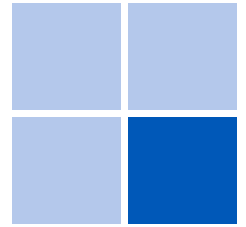


# Quarterly Report *from* GSO



## Activities of the General Service Board Including A.A. World Services, Inc., AA Grapevine, Inc.

*This is a confidential bulletin, for use only within A.A.*

*First Quarter, 2023*

### General Service Board Meeting

The General Service Board of Alcoholics Anonymous, Inc. held its first quarterly meeting at the Westin New York at Times Square Hotel on Monday, January 30, 2022. Jimmy Dean, First Vice-Chair of the General Service Board, presided. All committees met during the weekend. Highlights of committee reports appear below:

### Archives

The committee reviewed the draft section “Conducting Interviews of A.A. members in American Sign Language (ASL)” in the revised “Archives Guidelines for Conducting Oral Histories.” The committee expressed satisfaction with the content of the section and approved the draft. The section will also be included in a future printing of the Archives Workbook.

### Conference

The committee reviewed the progress report of the 2022-23 Subcommittee on Equitable Distribution of Workload and invited comments from delegate chairs. The subcommittee highlighted the distribution process goals and how they support the meaningful participation of all Conference members and reduction of heavy workloads.

The committee reviewed the draft 2023 Conference Week schedule for the 73rd General Service Conference. The improvements to the schedule are reflected in time for committee reports, Area Highlights, discussion of important topics from reports such as the Plain and Simple Language translation, board reports, What’s on Your Mind, the Location Plus report, General Sharing Sessions, and a discussion on the participation of online groups.

### Cooperation with the Professional Community

The committee noted the success local CPC committees are having in connecting with professionals, introducing them to open meetings, A.A. literature, and additional A.A. resources such as the Meeting Guide

app. The committee received an update on the “Pamphlet for the Mental Health Professional,” as the assignment continues to collect the interviews with professionals with an eye to the development of the pamphlet and additional material. The CPC assignment continues to contact local committees to serve as volunteers at national professional conferences in their area as more events return to in-person.

### Corrections

The Canadian Corrections Working Group met with the Correctional Service of Canada (CSC), which expressed a desire to make sure that there is an opportunity to access A.A. in all 43 institutions. The staff secretary is organizing a meeting with regional colleagues and A.A. corrections trusted servants across Canada. Class A trustee Andie Moss reported on her visit to the American Correctional Association (ACA) conference. She met with ACA leadership committee and program developers and discussed ways to support A.A. involvement in their activities. David R., GSO Publishing Director, provided a summary of the growth of digital literature on tablets in correctional facilities.

### Finance

#### *GSO Financial Results*

The committee reviewed the GSO unaudited financial results for December 31, 2022. Gross literature sales for 2022 are \$11,999,441. This exceeds the 2022 budget of \$11,000,000 by nearly \$1,000,000 (8%) and is \$287,249 (2.5%) more than last year. This is the highest annual gross literature sales total since 2019. December 2022 gross sales did not have the usual holiday spike. December gross sales were \$732,189 compared with \$1,223,830 in December 2021. Cost of goods sold for 2022 has not yet been finalized. Therefore, 2022 gross margin cannot yet be reported. Gross margin will be included in the complete 2022 unaudited financial statements to be distributed in early February.

Contributions for 2022 are \$10,557,295. This is 96% of the 2022 budget of \$11,000,000 and is \$218,576 (2%) less than last year. 2022 is the first year since 2018 that contributions did not exceed the previous year. Over the last 10 years, contributions have increased in seven of those 10 years. 23% of 2022 contributions were received online, which is the same percentage as in 2021. December 2022 contributions were \$1,399,695, \$40,895 more than December 2021. Contributions averaged \$879,775 per month compared with \$897,989 last year and a budget of \$916,667 per month.

