



A.B.E. Intergroup of Alcoholics Anonymous

P.O. Box 149, Bethlehem, PA 18016-0149 • (610) 882-0558

DATE: Tuesday, July 23, 2024

Chairperson – Kevin M., (chairperson@aalv.org)

- 7:30 pm – Called to order the meeting of ABE Intergroup at Wesley Church, 2540 Center St., Bethlehem, PA 18016
- 30 groups were represented during Roll Call

Secretary – Darlene H. (secretary@aalv.org)

- The July 2024 Minutes were approved.

Treasurer – Brandon (treasurer@aalv.org)

- Brandon noted that the financial report shows that Intergroup is under budget by about \$200 at this time.
- Leann of Promises asked if Intergroup would support workshops. It was noted that there will be discussion of an upcoming workshop later in the meeting that Intergroup is supporting.
- The Treasurer's Report was approved with no revisions.

Bookstore – Josephine (bookstore@aalv.org)

- Josephine reported that a volunteer is needed at the Bookstore for the first Saturday of the month. A new order has been sent out for books and coins.

Unity – Dawson N. (unity@aalv.org)

- Dawson discussed Operation Road Trip. A flyer is on the aalv website and will be printed for distributions at next month's meeting. It is an initiative where volunteers spread the word about the importance of sending Intergroup representatives to the IG meeting.

Schedules – John D. (schedules@aalv.org)

- John brought new schedules for distribution.
- The Surprise Group is now only in person. No longer hybrid.
- There are 209 meetings total – 42 are online and 7 of those are hybrid.
- He noted that there are lots of picnics and event flyers currently posted on the aalv.org website. He encouraged the groups to check out the flyers and share with their groups.

Public Information – Deb Z. (publicinfo@aalv.org)

- Deb reported that additional racks are available for distribution to doctor's offices, high schools, hospitals, etc. The racks are not available for literature at home groups. Mike of Tatamy will take a display to show his home group and find an office location.
- She provided a handout of the latest stats from ViaMedia and the 69 AccuWeather channel. The handout is attached.
- Because there are surplus funds and IG is looking for additional opportunities to spread the message, Deb made a motion to spend \$3700 to cover additional ads for the months that are not already budgeted for coverage in 2024. There was no immediate second. Scott F. provided some additional information about the data and how successful the ads have been. He reviewed the current expenditures. Jim asked whether there is enough money in the reserve to cover this request. The prudent reserve is defined as 3 to 6 months of operating expenses and IG currently has funds above the prudent reserve. Jim made a motion to allocate the \$3700 for ads as requested. John asked that this be covered under New Business and then tabled for a



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month so that reps can take the request back to their groups. It was agreed to finish the discussion as new business.

Hospitals & Institutions (H&I) – Tom (institutions@aalv.org)

- Tom visited some of the institutions that support AA meetings to introduce himself to the contacts there.
- The Pyramid Women's meeting in Catty is a priority need right now. Volunteers are needed for meetings Monday and Wednesday at 7PM.

Telephone Hotline – Bobby (telephone@aalv.org)

- Scott F. presented hotline information in a handout which is attached below.
- Bobby is the new chair but is away this week. This past month he contacted all prior hotline volunteers and updated the contact list.

District 37 Jared (d37adcm@gmail.com)

- No report.

District 57 – Mac E. (district57@aalv.org)

- No report.

Old Business

- Dave reported that he did additional research on the costs for the October workshop. There will be a \$200 room rental fee and they are anticipated \$100 for coffee. Lunch will be potluck. The date was confirmed for October 26, 10 AM to 3PM, to be held at Wesleyan Church on Center Street in Bethlehem.

New Business

- Discussion of the commitment of additional funds for additional ViaMedia and Weather Channel ads was continued. Tom asked if we can vote on just one month of ads now so that we don't miss a month of ads, and then table the balance of the commitment for the following month. Several reps asked general questions about how the ads run and how they are charged. Scott clarified that we pay a much lower rate than what any for profit business would pay. The ads are produced by GSO and shared on the AA website for our use.
- The motion was amended to a request for a commitment of \$2300 because tabling the request for a month means that we will miss a month of advertising. The consensus of the group was that representatives should take the requested expenditure back to their groups for approval. The request will be decided at the August meeting.

8:30 p.m. – Meeting was adjourned.

The next meeting – Tuesday, August 27 at 7:30



A.A. in the Lehigh Valley

PUBLIC INFORMATION

"When anyone, anywhere, reaches out for help . . ."

Intergroup Meeting – Monthly Report (July 23, 2024)

Our most important communications channels are our website and telephone hotline.

Google Analytics Statistics:

- Our website averages 1,800 visits per month
- 1,600+ are new visitors
- Over 50% by organic search
- Remaining by other means (direct and Viamedia)

Viamedia Report for May 2024 (hardcopies provided):

- Two types of Public Service Announcements, display ads and pre-roll video (see page 2)
- Both promote our website and hotline number, with links to our website
- Pre-roll uses General Services supplied video with customized closing message
- Over 46,000 ads and 10,500 videos were displayed in May (28 days)
- Our click through rates exceed industry benchmark standards
- Viamedia has been contracted for (5) months in 2024
 - March, May, July, October, November
- We could add (3) additional months – August, September, December @ \$900/month

Channel 69 News Accu-Weather TV has been contracted for (3) months in 2024

- October, November, December
- A 40-second voiceover message is heard while our graphic is displayed in the upper right of the TV screen for 2 to 3 minutes.
- We use three different scripts using both female and male voices with different storylines to connect with a varied audience.
- 60 spots each month @ \$500.00 / month
- We could add (2) additional months – August and September @ \$500/month
- See following page for overview

Fifth Tradition: "We have but one primary purpose – to carry our message to the alcoholic who still suffers."

- Our Public Information initiatives focus entirely on our primary purpose.
- Continuous campaigns provide better results than intermittent ones.
- We believe available funding should be directed toward expanding these efforts.
- \$2,700.00 Viamedia + \$1,000.00 Channel 69 AccuWeather = \$3,700.00 total additional spending for complete coverage through the rest of 2024.



Telephone Hotline

– SERVICE GUIDE –

Extending our hands to those who reach out for help.

Intergroup Meeting – Monthly Report (July 23, 2024)

New committee chairperson and co-chairperson for our Telephone Hotline:

Staten Island Bobby – (908) 235-6985

Sue B. – (610) 782-1101

We have contacted every hotline volunteer (over 100) to confirm their continued role.

Updated our volunteer list with instructions for (3) types of caller assistance:

1. Transportation volunteers
2. Twelfth-Step volunteers
3. Community resources

Hotline volunteers will rotate each month to enable more people to serve.

The committee goal is to have all volunteers serve for one month in the next year.

Our updated “How Can You Help” flyer has been posted on our Bulletin Board and private Facebook account.

Printed copies were distributed at tonight’s meeting. (see attached page)