

**Eastern Canada Regional Trustee
Report on
General Service Board Weekend (In-Person)
July 28 - 31, 2023**

Dear Trusted Servants:

It was another great and very informative board weekend. What a privilege! The Trustees and staff work diligently to keep communicating with the fellowship. It has now been a year into my four-year commitment and I am still learning, with so much more to come. I serve as chair for International Conventions/Regional Forums and also serve on the Literature Committee and Archives.

It is a pleasure to be a Grapevine Director, as well.

The July board weekend is when we have the Trustee Orientation and Sharing. This year we welcomed 2 new Regional Trustees, Teresa J, South West Region and Ken T., North East Region. Also, Robert L., Trustee At Large Canada, who resides in Quebec. I'm not the newbie any longer.

The following are the highlights from the weekend, not in any particular order. If you have any questions on any of the trustee committees, please do not hesitate to contact me.

Reports of Trustees' Committees:

Trustees' General Service Conference Committee:

Deadline to post Conference Background: The committee heard from the Language Services department manager and the Conference coordinator who proposed that when a Conference committee's background for the 74th GSC is available in three languages, it would be posted on the Dashboard between February 16-23, 2024, with a status update from the Conference coordinator to all Conference members on any remaining background. The committee expressed their support for this proposal, noting that communications from GSO on the Conference Background deadlines would be distributed widely within the Fellowship.

Deadlines for GSC Conference Manual Materials: The committee agreed that there is a need for timely distribution of the Conference Manual materials. The committee will continue discussions on setting deadlines for reports from Board chairpersons, GSO and Grapevine departments for the GSC Conference Manual at their interim meeting in August.

Proposed Agenda Items Submission forms: The committee reviewed a draft of an online PAI Submission form for 74th GSC and offered minor suggestions. The committee noted user-friendly features of the online version including A.A. resources that connect submitters with their local districts and areas for the opportunity to participate in local group conscience discussion. The committee also noted the process improvements that an online form could have on the PAI workflow. The committee agreed to only post instructions on how to access the form and suggestions that can foster focus on developing a group conscience. The committee asked the secretary to bring back an updated draft to their August 2023 meeting.

It was highlighted that work on the Conference Final Report is underway, and the print and the anonymity-protected digital version are due in early September. The anonymity-protected version will be posted on aa.org for the first time. It was also noted that a discussion with the developer who

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supports the Committee Assignment Application began seeking ways to ensure that assignment of delegates occurs on all Conference Committees by all Areas.

2023 Conference Committee on Policy & Admissions:

Sharing Sessions twice a year: The committee noted that the 2023 Advisory Action to have general sharing sessions at least two times per year, utilizing virtual meeting technology, is being coordinated by the General Service Board chair, delegate chair, and the general manager.

Survey on holding the 77th GSC outside of New York: The committee discussed the 2023 Committee Consideration to survey current General Service Conference members on the spiritual implications of holding the Conference outside the New York area, or alternating between New York area and the Akron/Cleveland area. The committee felt that this topic could be explored at the August 2023 virtual sharing session with all Conference members. The staff secretary will send a memo to the coordinators requesting this topic be added to the agenda.

Sampling questions for online groups: The committee noted that the 2023 committee consideration to prepare sample questions for delegates to share with online groups was forwarded to the GSB Ad Hoc committee on Participation of Online Groups in the U.S./Canada Service Structure. Sample questions will be sent out the second week of August.

Extend the PAI submission deadline for the 74th GSC: The committee discussed a consideration from the 2023 Conference Committee on Policy and Admissions to change the latest possible deadline for PAIs submitted for the 74th GSC and after a discussion on a broad range of concerns, decided to take no action. Concerns ranged from difficulties that some GSRs, DCMs, area committees, and area assemblies have scheduled meetings before the September 15 deadline. Other concerns were about the duplication and frequent PAI submissions by individuals, the time constraints to prepare background to discuss agenda item proposals locally, and the impact of delegates wanting to attend other Area Assemblies within their region.

The committee heard from the Conference Coordinator about the tight timelines involved between the submission deadline, finalizing the agenda item report and the committee calls between the Conference committees and trustees' committee chairs to gather delegate input to inform their trustee committee discussion at the October board meeting.