*Cash Position:* As of January 20, 2023, operating cash is \$485,369, which represents 1.5 weeks of the proposed 2023 operating expenses of \$17,085,479. 2022 cash expenditures through November 30 for literature printing, shipping, and warehousing were approximately \$6.4 million. Due to these increased literature-related cash expenditures, operating cash declined from \$1,567,459 on December 31, 2021, to \$514,337 on December 31, 2022. Since the \$1,011,013 in the international convention account was reclassified as operating expense during 2022, net cash outflow during 2022 was \$2,064,135 (\$1,567,459 – \$514,337 + \$1,011,013). The GSO financial report was accepted by the committee.

### **GSO 2023 Budget**

The 2023 budget proposes expected operating revenue of \$18,791,320 and operating expenses of \$17,085,479, for a projected operating surplus of \$1,705,841 before depreciation expense of \$1,200,000 and LaViña support of \$653,579.

Budgeted gross literature revenue of \$15,900,000 is \$4,900,000 more than the reforecast for 2022. This includes a price increase of 20% on English, Spanish, and French books and 30% on English, Spanish, and French pamphlets. Contributions are projected to be \$10,500,000 which is \$500,000 less than the 2022 reforecast but roughly the same as the actual amount received in 2022.

Total operating expenditures in Budget 5.1 are \$17,085,479 for 2023 which is \$459,217 more than the 2022 3.0 budget reforecast. Depreciation is now shown separately from Facilities and Equipment, and GSB support of La Viña is now shown as a non-operating expense. In addition, non-operating expenses are broken down into cash and non-cash expenses.

The committee recommended that the General Service Board approve the 2023 Version 5.1 AAWS/GSB budget, which reflects total revenues of \$18,791,320, total expenses of \$17,085,479 and an operating surplus of \$1,705,841.

### **Grapevine Financial Results**

Chris Cavanaugh, AA Grapevine Publisher, presented the unaudited year-end results for the period ending December 31, 2022. Total circulation of the Grapevine magazine was 58,813. This compared with a budget of 60,017 and 2021 actual of 65,053. Total income for the year was \$1,463,761, which is \$56,542 less than budgeted and \$38,538 less than the \$1,502,300 achieved in 2021. Total costs and expenses of the magazine for the year were \$1,882,701, which were \$42,789 more than budgeted and \$73,773 more than the \$1,808,929 in 2021. After adding interest earned, there was a deficit of \$404,940 for the period ending December 31, 2022, compared with a budgeted deficit of \$305,608. The Grapevine financial report was accepted by the committee.

### **La Viña Financial Results**

The unaudited results for December 31, 2022, showed total circulation for La Viña at 6,685 compared with 6,480 budgeted and 6,411 in December 2021. Income from magazine sales was \$77,482 compared with a budget of \$38,734. After deducting the costs and expenses of \$714,086, a shortfall between revenue and expenses of \$636,604 resulted for this service activity. This compares with a budgeted shortfall of \$564,947 and a shortfall of \$388,646 for 2021. The shortfall for the La Viña service activity has been funded by a transfer from the General Fund of the GSB. The La Viña financial report was accepted by the committee.

### **Reserve Fund**

As of December 31, 2022, the reserve fund balance net of Grapevine subscription liability is \$12,949,059, pending recalculation of the subscription liability by Grapevine. This is greater than the \$12,852,286 balance from December 31, 2021, due to earnings on the fund during 2022. The possibility of a draw down from the reserve fund was discussed. Paul Konigstein, CFO, reported that a request would be triggered if we fall below \$355,000 on hand for operating expenses. He stated that if we didn't see an uptick in literature sales before prices increased on April 3, 2023, then we might have to draw down in the second quarter of 2023.

### **General Sharing Session**

General Service trustee Josh E. welcomed everyone to the General Sharing Session. The first part of the session was allocated to a special presentation by the AA Grapevine Publisher and Board on the development of the Grapevine and La Viña apps.

