

Overeaters Anonymous Western Mass Intergroup Business Meeting Minutes July 11, 2021

Attendees: Anne H., Beth C., Carol Ch., Ellen C., Julie B., Karen O., May I., Mary O., Rob R., and Sean R.

Board Reports

1. Chair's Report— Saved for discussion in New Business
2. Vice Chair Report— no report
3. Recording Secretary's Report— Minutes were accepted with one revision. Karen O. did not volunteer to work on the PI/PO committee. Julie B. let us know that although she volunteered to develop a workshop on using the green 12 steps workbook, she was no longer able to volunteer.
4. Treasurer's Report—Report accepted as amended. Anne mentioned that \$1000 was transferred from the WMI account to the Retreat account on 6/18/2021, in order to keep the retreat account balance above \$1000 and avoid a \$10/mo. low balance charge.
5. Corresponding Secretary's Report—no report.
6. Region 6 Rep Report— no report.
7. WSBC Delegate Reports— no report.

Committee Reports

1. Phone Service liaison – no report.
2. Workshop Working Group – no report.
3. Retreat – nothing new to report.

Old Business – none

New Business—

1. Robin L. presented the CT OAIG experience with researching and deciding on the use of billboards to drive traffic to the OA website and eventually to OA meetings. She outlined the special covid pricing that OUTFRONT is offering for a limited time. CT OAIG decided to go with a 3-ad digital board which displays 3 ads in sequence for 30 seconds each and displays 24 hours a day. Each week the board is changed to a different location. Both OUTFRONT and Lamar were contacted but OUTFRONT was far more responsive, gave better customer service and had attractive pricing. Two hundred more hits came to the website as a result of one month of the digital billboard displaying.
2. Rob proposed we invest in a billboard that will be displayed only where the location has no other billboards to display. If a customer reserves that billboard at regular prices, the discount billboard will move to another vacant location. This discount pricing of \$1,000 a month for a minimum of three months entails a one-time production cost of \$1,000 as well. At a cost of an additional \$900, a vinyl billboard can be created that can be moved from one location to another at a lower continuing cost.

3. Rob mentioned that Lamar offers lower pricing if we qualify as a nonprofit eligible for Public Service Announcement (PSA). He will submit an online form they provide to apply for a PSA. That may require we file for 501c status with the government. Carol Ch. agreed to be our contact with Lamar.
4. Rob suggested we submit another PI/PO Blitz application to Region 6 to offset some of the costs of our billboard campaign. All agreed he pursue that action.
5. Mary O. expressed concern that if the demand increases, we will have the people available to bring newcomers through the first 12 days and to sponsor. Rob assured her we have resources, not only in Western Mass. Gwen and four others are willing to take emergency phone calls, as well.

The meeting adjourned at 2:16 pm.

Our next meeting will be held on Sunday, August 8, 2021.

Respectfully Submitted,
Beth C