The committee noted that a subcommittee on EDW will engage all Conference members in a survey to find out the effect the EDW process has had on their area, and that the 2024 Conference Committee on Policy and Admissions will receive the results of the survey to discuss as part of the evaluation of the EDW pilot. Page 3 of 5 Creating a video or communication about PAI submissions:

Creating a video or communication about PAI submissions: The committee agreed to forward to the subcommittee on EDW a consideration from the 2023 Conference Committee on Policy and Admissions to create a simple video or other communication reinforcing the ideas that PAIs can be submitted year-round and can reflect the outcome of a group conscience rather than a petition or suggestion box.

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Recommendations: The Board approved a recommendation from the trustees' General Service Conference Committee that the GSB adopt the following timeline for developing background materials for the 74th GSC:

1. Any completed items that are intended to be Conference background be submitted to their committee secretary as soon as it is available or by November 13
2. All Conference bound work from trustee committees such as progress reports, plans, or drafts be submitted no later than November 13, except when:
3. If the item(s) will not be available by November 13, submit a list of those item(s) with a completion date to the Conference Coordinator

2023 Conference Committee on Report and Charter: A.A. Service Manual:

The committee noted that the Advisory Actions related to the Service Manual are being implemented. The committee also noted that the 2023 committee considerations related to the Service Manual were forwarded to the GSO Publishing Department.

TGSCC related to the 74th GSC: Discuss key dates, including translation deadlines of Conference Background: The committee reviewed a proposed summary and timeline of key dates for the 74th GSC timeline to support the translation deadlines for distributing Conference Background in three languages simultaneously. The committee felt the intended outcome of this discussion was to establish a common understanding of expectations and mutual respect between the highly collaborative effort to support the Conference Process.

The committee explored ways for trustee committees to thoughtfully complete their work during the year while supporting workflows at GSO to assemble, review, and translate, and ultimately post the Conference background on the Dashboard.

The committee heard from the Executive Editor and the Language Services Department Manager, and the Conference Coordinator and they expressed support of the workable timeline. The committee considered several key dates and deadlines that would support harmonious participation and collaboration to meet the needs to deliver Conference Background to the 74th GSC.

**Trustees' Committee on Cooperation with the Professional
Community/Treatment/Accessibilities**

Review 73rd General Service Conference Committee Considerations: The committee reviewed a report of the 2023 Conference Committee on CPC reflecting 73rd General Service Conference committee considerations pertinent to this committee. The secretary reported that the 2023 Conference Committee on CPC recommended that the pamphlet "A.A. in Your Community" be approved with minor editorial changes and the pamphlet has been forwarded to the Publishing department.

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Review suggestions to develop a pamphlet for Mental Health Professionals: The committee received an update from the staff secretary on the progress of interviews with mental health professionals who are members of Twelve Step programs. The committee noted the next step is to interview mental health professionals who are not members of Twelve Step programs. The chair requested trustees' CPC/TA committee member Teddy B. on work with the staff secretary on the continuation of the project. The committee looks forward to a progress report at the October meeting.

Effectiveness of CPC exhibits: The committee discussed the effectiveness of national CPC exhibits. The committee noted the experience the staff secretary gained when he attended a national professional exhibit noting publications that were popular with professionals reflecting the inclusivity of "Hispanic Woman in A.A.," "A.A. for the Black and African American Alcoholic" and "LGBTQ Alcoholics in A.A." The committee expressed excitement about the increase of AA Grapevine materials being included in the materials at the exhibits and volunteers staffing the events sharing the included materials are popular with the professionals attending the events.

CPC Committee Kit and Workbook: The updates offered by the Trustees' CPC Committee and the Conference Committee on CPC have been incorporated into the kit. The committee noted the pamphlet "A Member's-Eye View of A.A." has been removed from the kit per the Conference Committee on CPC as it may appear outdated and less effective for providing information about A.A. to the professional community.

Review progress report on CPC service cards: The committee received an update on the progress of the CPC service cards from the staff secretary, and was shown a sample card. The committee discussed the service cards being made available first as digital assets in accordance with the development of similar PI service cards. The committee noted the digital cards will include space for the local committees to add contact information for their services. The physical cards will be produced in 2024. The committee looks forward to an update at the October meeting.

Treatment

Review 73rd GS. Committee Considerations: The committee reviewed a report of the 2023 Conference Committee on Treatment and Accessibilities reflecting committee considerations of the 73rd General Service Conference pertinent to this committee. The secretary shared with the committee that this reporting was simply a list of these actions and considerations for their overview. All actionable items were set as individual agenda items with background that are in the rest of this report.