Josh then kicked off the sharing portion of the session with remarks, including an excerpt from the

following prompt that attendees had received prior to the weekend: “For our final session before this year’s Conference the subject will be responsibility. We often speak about authority and who’s in charge of what, and who reports to whom. Ultimate authority and delegated authority and the like. But who takes responsibility for our work, and its results? If each of us shares a portion of that responsibility, how are we checking in with one another about how we’re doing? The critical aspect of any role, voluntary or paid, is the responsibility that comes with it. Am I taking ownership of the mission of the organization and its overall success? What do you think is your primary responsibility within your current role as a trusted servant or paid worker? How does that responsibility manifest itself in our work? How do you think we should gauge success, and by what metric are we succeeding?”

A delegate chair began the sharing with his experience at the area level, in relaying to members the different components of our collective rights as members, (e.g., the right of participation, of decision, etc.) and that the principal responsibility is the sustained effort to project a degree of emotional sobriety; to know when to speak up, when it is best to be silent, and to speak from the heart, accepting the collective decisions and respecting the outcomes. This is necessary to allow delegation and collaboration, in good faith, and the spirit of service and unity. A Class A (nonalcoholic) trustee reflected on the significance of the Responsibility Declaration in helping them understand recovery and service. “Just like Step 1, it has so many elements. I want A.A. to always be there. That requires financial prudence. As a Class A, I want to ensure people know how to find us, and that people outside understand what A.A. is and isn’t. My responsibility is to help professionals on the outside that work with the Fellowship.”

A trustee emerita cited the Concept IX essay to highlight the attributes of servant leadership. “Vision, such as expressed in Grapevine’s initial presentation, is a perfect example of the responsibility we have, so that A.A. will always be there.” In that same vein, a delegate chair shared their commitment to being accountable and responsible to do things that are needed to help create a vision for A.A. that is sustained with financial self-support. A nontrustee director juxtaposed their first years in service with professional experience in technology, assuming they were here to help create more tech services. They came to realize the importance of print media, in seeing how A.A. is one of the few organizations that have a responsibility to stretch between generations.

A delegate chair shared how in their area’s handbook

for service, it lists the responsibilities for all positions. One of the many responsibilities of the delegate is to represent the area at the General Service Conference. Others have to do with communication and inspiration; being a bridge between the Conference and the Fellowship. “It is a pleasure to visit meetings and talk about service and tell the story of how we carry the message of A.A. and touch peoples’ lives.” A Class A (nonalcoholic) trustee noted that same importance of communication to the Fellowship as the challenge of listening for what the priorities are. “Regional meetings give us that chance.” The second challenge is the freedom to be able to help reach a consensus of opinion; a choice for unity. A regional trustee followed with another challenge, the responsibility to take care of oneself through daily recovery and practice, in all areas of one’s life. He shared the importance of personal recovery in order to be able to bring the best version of oneself into our families, homegroups, and service roles.

An appointed committee member emphasized the responsibility we all have to meet the needs of the Fellowship. At the last National Hispanic Convention in Boston, although outreach had been done to get the word out, many members had no idea that there was a call for stories for the new edition of the Spanish language Big Book. “There is a need for a concerted effort to bridge such splits in the Fellowship and remind members of the unity that transcends language and culture. We have not met the responsibility yet.” A delegate chair followed by sharing that part of our responsibility is to walk through the discomfort of letting others see who we really are, not as we want them to see us.

An appointed committee member shared how their new sponsee is 17 years old, and that getting someone to the first meeting is the hard part, A.A. takes it from there. It is therefore key to prioritize how we tailor our image to who the message is for and who still needs a seat at the table. A GSO employee described the essence of their primary responsibility and role as leadership. “How do we measure that? Through accountability, in the servant leadership of setting the example for others by living the message in our hearts. We can look outside of ourselves and to stories and experiences to inspire us in the responsibility we have as stewards of a lifesaving mission. We can also gather motivation from the members who visit the General Service Office filled with gratitude and appreciation, and that we have a role in honoring them.”

