

Area 17 AA May Committee Meeting
Standing Committees - Round Table
Break-out Meeting Notes
May 21, 2022

taken by Mary N

In attendance:

Kawika K/ Convention, Sean C/ Web, Earnest/Archives, Karen/ Mynah Byrd, observer/GSR, Sean F /Treatment, Kimo / CPC, Bill M/ PI, Donnie K / OIG and Mary N / CEC

Topics? General Comments and Discussion:

PI: No issues. Sometimes forms / tech tends to clash with other AA obligations. Moving into new world, however digital needs to keep up. Collecting background information from Patrick / PI at GSO. For example ... one conference agenda item is: Discuss feasibility research on paid placement of PSA videos on streaming platforms. For PI: a lot going on regarding publication efforts, use of social media, online platforms will be challenge. How do we utilize the digital world in terms of public information?? The use of digital platform can reach more people, campaigning is cost effective, budget could potentially decrease. Digital platforms can capture results effectively. Bottom line: what will public information look like for area 17 in the future?

Treatment: We have digital re-sources today. How do we make it available moving forward?

Archives: How to spend budget moving forward ... for example, how effective was the PSA on the bus from a few years ago? No results reported, calls in were not quizzed on how the came to call into the GSO.

Does a single resource exist for PI? Links? A bit of “buggy before the horse” right now! Need to be concerned about intellectual property, etc. PI Website has links and ability to reach out. This is the PI Website: <https://www.facebook.com/PublicInformationArea17> . Utilizes plug ins collect data and demographics as well as on Facebook page for special interest (Hawai'i Area 17). There is a way to do campaigns/ads on Facebook without being obtrusive.

CEC: Presentation of QR code for display in easel back format, printed, etc.

Webmaster: suggestion – QR code currently requires google account, need to switch to ‘not requiring’ google account.

Treatment: suggests CEC table at convention. Throw it up on placard! Trial run at convention?

Also – Use QR presentation on poster board for information during AHC - invited to display at solutions table. Gina/chair of AHC signage can assist with production, CEC budget will cover expense.

Treatment: has accomplished 3 workshops. Last one will be inviting other standing committees' participation and collaboration. Goal is to conduct the 4th workshop before Budget Assembly in August, filtered in amongst the Delegate Report Back events.

Closing: Serenity Prayer