Review progress report on new A.A. Guidelines on Bridging the Gap and other service materials: The committee discussed a draft of the revised Guidelines on Bridging the Gap and made some suggestions for changes. The committee looks forward to a revised draft or progress report at the October 2023 meeting. There was a wide-ranging discussion of two service pieces: "For A.A. Members on the Inside: A.A. Temporary Contact/Bridging the Gap" (F-183) and "A.A. Temporary Contact/Bridging the Gap – Outside (F-184). The committee made some suggestions for changes including the addition of gender identity as one of the fields on the form. The committee looks forward to a revised draft or progress report at the October 2023 meeting.

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The committee discussed the committee consideration to remove the pamphlet “A Member’s-Eye View of Alcoholics Anonymous” from the Treatment kit and agreed to ask the staff secretary to do so. The committee discussed the committee consideration to remove the pamphlet “Problems other than Alcohol” from the Treatment kit and agreed to ask the staff secretary to do so.

The committee discussed the Conference Committee consideration to remove the video “Hope” (and references to it) and agreed to postpone discussion of this item until the October 2023 meeting.

The committee requested that the staff secretary circulate a link to the video and discussion questions to the Trustees’ committee in advance of the October meeting.

Accessibilities

Review 73rd GSC Advisory Actions and Committee Considerations – The committee reviewed a report of the 2023 Conference Committee on Treatment and Accessibilities reflecting Advisory Actions and committee considerations of the 73rd General Service Conference pertinent to this committee. The secretary shared with the committee that this reporting was simply a list of these actions and considerations for their overview. All actionable items were set as individual agenda items with background that are in the rest of this report.

The committee reviewed the 2023 committee consideration which asked for the Accessibilities Workbook to be updated to reflect the fact that some members and potential members experience various forms of discrimination including racism, which creates a barrier or accessibility challenge, and agreed to postpone discussion to the October 2023 meeting.

The committee reviewed the committee consideration to remove references to babysitting and childcare and agreed to postpone discussion until the October 2023 meeting.

Trustees’ Committee on Corrections:

Shared Experience on Virtual Meetings: The 72nd Conference Committee on Corrections suggested that GSO staff gather shared experience regarding virtual meetings in correctional facilities for addition to the Corrections Workbook.

The committee reviewed the shared experience collected which included experience from six A.A. trusted servants, one professional who facilitates virtual meetings in a correctional facility and 11 stories from members in custody who have been positively impacted by these meetings. The committee requested that staff utilize the submitted shared experience to develop a service piece that would be included in the Corrections Kit. The committee looks forward to a draft or progress report in October 2023. The committee also suggested we provide these stories whenever we discuss virtual meetings in facilities. The staff secretary will share excerpts from these letters in the next Corrections Activity Update and will continue to contact the Fellowship for more shared experience.

Trustees’ Finance and Budgetary Committee:

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2023 Budget Reforecast: For the year 2023, there is a reforecast of the budget. The reforecast 3.0 budget has an operating surplus before depreciation of \$907,069, which is a decrease of \$798,772 from the \$1,705,841 surplus before depreciation in the original budget approved in January. However, the reforecast surplus before depreciation is an improvement of \$1,530,107 from the \$623,038 deficit before depreciation incurred in 2022. After depreciation, the reforecast budget has an operating deficit of \$292,931 compared to a surplus of \$505,841 in the January approved budget and a deficit of \$1,807,432 last year.

The reforecast 3.0 budget does not include any changes to revenue from reforecast 1.0, 2.0 or the original 2023 budget adopted in January. Through June 30 contribution revenue is only 2% ahead of budget and gross literature sales are 8% ahead of budget. Neither of these variances are large enough to prudently increase the revenue budget. Gross margin is 12% ahead of budget. However, cost of goods sold has not been stable long enough to prudently increase the budget for gross margin.

To partially offset additions to expenses since the original budget, several projects and some literature printings have been deferred to 2024. Significant expense adjustments are:

- Price increases in hotel food and beverage and audiovisual.
- Legal fees. These include contract reviews, personnel matters, board, and bylaw matters.
- Increased cost of the Location Plus study.
- Temporary help for licensing.
- Conference translation updated to reflect actual costs as the original budget was based on estimates.
- Outsourced accounting assistance.