A general service trustee described their idea of responsibility as a practical aspiration: that we should do our best to inspire at least one person to service. A regional trustee likened the roles of trusted servants and special workers to the principle behind sponsorship, to

get out of the way and put people's hand in God's, and from a grounded perspective, to make sure the meeting happens. A trustee-at-large read an excerpt of the "Tradition Five" essay written by Bill Wilson in April 1948, from *The Language of the Heart*. "Because it has now become plain enough that only a recovered alcoholic can do much for a sick alcoholic, a tremendous responsibility has descended upon us all, an obligation so great that it amounts to a sacred trust. For to our kind, those who suffer alcoholism, recovery is a matter of life or death. So, the Society of Alcoholics Anonymous cannot, it dare not, ever be diverted from its primary purpose."

Josh closed the session expressing his gratitude for everyone's participation, as well as the opportunity to lead the sessions this year.

## International

The committee recommended several changes to its Composition, Scope, and Procedure to more accurately reflect current practices. The committee accepted the AAWS Literature Translations and Licensing report and noted with appreciation the updated country license and translation request procedures through the NetSuite interactive system. This will enable countries to have a more proactive role in knowing the status of their country's literature permissions. The committee requested that detailed translation and licensing reporting continue be forwarded quarterly to the committee.

The committee discussed the current status of the International Literature Fund and World Service Meeting Fund as well as the new AAWS accounting procedures for the funds. The committee noted the responsibility and importance that these funds be maintained by AAWS and that there be clear and accurate reporting to the World Service Meeting and REDELA zonal meeting. The committee looks forward to quarterly reporting from GSO Finance on the progress of the maintenance of these accounts as well as any updates to the procedures of maintenance and distribution of the funds.

## International Convention/Regional Forums

The committee discussed the costs of interpretation services provided for the 2022 regional forums. It was noted that Grapevine and La Viña communicate with the Spanish-speaking members, beyond email and newsletters, including the use of social media such as Instagram for daily posts and special events and exploring possibility of using "WhatsApp" for La Viña because of its popularity in the Spanish-speaking community.

The committee recommended to the General Service Board that the undernoted four cities be forwarded to the 2023 Conference Committee on International Conventions/Regional Forums for consideration as possible sites for the International Convention in 2035, and accordingly will be invited to present at the 2023 General Service Conference in April:

- Indianapolis, Indiana
- New Orleans, Louisiana
- Phoenix, Arizona
- Toronto, Canada

## Literature

The committee reviewed and agreed to forward to the 2023 Conference Committee on Literature progress reports on many items including the update of the pamphlet "A.A. for the Black and African-American Alcoholic"; the update of the pamphlet "A.A. for the Native North American"; the development of a Fifth Edition of the book *Alcoholics Anonymous*; a progress report regarding the translation of the book *Alcoholics Anonymous* (Fourth Edition) into plain and simple language; and a progress report regarding the Fourth Edition of the book *Alcohólicos Anónimos-Spanish*. The committee noted that the Appointed Committee Member (ACM) and chair of the working group for the development of the Fourth Edition of the book *Alcohólicos Anónimos-Spanish* will rotate in April 2023 and a request for a new ACM has been forwarded to the trustees' Nominating Committee.

## Nominating

The committee is starting a search for a new General Service Board Chairperson to fill the vacancy left when Linda Chezem resigned. The committee recommended reappointment of two ACMs to trustees' Public Information, one ACM to assist trustees' Literature with updating the 4th edition of the Spanish Big Book, and reappointment of two consultants to trustees' CPC/Treatment/Accessibilities to work on the Military Interview Podcast Project.

## Public Information

The new responsive Google ads have increased the effectiveness of the ads showing up in searches by 94%. The trustees suggested monitoring the monthly allotment of ad spend usage each month. The final one-year campaign results for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking is no longer a Party" were 125,192 airings, 615,956,841 impressions, and \$34,506,580 in media value. The final



Canadian results for the campaign were 11,485 airings.

