Districts
    - Erin W, DCMC District 3                      Leslie, GSR District 3
  - Other visiting GSRs and guests
    - Ken O                      Sunshine P

- 4) Review of Email Blast (mail-blast) Campaign  
Prior to the coronavirus shutdown we were distributing Minutes, Flyers and Financial Reports etc. via paper hard copy (Xerox copies or laser prints) to only those District 1 Members attending our regular in-person CM. Note that the master files whether created in Word or Excel for example were never combined into one single large report each month. In fact, the various flyers may have been distributed ‘to the tables’ by different Committee Members.  
We are looking for an effective plan to better handle our District 1 reporting, especially when our only meetings are on Zoom, but while continuing the principle of transparency. This is so that each GSR and District Committee Member of District 1 has full access to information, making it available for them to bring to their Groups.  
Mailchimp is one example of an e-mail blast service, offering an effective tool for email marketing of announcements, newsletter distribution or any other documents to our GSRs. It would be easy to use for sending out recent Minutes and other a la carte reports once a month.  
Per Jeff – I sent out one campaign already, September 16. It includes Unapproved Minutes from September and the Approved Minutes from August. Let me know if you want more information or if you think your email address is not on our list.  
Per Jeff – my Mailchimp’s mail recipient list is not in sync with our DCMC’s Gmail address “send” list.  
Gmail by Google is a free e-mail service that our DCMC has used to send out the next CM and ECM Agendas. It is still possible to use Gmail for sending out the Minutes, etc. but we have not done that before.  
One of the biggest challenges with a Mail Blast is keeping the recipient “audience” database accurate and up to date. Note: adding District 3 can potentially double the amount of work in Contact List management.

Recipients Comments:

Two main difficulties that were discussed: a) too many e-mails already, and b) technically a (learning curve) challenge on how to sort, find and search the abundance of incoming emails, past, present, and future.

Consensus: we will plan to send one mail-blast during the first week and one mail-blast during the third week, each month, thus keeping distributions to a minimum.

- 5) Review of Motions (last CM ended while in the middle of conducting the business of Motion B, while Motions C, D, E were left to be continued in their entirety)

Motion B will be continued where we left off, at our last CM (9/10/2020):

After our discussions with (hearing) Erin on District 3's urgency, actual need basis and other contingencies, and after Jim's explanation of why one cannot amend Guidelines from the floor,

Ken withdraws his amendment to Motion B, to combine D1+D3 district boundary lines into 1 District.

Jeff started to express a dissenting opinion for going against "Combining Districts 1 & 3". Alex explained the proper time for Jeff to speak is at the CM, thus helping the whole body of District 1 make a better-informed decision.

Business on Motions C, D and E will be conducted, next in order, as time permits.

- 6) Review of Treasurer's Report – Jim B

Finances have changed, recently during Covid-19, and having a new Website, e.g. PayPal is new, but reporting is not keeping up. We customarily make several accounting summaries; all these are traditionally done on paper. I.e. not included in the Minutes and not to be posted on the website:

- a. Treasurer's Spreadsheet (month to month tracking)
- b. Group Contributions summary, Purple bag and Prudent Reserve, bank account - in the aggregate
- c. Memo (word doc) to DCMC and Alt. DCMC re. Group Contributions – and this data ends here

Alex comments: the understanding is not to have 2 or more sets of monthly bookkeeping summaries floating around with conflicting dollar figures. I have asked for this info on more than one occasion but get the feeling there is a certain lack of transparency going on.

Jim mentions he does not want any unnecessary addition to the already existing Treasurer "workload". We already have a lot of work to do.

Jeff asks, "will we be able to include an individual contributions report via mail-blast in the future, since we're not going to post these on the website?" Jim says he will think about it. Jim does not want to referee any question regarding group contributions that may be missing or misreported by a group's treasurer.

Ken wants the info emailed to everyone.

Jim mentions in 20 years of service he has not seen such a big concern for reporting on minor details, "where does this concern come from?" and there was no reasonable answer to Jim's question.

Ken says, "we have always done it this way."

- 7) District 1 Guidelines Update by Ken. O – skipping this item / out of time / thus, Ken has no report  
Ken will discuss the subject offline with Alex

- 8) Discuss Proposed Agenda for upcoming CM, October 8, 2020:

- a) Alex screen shares the October CM Agenda; explains why we want Motions first. (Time constraint.)  
Jim comments: order of action items is not important, and although the Motions can come first, they are not time sensitive, i.e. not necessary to complete immediately. This suggests we allot a fixed amount of time to:

Section VII Old Business, specifically the Motions B, C, D and E, left unfinished last time.

Section VIII New Business, District Officers (Executive Board) position of Registrar is “open”.

- b) Asking for any announcements, future events and other committee action items that can be included in the Agenda. *<following is what we have on the Agenda so far>*

*UPCOMING EVENTS*

*Service Workshop 2nd and 4th Monday of each month*

*5:00 - 6:00pm via Zoom - Join Manually 320-861-4908 Password: 925644*

*MSCA ~~Area Service Assembly~~\*\* October 11th, 2020 Sunday*

*(not an ASA but an ASC) Area Service Committee – Hosted by District 14*

*8:30am - 1:00pm via Zoom - ID: 974 0014 1835 Password: service*

*District 1 Executive Committee Meeting October 22nd, Thursday*

*7:00 - 8:00pm via Zoom - Meeting ID: 929 014 8764 Password: panel70 (all lowercase)*

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*Note \*\* from msca09aa.org:*

*October 11, 2020*

*Area ASC Meeting*

*8:30 a.m. - 2:00 p.m.*

*ZOOM conference call:*

*[https://us04web.zoom.us/j/974\\_0014\\_1835](https://us04web.zoom.us/j/974_0014_1835)*

*Password: service*

*(and) From the Area 09 Calendar:*

*ASC Oct. 11 hosted by District 14*

- c) Any new motions may be submitted and added at this time.  
N/A (none are proposed)
- 9) Open Discussion (on any questions and comments from the floor)  
N/A
- 10) Meeting to Adjourn by 8:00pm – \_8:05\_ pm (Responsibility Pledge) Meeting Adjourned  
Respectfully submitted by:  
Jeff L, Secretary