Projects deferred in reforecast 3.0 are:

- Digital Production - Access to AA – ASL
- Technology Review
- Digital Publication Platform (capital project)

Operating Cash: As of June 30, operating cash was only \$331,963 which represents 0.23 months (less than one week) of 2023 budget GSO operating expenses of \$17,085,479. As of July 17, operating cash on hand is \$528,108 which represents 0.37 months (between one and two weeks) of 2023 budget operating expenses. Operating cash as of December 31 was \$514,337, so cash as of July 17 is \$13,771 less than at the beginning of the year. Our current cash challenge is due to a residual effect of 2022 activity and delayed collection of accounts receivable owed to us. In an effort to manage cashflow we have deferred and prioritized payments. This has resulted in increased past due balances owing to our vendors, especially literature printers, our landlord, and our warehouses. Meanwhile, the office has implemented deferrals of expenditures where possible and is developing a plan for improved management of accounts receivable.

Revenue: Year to date contributions are \$4,839,110. This represents 102% of the budget of \$4,725,000 and is \$172,538 (3%) less than last year. Gross literature sales are \$7,877,177. This represents 108% of the budget of \$7,314,000 and is \$2,112,271 (37%) more than last year. The

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variance to budget is due to greater than expected sales in March in anticipation of the April 3 price increase and strong sales in June. Literature gross margin is \$4,082,317 which is 112% of the YTD budget of \$3,657,000 and \$1,338,217 (49%) more than last year. Cost of goods sold (COGS) of \$3,850,154, which remains 48.8% of gross sales compared to a budget of 48.0% and 46.4% last year. COGS is becoming more stable as it changed less than 0.1% from May to June.

Expense: Year to date salary expense is \$3,993,977 which is 93% of the budget of \$4,284,167 and \$293,219 (8%) more than last year. The variance to budget is due to open positions. The variance to last year is due to new positions in Translation, Licensing, and Intellectual Property and Language Services. Employee benefits expense is \$914,215 which is 90% of the budget of \$1,017,784 and \$79,539 (10%) more than last year. Payroll taxes are \$351,101, which is 106% of the budget of \$331,761 and \$40,668 (13%) more than last year due to an increase in the NYS unemployment insurance tax rate. Professional fees expense is \$752,016 which is 88% of the budget of \$853,439 and is \$80,772 (12%) greater than last year.

Travel and meetings expense is \$1,611,658 which is 137% of the budget amount of \$1,178,832 and \$835,911 (108%) more than last year. The variance is in part because hotel expenses were greater than budgeted for both the January GSB weekend and the GSC. Also, we paid 90% of the GSC hotel bill in advance compared to 50% in the budget. Total operating expense before depreciation is \$8,979,567 which is 101% of the budget amount of \$8,860,078 and \$1,348,512 (18%) more than last year. This variance is due to the variance in travel and meetings expense

Surplus/Deficit: After depreciation, the operating deficit is \$235,314, which compares favorably to a budgeted deficit of \$769,718 but unfavorably to a deficit of \$114,399 last year. Including non-operating revenue and expense, the overall deficit is \$209,082 which compares favorably to a budgeted deficit of \$1,171,673 and a deficit of \$1,652,758 last year. The major non-operating revenue is a gain of \$624,429 in the market value of the post-retirement medical plan assets. This is a non-cash transaction. Non-operating expenses are \$766,614. According to Generally Accepted Accounting Principles, the \$500,000 transferred from the Reserve Fund to Grapevine for app development is an expense for the GSB as the owner of the Reserve Fund. The same \$500,000 is revenue for Grapevine, so the revenue and expense cancel out to zero on consolidated financial statements.

Review Conference Committee on Finance Considerations: The committee reviewed the committee considerations that resulted from discussions of the 2023 General Service Conference Committee on Finance and accepted the report.

The committee had a robust discussion on the Advisory Action directly forwarded to the Trustees Finance & Budgetary committee: "The committee recommended that the Trustees Finance & Budgetary Committee develop additional ways to report quarterly the fiscal performance of the AAWS, GSB and GV Boards throughout the year to the members of the General Service Conference for the purposes of transparency and assisting in the reporting to the A.A. Fellowship." The committee acknowledged that they have an opportunity to improve the trust of the Fellowship through this Advisory Action and how it will be important to be consistent.

The discussion included:

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- Ensuring that the financial reporting strategy is cohesive across all 3 boards and both offices (Grapevine and GSO).
- Clarifying policies and practices for responding to ad hoc requests for financial information (from Members, Groups, Districts, Areas, Delegates).
 - Review current reporting and consider the effectiveness and any redundancies created by new and additional reporting.
 - Ensuring consistency of reporting over time.