The ongoing Young People's Video Project progress report and two complete Young People's video submissions are headed to the 2023 Conference for consideration. Young people can still submit videos at <https://www.aa.org/young-peoples-video-project>

## Treatment and Accessibilities

The committee agreed to forward to the 2023 Conference Committee on Treatment and Accessibilities the "Bridging the Gap to Help Alcoholics" report along with the two drafts of the "Bridging the Gap" pamphlet. The committee is requesting that the Conference Committee on Treatment and Accessibilities offer input on the pamphlet direction, with the suggestion that it might be beneficial to gather shared experience from the Fellowship to inform their decision-making on the target audience.

The committee discussed the progress report on the Bridging the Gap service materials. The discussion focused on Bridging the Gap having overlap with service work in Treatment and Corrections. The committee requested sharing from the Fellowship on how Bridging the Gap works in local areas in order to better inform the development of our Bridging the Gap service materials. The committee agreed to forward to the 2023 Conference Committee on Treatment and Accessibilities the "A.A. for the Older Alcoholic — Never too Late" report and draft pamphlet.

## A.A. World Services

Since its October 2022 meeting, the A.A. World Services (AAWS) Corporate Board has met six times: November 15 (AAWS Budget), December 8 (AAWS Board), December 9 (AAWS Executive Session and Strategic Planning), December 15 (Interim Trustees Finance Committee), January 10 (AAWS Budget), and January 27 (AAWS Board).

### Administration

On November 16 the HR Department held a service anniversary celebration for GSO staff. October 24 was the first day for our new Language Services Manager, who is working closely with Conference Assignment to develop workflows and a tracking tool for Conference background translation. The GM has been busy working with the METs team on the development of the General Service Conference Site Selection Report with a comprehensive review of all eight regions. Besides coordinating workflow at the General Service Office, the GM will be busy visiting the fellowship with recent travels to the 24<sup>th</sup> National Convention of A.A. in Bolivia and

the SE Regional Forum, with upcoming trips to SE Regional Delegates Get Together, NERAASA, Mexico National Convention, and A.A. Great Britain.

### Archives

Archives curated an onsite exhibit on the history of the publication of the book *Twelve Steps and Twelve Traditions* to commemorate the 70<sup>th</sup> anniversary of its publication. The repository is growing with a year-end 2022 tally of 345 pieces of new material (printed and audio/visual) accessioned, cataloged, and filed in 2022. On January 14, 2023, the Archivist attended the opening of a new Heritage Center (Summa Health Akron Campus) in memory of Sister Ignatia and Dr. Bob, who worked with thousands of alcoholics at St. Thomas Hospital in Akron.

### Communications

The Communications department has been focusing on team member training. Drupal, Acquia, and the Google Suite (Analytics, Ads, Tag Manager, Search Console etc.) are top priorities. The department continues their collaboration with PI and Publishing on the creation of the GSO Podcast. The department is currently up to date on Yelp responses and Google Profile comments. Work continues on the A.A. 2022 Membership Survey and Meeting Guide App with back-end and data improvements. CSD produced the winter 2022 issue of Box 4-5-9 working with Publishing on design, printing, and outreach to freelancers.

### Human Resources

Open Enrollment and staffing have been a focus for the HR Department. The Director of HR and General Manager have been busy updating the Employee Handbook with a summary to be shared with IAC, then the AAWS Board. The department is busy establishing the IDEA Committee, an employee resource group focusing on Inclusion, Diversity, Equity and Accessibility, as well as getting ready for annual reviews by sharing a 5-year pay history for each department along with benchmarks. Recruitment has the following open positions: French & Spanish Translators, Backfill for IT Support Tier 1, GSO Staff Members, GSO Staff Assistant, IP & Copyright Coordinator, and Temporary Licensing Assistant.

