

ACA MPS Committee Meeting Minutes – MARCH 21, 2018

Attendees

Bill D – MPS Chair / Florida
Carole C – MPS Vice Chair / California
Mardi M – ComLine Editor / Montana
Miles C - ABC AWC Host Committee Co-Chair/ Canada
Sharon F – Missouri
Melissa J – Georgia
Matt K – Wisconsin
Bonnie K-M – Intergroup Chair joined the call in progress
Eleni M – MPS special worker

Chair Bill D called the meeting to order at 2pm EST.

Discussion items:

1) ACA Public Service Announcement (PSA) now available on the WSO website
Downloadable as 15 or 30 second MP3: acawso.org/2018/03/02/aca-psas-available-for-download-in-mp3-format/

Sharon

On the committee channel (working document) – Sharon researched a company that does marketing and distribution for PSAs. The search involves a company with the ability to push PSAs into a database where media channels can have access to them. Based on best practice, local channels are better and most effective.

The PSA was made available on the **Member_Service_Slack** public channel (posted on 03.02.18)

A sample PSA script has also been posted as a Word document.

Mardi

Suggests

- Creating a basic video to coincide with the PSA audio
- Use on high definition media
- Translate the PSA and have this available on the WSO website

Projectors will be available at the ABC AWC should we want to present something

Miles

To provide a voice talent to re-record the 15 and 30 second spot.

Translation of the PSA into French, for international reach. We have the English script available for the English version and to provide for translation.

Note: Confirm international usage rights to the music/audio.

Mardi – recommends use Transperfect

Include an announcement article in the ComLine online publication – which will include the announcement of the PSA availability and how to access the files.

Suggest working on a focus group and bring some recommendations to the table.

Eleni, Sharon, Mardi to devise a plan to have a sample available in time for the ABC AWC conference.

2) Retractable banner display (reference private slack channel)

Bill has found a company in FL – was able to get the structure of the banner at a very competitive price

The graphics would need to be replaced on the canvas banner

2 Bases have been donated

1 banner with the Steps

2 with the Laundry List, Promises or

Question about shipping to and from the event in Canada

The banners can be safely packaged and sent to the co---chair at the ABC via FedEx.

The banner would be protected because they are packed in a compact zip up case.

3) Could ACA have a presence on Social Media and stay within the Traditions

Setting up an anonymous facebook page

One-way conversation and cannot be posted to by others

Melissa

Facebook, Instagram*

Sharon

Tumblr

Carole

Aim towards youth coming out of Al-anon or Ala-teen.

4) Subcommittee structure and roles

Intergroup outreach

Hospitals & Institutions (H&I)

Regional outreach

Public Information

Question from Mardi

Board working on structure, will the board be voting on structure of these subcommittees?

Miles – the committee is looking for different ways to structure and will be presenting on structure at the ABC meeting

Bill is asking for volunteers to head up various areas of MPS Committee

Public information - Vacant

Jay - current H&I chairperson – unsure whether he has resigned or thinking of resigning.

Regional outreach – Vacant

Bonnie – subcommittee chairperson – will she continue and be staying on as chair.

We need to put out our annual report – waiting on database. We have a lot of people on the slack channel who are not participating. Can we cut some of those who are not

participating? Intergroup, can they help track some of the Database management is currently outsourced

Eleni to work with Gloria – pull down the intergroup contact information and get it into a usable and sharable format.

- Intergroups need information about meetings
- Regions are unable to obtain specific intergroup contact information off of the website. The intergroup meeting location is available, however the contact phone number and name are not.

Mardi - ComLine article will be sent for the next Traveler

Carole – Reminder: Mama and baby bears and your own loving parent bags will be sold in Toronto. Only 25 mama and baby bears are left, so hurry and buy them when you get there!

Matt – If anyone is trying to get in touch with Mid-West Intergroups we are not getting any responses

Miles – is the Canadian liaison.

H&I - is very different in the US than any other part of the world. We need to coordinate a liaison for each country on the H&I front.

Sharon

Has been in contact with Jim B on the website. A lot of the issues that come up with public outreach. Fill in as needed with outreach and the website.

Jim B is working on the database and meeting lists

We need future discussion about remote voting for members at future ABC conferences. The technology is available.

Can the technology handle the volume of voter submissions? Or simply the voting with basic multiple choices?

The meeting was adjourned at 3:10pm