The committee will continue this discussion during the next interim meeting and plans to send out communication to the General Service Conference members with a plan on how the board will execute this Advisory Action.

Recommendations:

The trustees' Finance and Budgetary Committee recommended that the General Service Board approve the re-forecasted budget version 3.0.

The trustees' Finance & Budgetary committee recommended approval of a \$15K expense for the General Service Board Chair search pending approval of the consultant by the General Service Board.

Trustees' International Committee:

The committee discussed the current practice of International English-Speaking Structures not having license permissions to add local stories to the Big Book reflecting member experience in their structures. This practice of local story inclusion is typically encouraged when international structures develop Big Books in other languages spoken in their home structures. The committee requested that the Staff secretary research whether this practice is a policy or a procedure which may need deeper review to provide cultural equity of identification in International Big Books. The committee looks forward to further discussion at the October meeting.

Trustees' Committee on International Conventions/Regional Forums:

The committee discussed the possibility of adding virtual forums to the Regional Forum schedule. The chair appointed Carolyn W. to chair a subcommittee to review the overall forum agenda and to explore options wherein the virtual format can be used as it relates to Regional Forums and/or Special Forums; Irma V. and Kevin Prior were also asked to serve on the subcommittee. It was requested that the subcommittee report back to the October 2023 board meeting.

International Conventions

The committee discussed the possibility of adding virtual forums to the Regional Forum schedule. The chair appointed Carolyn W. to chair a subcommittee to review the overall forum agenda and to explore options wherein the virtual format can be used as it relates to Regional Forums and/or Special Forums; Irma V. and Kevin Prior (Non AA) were also asked to serve on the subcommittee. It was requested that the subcommittee report back to the October 2023 board meeting.

General Service Board Policy on Discounts and Subsidies: The committee reviewed the General Service Board policy on discounts and subsidies that has been in effect since it was adopted in 1989

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and noted that as contracting for facilities and services for the 2025 International Convention moves forward, this is the policy that will be followed. The policy reads: “Whenever a discount or subsidy is that which would be offered to any other organization of similar size requiring a purchased service or product of similar character and magnitude, for example, convention rates at hotels, it may be accepted. Whenever a discount or subsidy is partly or in total offered because we are Alcoholics Anonymous, it must be declined.”

2025 International Convention Souvenir Book: The committee reviewed and accepted a preliminary concept for the 2025 International Convention Souvenir Book, presented by David R., GSO publishing director. The committee also discussed the suggested option of a souvenir bag and requested that David R. consult with the Convention consultant as it relates to Stadium guidelines (i.e., stadium entrance restrictions), and report back to the committee at a future meeting for additional discussion.

Discuss options for closing the Big Meeting at the International Convention: The committee discussed the background, notably the following:

- Committee Consideration from the 2023 Conference Committee on International Conventions/Regional Forums stated in part “the consensus of the committee was that we should keep with the current practice of closing the Big Meetings at the International Convention wherein the chair has the choice of closing the meeting with either the Lord’s Prayer, the Serenity Prayer or the Responsibility Statement.”
- After the Conference committee’s report out to the Conference, a floor action was brought forward stating: “The options for closing the Big Meeting at the International Convention be the Serenity Prayer or the Responsibility Statement.”
- Because the Conference ran out of time for substantive discussion on the floor action, a motion passed to recommit this item to the Trustees’ Committee on International Convention/Regional Forums.

Considering the foregoing, the committee agreed to forward the item to the 2024 Conference Committee on International Conventions/Regional Forums for further discussion. The committee requested that in addition to the background provided to the 2023 Conference Committee on International Conventions/Regional Forums, the staff secretary provide in the notes the actions taken by the General Service Conference body.

2025 International Convention Volunteer Welcome Committee Chair: The committee recommended to the General Service Board that Trish L. serve as the local Volunteer Welcome Committee chair for the 2025 International Convention.

Trustees’ Literature Committee

Review progress report regarding the pamphlet “A.A. for the Black and African-American Alcoholic”: The committee reviewed a progress report that included a draft of the updated pamphlet with the new title “Black in A.A. Experience, Strength and Hope.” The committee noted that efforts are underway to

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seek local input on the history of the Canadian A.A. black community to complete the introduction in the updated pamphlet. The committee looks forward to a revised draft or progress report at the October 2023 meeting.