### Operations

In 2022, Member Services received and responded to 29,114 unique email inquiries. A total of 8,686 phone calls were received; 4,395 were routed from the Front Desk and 4,291 were direct calls to Member Services. The Receptionist received and routed 14,339 phone calls in 2022. The Member Services team executed 7,025

District/Area/Group updates in NetSuite. During this same time, Area Registrars performed 8,819 District/Area/Group updates via Fellowship Connection. 44% of the updates were therefore managed by our Member Services team. The team reviewed and processed 30,320 literature orders in 2022.

The mailroom team of two, Aubrey Pereira and Willie Johnson, processed approximately 4,985 pieces of incoming mail and 1,110 pieces of outgoing mail from November 27, 2022, through January 13, 2023. In 2022, the team processed a total of 40,708 pieces of incoming mail and 17,284 pieces of outgoing mail.

### **Technology Services**

The TS team, along with RSM Cybersecurity experts, has kicked off a security audit to review aa.org, Meeting Guide and CCS along with our overall backup/recovery capabilities. The Director of Technology and Business Systems Specialist kicked off a project to identify group and member data issues across GSO.

### **Services Summary**

In 2022, 172,586 emails and 3,248 phone calls were responded to by GSO Staff, not including correspondence via USPS. The 2025 International Convention planning is well underway with expected site visits to Vancouver this September. Talley Management Group provided a 4<sup>th</sup> Quarter report on contracts with vendors to date.

### **Conference**

During the last General Service Conference, the conference desk was asked to provide translation in all three languages (English, French, Spanish) at the same time when distributing the conference background this year. The department is thrilled to report that it is on schedule. A special note of consideration to Diana L. who took on this assignment midway and to our new Language Services department for all their work as well.

### **CPC**

The desk is coordinating volunteers to attend professional exhibitions in 2023.

### **Corrections**

The Corrections desk has successfully completed the revisions on the Corrections Workbook.

### **Group Services**

The Group Services desk is busy updating the A.A. Service Manual, holding quarterly virtual meetings with IGCs, and assisting with a continued review on best practices to update group names on Fellowship Connection.

### **Literature**

The literature desk continues work on the draft fifth edition of the book *Alcoholics Anonymous*, draft fourth edition of the book *Alcohólicos Anónimos*, and updates for the pamphlets “A.A. for the Black and African American Alcoholic,” “A.A. for the Native North American,” and “Do You Think You’re Different?”

### **Nominating**

Nominating has received and processed candidate information in preparation for the Northeast Regional, Southwest Regional, and trustee-at-large/Canada elections.

### **Public Information**

PI Service Cards update: we now have a workable digital template that will allow for local committees to input their own contact information and a QR code, if desired. Final review of the PI Service Cards is being performed by the Language Services department to ensure the translations into French and Spanish are accurate prior to production.

### **Regional Forums**

Preparation and planning is underway for the 2023 Regional Forums cycle (Northeast, West Central, Southwest, and East Central).

### **Board Committees**

*Finance:* For details on AAWS Finance, see the report of the trustees’ Finance Committee starting on page one. The department finalized the 2023 budget version 5.1 which was approved at the January 27, 2023, AAWS Board meeting, with a recommendation to forward it to the Trustee’s Finance Committee. (January 2023)

*Publishing:* The board agreed to move forward with four staple-less pamphlets less than 32 pages. The committee reviewed the AAWS Pamphlet Matrix showing a preliminary price analysis for pamphlets 32 pages and under with suggested price increases along with similar analysis for AAWS eBook pricing. Soft cover samples for the book *Alcoholics Anonymous* were reviewed by the board as a print cost savings. The Board requested cover art mockups for review in March to discuss the effect of printing alternatives to title embossing. David R. shared the units sold for the B1 Jacketed and B1A Jacketless in 2022 vs. 2023:

- B1 January 2022 = 25,383 vs B1 January 2023 = 34,508
- B1A Jacketless 2023 = 7,806

*Technology/Communication Services (TCS):* The legal review of the Meeting Guide App is underway with a report expected in March. The podcast report will be issued quarterly with the next submission to Trustees

Committee Public Information in January 2023. The Analytics Working Group reviewed two ideas related to the 2004 Advisory Action to allow for reports to be created as needed and changed or discontinued when they are no longer useful.