Review progress report regarding the pamphlet "A.A. for the Native North American": The committee reviewed a progress report and the work to date on call for stories, story selection and working group service position search. The committee looks forward to reviewing a progress report at the October 2023 meeting.

Review progress report regarding development of a Fifth Edition of the book Alcoholics Anonymous: The committee reviewed a progress report regarding development of a Fifth Edition of the book Alcoholics Anonymous. The committee discussed concerns related to the management of the substantial number of stories submitted by the Fellowship and the involvement of additional readers to streamline the reading process. The committee agreed to establish a reading working group composed of members from the Fellowship selected by the committee. The committee also agreed that working group members be required to sign a non-disclosure agreement to protect the integrity of the publishing process. The committee chair asked John W., chair of the subcommittee to draft a scope of work for the working group. The committee looks forward to reviewing a progress report at the October 2023 meeting.

Discuss the development of the pamphlet "The Twelve Concepts Illustrated" in video animation format: The committee discussed the 2023 Conference Committee on Trustees consideration regarding the adaptation of a video animation of the pamphlet "The Twelve Concepts Illustrated" published by the General Service Board of A.A. Great Britain. The committee requested that the Publishing department explore options for revising and adapting the existing video animation of the pamphlet. The committee also requested that the Publishing department forward a request to the A.A. Great Britain G.S.O. Board to share assets and contact information for the production animation company that developed the existing animated version of the pamphlet.

The committee discussed the 2023 Advisory Action regarding the development of an animated version of the pamphlet "Too Young." The committee requested that the Publishing department provide an overall estimate of different variations of the animation video of the pamphlet "Too Young" with a cost not higher than \$70,000 and to provide a budget for the development of the entire content of the pamphlet in animated version to be presented at the October 2023 meeting.

The committee discussed the 2023 Conference Committee on Trustees consideration to seek Fellowship input regarding changes to Bill's writings. The committee considered a suggestion to forward questions related to changes to Bill's writings to Conference delegates and regional trustees to allow local sharing sessions and engagement from the Fellowship. The committee noted that the questions suggested by the 2023 Committee Consideration should reflect a diversity of perspectives. The committee looked forward to continuing the discussion at their interim meeting prior to the October 2023 meeting.

The committee discussed the 2023 Conference Committee on Trustees consideration regarding inclusion of accessibility language related to working with alcoholics in the pamphlet "Questions & Answers on Sponsorship." The committee chair asked committee member, Vera F., Teddy B., and

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Appointed Committee Member, Gerry R., along with accessibilities and current Literature's G.S.O. staff to help develop appropriate draft language that addresses the challenges of alcoholics with experiences of racism and trauma when working with sponsors. The committee looks forward to reviewing a progress report at the October 2023 meeting.

Discuss the draft pamphlet based in A.A.' 3 Legacies: The committee discussed the 2023 Advisory Action and noted that service material revisions and updates are under the purview of the GSO Group Services assignment and that a memo has been forwarded to the GSO Group Services assignment's staff member.

Trustees Nominating Committee

The secretary presented the reforecast 2023 trustees' nominating committee budget. Travel expenses of \$7,883 for General Service Board candidates to interview in New York City were added to the original budget of \$1,000 for office materials. The report was accepted and the reforecast budget 3.0 will be forwarded to the trustees' Finance and Budgetary Committee.

A robust discussion followed regarding the use of a consultant for the General Service Board chair search. WittKiefer, Inc. was contracted by AAWS, Inc. for the 2021 General Manager search and was mentioned as a potential firm to contact. Discussion focused on defining the scope of work, including the possible use of the consultant to interview candidates, to determine final cost.

The committee recommended to the General Service Board to approve an increase, not to exceed \$15,000, in the 2023 trustees' Nominating Committee budget to contract a consultant for the 2024 General Service Board chair search.

The committee recommended to the General Service Board that Cesar F. from San Juan Capistrano, California be appointed as ACM for the Trustees' Literature Committee for one year term starting in August 2023.

Procedure No. 14 – For Selection of Chairperson of the General Service Board – The committee previously conducted virtual interviews of candidates for 2024 General Service Board chair. After careful and prayerful consideration, the committee agreed to forward three candidates to the General Service Board to be interviewed in October.

Trustees' Public Information Committee

The committee discussed the potential impact of requests for international meeting support through the app. It was noted that the Japanese translation of the Meeting Guide App interface was conducted as a pilot only. A philosophical conversation was held about this type of request possibly setting a precedent for other GSOs outside the U.S./Canada requesting similar translation or support. Finally, there was a question about whether AAWS would consider licensing the app for use by other structures. The committee looks forward to a progress report at the October 2023 meeting.

The committee discussed performing a pilot study of collecting convenience samples using the same questions used in the 2022 AA membership survey and the 1) AA website, 2) AA Meeting Guide App

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and agreed to move forward with the project. It was noted that a benefit of performing convenience sampling is to objectively determine the comparability of these different survey methodologies. The projected expense for this convenience sample project is \$8,000. The committee looks forward to a progress report at the October 2023 meeting.

The committee discussed that the material, "A.A. at a Glance" is outdated. In addition, the committee requested the staff secretary compare existing A.A. material to ensure that messaging in "A.A. at a Glance" is not duplicated in other A.A. content. The committee requested the staff secretary move forward with the update and provide a progress report to the October 2023 meeting.

The committee discussed that the material, "A Message to Teenagers" is outdated. In addition, the committee requested the staff secretary to develop a method to gather input from young people about how to best update this material. The committee requested the staff secretary move forward with the update and provide a progress report to the October 2023 meeting.

The committee agreed that the draft content of "Speaking at Non-A.A. Meetings" is ready to be sent to Publishing and requested a final update to the graphic treatment of the cover reflecting a new look with a professional feel. The committee looks forward to a progress report or draft at the October 2023 meeting.

The committee discussed the progress report on the request "to create a new form of communication" to address anonymity on social media. The chair requested the staff secretary send a communication to the trustees' PI Committee members requesting their input on how to update the current draft survey. An updated survey will be provided for review at the October 2023 meeting.

The committee approved the Young People's Video Project proposal to develop anonymity-protected content during the 2023 ICYPAA using the current untapped 2023 approved budget that is not to exceed \$10k. The committee understands that two staff members are planning to be in attendance to facilitate the filmed content creation. The committee also agreed that the staff secretary should move forward with the following 2023 committee considerations.

- Expand the submission timeframe to include fifteen second minimum up to three minute maximum for videos submitted by members.
- Clarify that we are seeking user generated content video submissions from young members creatively carrying a message to other young people. Focus is requested to be on the experience of getting sober young and to reflect the diversity of the Fellowship. The committee is seeking shared experiences that will relate to the "young" alcoholic who has yet to come to A.A.
- Review the two submissions to determine if we can make additional edits to tighten the message in the framework of what it was like, what happened and what it is like now, focusing on the key messages that have an impact and identification.
- Provide communication to all delegates with the goal of producing excitement and engagement for the Young People's Video project for the members in their local areas. The committee looks forward to a progress report at the October 2023 meeting.

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AA GRAPEVINE

The Grapevine Board met on June 24, 2023, for orientation and board meeting. We welcome Morgan B. as a Non-Trustee Director, Teddy W., as a Non-Trustee Director, and Joyce S. as a Trustee Director. At the orientation presentations were made on the following: An overview of the AA Grapevine, Inc., including staffing, editorial and various AAGV, Inc. books and products, vendor partnerships and roles and responsibilities of trustees and non-trustee directors.

Nominating and Governance:

The chair reported that the committee met virtually on June 5, 2023. The meeting's primary goal was to begin recruiting for the Non-Trustee Director position currently held by Cindy F., whose term ends in April 2024. The committee reviewed and made minor administrative changes to the recruitment letter, which will be in Box 459 and will be available in August 2023. The Director resume form and Non-Trustee vacancy were sent for distribution to the AAGV website, AAWS website, and Meeting Guide App. A link to the announcement will also appear in the August GV News (release on July 15), September GV News (release on August 15), and September/October LV News (release on August 15).

All documents will be in the three official languages. The deadline for resumes is Friday, September 15, 2023. The committee will review and start interviewing 5 candidates after which 3 will be chosen for interviews. We anticipate making our decision by the October board meeting. As of July 27th 2023, 11 resumes have been received.

Ad hoc App Roll Out: The chair reported the committee had not met but has been in close contact with the Publisher for the app development. The App roll out will take place at ICYPAA (San Francisco, CA) and the US and Canada Hispanic Convention (Seattle, WA) both on September 1 – 4, 2023. The Ad hoc committee Chair, Publisher and Director of Operations will be meeting with the ICYPAA Grapevine team to discuss further details. The LV editor and AAGVB Chair will be working with the US and Canada Hispanic Convention host committee to finalize details of participation.