*Internal Audit Committee (IAC):* IAC committee is reviewing the Conflict of Interest (COI) forms. Form updates are to be executed by the AAWS board secretary. Article 4 of the AAWS by-laws was reviewed and it was decided the annual report should track board officer changes with a recommendation that this information be tracked by the AAWS board secretary. The vendor access to GSO information was found to be in compliance.

*Nominating:* The Actions and Resolutions document has been made current by the committee secretary and distributed to the Nominating committee for review. This document should be updated quarterly by the secretary moving forward.

*Ad-hoc Committee on Service Material:* The group is currently working through the first three recommendations from the discharged Ad Hoc Service Material subcommittee and will report in March 2023.

*Service Manual Working Group:* There was a robust discussion with the board regarding suggested edits for the Service Manual. AAWS chapter edits were discussed as well as additional suggestions, editorial in nature, which may be included in a future revision.

## AA Grapevine

The AA Grapevine Board of Directors met for a planning meeting and executive session on December 10, 2022, and for its quarterly meeting and executive session on January 28, 2023. The chair and co-chair of the Conference Committee on Grapevine and La Viña met with their secretary on January 20. The Nominating and Governance committee met on November 14. The Finance and Budget Committee met on December 10, 15, January 3 and 23.

## Overview

We have been reviewing proposals for app development and have decided on a vendor to build the app. We plan to move forward with development following approval at the January Board meeting. We have completed the transition from Omeda to PSA for our fulfillment services. The store, magazines, and archives for both websites are now integrated under Drupal 9. The price increase for books began in January with the top ten titles, plus digital and audio titles. We will be strengthening the digital production team with internal promotions and a new hire for La Viña.

## Board Meeting

During its December 10 Planning meeting the board received activity reports from office operations, Grapevine and La Viña editorial, production, website, and customer relations.

In addition to approving the Planning meeting minutes of September 8, 2022, the Grapevine and La Viña financial reports, the Board took the following actions at its meeting on December 10, 2022:

- Approved request from GSO Brazil to translate, reproduce and distribute *Making Amends, Free on the Inside*, and *Prayer and Meditation*.
- Approved and accepted redlined changes to chapter 12 of the 2021-2023 A.A. Service Manual.
- Agreed to adjust funding of Subscription Liability to 69%.
- Authorized a corresponding withdrawal of any Subscription Liability funds in excess of 69%.
- Agreed to request an emergency reserve fund withdrawal from the AAGV Subscription Liability fund of any funds in excess of 70% in accordance with section 3, part 7 of the Reserve Fund Policy “Emergency Actions” to cover the essential operating cash flow needs of the business until the January board meeting at which point AAGV, Inc. will be presenting a multi-year plan for the business.

The AAGV, Inc. board of directors took the following actions at their quarterly meeting on January 27, 2023:

- Approved the minutes of the October 28, 2022, quarterly meeting.
- Approved the Grapevine Treasurer’s report.
- Approved the La Viña Treasurer’s report.

## Board Committee Activity

*Finance and Budget:* The Treasurer reported the committee met on December 6, January 3, and January 23 to discuss the 2023 Budget. On December 15, at a meeting of Trustees Finance Committee, the Grapevine requested a reduction of the Subscription Liability to 69% and an emergency withdrawal of \$200,000 to cover operating costs through the end of January 2023. Due to the transition from Omeda to PSA, we needed to pay all invoices to receive our files to complete the transition. This depleted our cash on hand, necessitating the withdrawal.

*Nominating and Governance:* The chair reported the committee met on November 14 and discussed potential changes to AAGV, Inc. bylaws concerning proxy voting and other items and decided we needed a legal opinion. The committee has reached out to an attorney and will



meet in the next quarter to discuss potential changes and the impact they may have. In addition, the committee began the recruitment process for our 2023/2024 slate of directors. As of January 27, 25 applicants have submitted their resumes.

*Strategic Planning:* The chair expressed his gratitude to the full board and staff for executing the plans developed in September 2021 and is very impressed with the progress being made.

### **Editorial Advisory Board**

The GVEAB met on January 19 and a new member from the Southeast region has been added. LVEAB recruited four new members. The freelance LV editor continues recruitment efforts. Tentative meeting scheduled for February 2023.

### **Management Report**

The Publisher reported the following: Fulfillment house conversion continues. The main file for Grapevine subscriptions is now complete and up to date with GV/LV printer. The La Viña main file will be sent to printer on 1/27 in time for the March/April issue. GV Controller and new fulfillment house working through financial reporting needs. Grapevine website vendor and fulfillment house shoring up subscription and product ordering automation. In the meantime, manual fulfillment of product orders is taking place.

Grapevine and La Viña News is appearing monthly on the Meeting Guide App; Podcast downloads over 335,000; Instagram: GV has 8,957 followers, LV 1,110; YouTube: 9,600 subscribers. 132,596 views. We successfully solicited new 7-minute shares since October. A new playlist, "Willingness" posted in January on the Grapevine YouTube channel; Grapevine and La Viña App developer selected. Staff gathered on January 11 to honor Janet Bryan's 20 years of service to AA Grapevine, Inc.

### **Editorial Report: Grapevine**

The senior editor reported: Grapevine magazines currently in production and on schedule: MARCH — Getting Involved in A.A. Service; APRIL — A.A. & Families; MAY — Why I Love My Home Group (to go

with release of new revised 30th Anniversary Home Group book); JUNE — Celebrating our "Twelve & Twelve" book — 70 Wonderful Years; Home Group Book (Updated 30th Anniversary revise, with new cover and new chapter on virtual meetings) — due spring 2023; meetings have begun on possible 2024 book ideas; Podcast — working with hosts to connect with interview subjects from current stories in magazine and important GV & LV information; Audio Project: New push to get members involved and get more audio stories in. New audio stories recently uploaded on GV YouTube channel; publishing more A.A. News and interviews with Class A & B Trustees and important A.A. announcements; GV Workbook — New colorful, updated version completed, easier for GV Reps to use, easier to keep updated, drives members to our website — now up on the GV website — work has begun on Spanish-Language version; developing 2024 editorial calendar.

### **Editorial Report: La Viña**

The senior editor reported: Recent La Viña magazine released: Enero/Febrero: La Viña "Prayer and Meditation" — includes Carry the message 2023, news about International Convention 2025. La Viña magazines currently in production and on schedule: March/April: Newcomers; May/June: Relapse; July/August: Prison; LV informational workshop, Fridays at noon reviewing products, books, suggestions, GSO/GV.LV updates. SMS: New daily quotes for 2023. Includes quotes selected from LV books; book selected to translate in 2023: *Prayer and Meditation*; Grapevine Workbook has been translated into Spanish and is being adapted for La Viña.

### **Grapevine Web Report**

The Web Coordinator reported monthly web traffic in the 4th quarter averaged 101,120 new visitors; 11,534 returning visitors and 340,252 page views. Please note, due to the fulfillment house and website store conversion, we have no tracking data for the Grapevine and La Viña stores during December 2022. In 2022, the Web Coordinator built 34 UTM codes to help track website traffic and in collaboration with web performance vendor, added 116 URLs to help improve metadata in 116 articles and landing pages.

For comments or questions write to: Staff Coordinator, Box 459, Grand Central Station, New York, NY 10163