Ad hoc 2025 Convention: Plans are underway to schedule a meeting to discuss commemorative item and develop a list of asks to present to the GSO International Convention desk.

Management report: The Publisher reported the following:

- ICYPAA email blasted announcement to their list with app survey invite prominently displayed; survey vendor collecting data so we can use feedback in apps and marketing efforts.
- Grapevine, web developer and fulfillment house shoring up subscription and product ordering automation; coordinating efforts between app vendor, web vendor and fulfillment house, for smooth transitions of current digital customers to app.
- App subscription's plan is for three subscription types:

	Monthly subscription	Annual subscription
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GV DIGITAL Subscription. Includes the app and full access to the GV website	\$2.99	\$28.97
GV PRINT Subscription. Paper magazine only		\$28.97
GV COMPLETE Subscription. Includes the app, full access to the GV website and paper magazine		\$54.00
	Bimonthly subscription	Annual subscription
LV DIGITAL. Subscription. Includes the app and full access to the LV website	\$2.99	\$14.45
LV PRINT Subscription. Paper magazine only		\$14.45
LV COMPLETE. Subscription. Includes the app, full access to the GV website and paper magazine		\$27.00

- GV Office will meet with Area Chairs for a follow up with the app in the middle of September.
- GV Publisher and Ingram have performed an inventory review and we will hold 12 months of inventory across most titles will results in a roughly \$100k non-cash charge for inventory write down.
- Book Price increase started on January 1, 2023.
- Spring book is an updated version of *The Home Group: Heartbeat of AA*, with new stories, including stories about going online during pandemic.
- The Fall book is a Spanish translation of *Prayer and Meditation*; Ingram inventory reduction plan sent to Grapevine Board for feedback at board meeting.
- Podcast: Over 530,000 downloads.
- Developing ideas for new story-based podcasts for Grapevine and La Viña.
- Instagram: Grapevine 10,600 followers, 835 non-followers reached in last 30 days. La Viña 1,351 followers, 277 non-followers reached in last 30 days.
- YouTube: 11,000 subscribers, 107 videos with 157,222 views.
- Grapevine and La Viña News appearing monthly on the Meeting Guide App.
- App stories to be in Grapevine and La Viña magazines and on the Grapevine's podcast; GV.
- Staff will participate with GSO on outing to Rye Playland on August 17
- Publisher active on the GSO Senior Management team, the Intergroup Central Office team, advisor to Trustees Ad Hoc on Intellectual Property, Retirement Committee, and Location Plus ad hoc committee; Director of Operations working with GSO translation and licensing to stay updated on AAGV requests.
- Grapevine Area Chair Workshop held on June 29 with good attendance.
- GV Customer Relations and new fulfillment house Customer Service relationship is productive.
- Fulfillment house and warehouse importing of store orders set-up complete; online store updates ongoing.
- Carry the Message certificates processed to date: 1,137.

- Grapevine magazines currently in production and on schedule:

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- SEPT— Young & Sober & New GV/LV Apps!—done, printing.
- OCT—Mid-Sobriety Challenges—proofing.
- NOV—Gratitude—stories edited, art meeting.
- DEC—Remote Communities & Holiday Stories—stories being edited.
- JAN—Emotional Sobriety—stories being selected.
- *Our Twelve Steps*—New Spring Book— a brand-new collection of stories from AA members about the joys and challenges of working the program’s Twelve Steps of recovery.
- 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.
- Publishing more AA News and interviews with Class A & B Trustees and important AA announcements (working closely with GSO staff desks).
- 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 –Spanish-Language version up on LV website.
- 2024 Editorial Calendar available.
- Constant update on all product descriptions to improve metadata; early work is being done on 2025 International Convention product.

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Web Report: The Digital Publishing manager reported monthly web traffic in the 2nd quarter averaged 104, 356 new visitors; 8,151 returning visitors and 283,343 page views. The Digital team has built 11 UTM codes to help track website traffic. Reviewing 30+ interactions/comments/feedback from App testing. Investigating upgrade for website hosting performance to serve additional traffic.

Thank you for your service and reaching the still suffering alcoholic. Please contact me with any questions/ comments or suggestions.

Yours In Love and Service
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