



Minutes: Board of Trustees
November 12, 2020
4:30 CT p.m.

1. Call to order/Serenity Prayer - Scott
Present: Derita, John, Paul, Scott, Kelsey, Bezhad, Elaine
2. Approval of Sept 10 meeting minutes* - Scott
Motion to approve by Kelsey, seconded by John. Unanimous approval
3. Approval of Sept 25 Board workshop minutes* - Scott
Motion to approve by John, seconded by Paul. Unanimous approval
4. Communications cmt - Colleen
 - a. Standards/expectations for editing writings for EA*
Colleen and Elaine wrote up guidelines as information for the membership to encourage more submissions. They will be posted on the website and communicated to the membership.
 - b. New plan for approving new materials. *Colleen and Elaine are working on finding a system to move materials through the approval process. Elaine/Colleen will send an email with details. Kelsey is willing to teach people how to use google docs for editings.*
5. Chat meeting update - Scott
Scott is having conversations with chat moderators -they are functioning and there are no/few complaints.
6. Changing the time of the monthly meetings and method - Scott
Elaine will send out a survey to find a time/date that works for everyone. Colleen will check to see if others can be administrators on GTM for our meetings.
7. Outcomes evaluation effort - Paul
Paul reached out to a professor at Loyola who does outcome studies for nonprofits to do some research on the efficacy of EA programs. She came back with a proposal (see attached). Scott didn't think it violates any tradition around anonymity. Kelsey suggested we try to focus on members who have been with the program for a few years. Paul thinks the biggest challenge will be to find volunteers to participate. Elaine thinks it will be very helpful to present to healthcare providers. We will communicate the opportunity to get involved in all the 'usual' ways. This will both provide data to healthcare providers as well as to the general public. Paul's foundation would cover the costs of the study.
8. Financial report** - Paul
YTD basis for September financials show improvements in our sales and contributions and expenses are down. Things are looking encouraging. We believe that individual contributions may be up because people are giving separately online instead of through group meetings.
9. 50th Anniversary plans - Paul

Paul wants to spearhead some efforts to celebrate the anniversary. Greta also is interested in helping. We put some information out to encourage people to get involved but haven't heard much back yet. Board ideas should be sent to Paul.

10. International licenses for materials - 3% royalty - Paul
 - a.) are we increasing it
 - b.) what do we think it should be ultimately
 - c.) If increased, in one move or over 3-5 years

Australia wants to publish their own materials in English but the difference between sales and royalties came up. Paul suggests a royalty of closer to 10%, gradually increased over a few years. Elaine pointed out the need to enforce the copyright as well. A proposal will be created for the next meeting with a plan for raising royalties and find ways to communicate with the membership that copying the materials is illegal if they don't pay for it. We can't control others but we can control our message. Scott will work on the communications. Paul will work on the royalty piece.
11. Insurance update - Paul
Paul had our insurance requoted and we will save about \$1,100/year going forward.
12. Sponsorship/solution for people who want - Paul
sponsors to be matched with locally. Possibility of setting up an area of the website for people to volunteer to be sponsors and others to seek remote sponsors?
Haven't done any work on this yet - it would be nice to have a place on the website for matching sponsors up. Scott will send some information about sponsorship and Elaine will figure out how to communicate it with the membership. Colleen suggested that we need very clear definitions/tutorials about what it means to be a sponsor.
13. Revisit water bottles for sale? - Elaine
Could put "established 1971" on the bottle. Slogans would be on the bottle. Elaine is going to order them.
14. Member request (Leigh from Australia)*
Leigh participates in the Apple Valley meeting. Elaine will get back to him to ask to use it. They could be posted on our apps. Re: the video - the board could put a video together on sponsorship and meetings in general. These would be testimonies, not speaking on behalf of the organization. Colleen suggested creating some 'hacks' like 'how to get into EA.'" Kelsey would like to help - Elaine and Kelsey will talk about how to move this forward. These would be positioned as personal stories, not as spokespeople for EAI.

*See further detail on next pages.

**Documents will be separately via email

Guidelines for Writing for ESH and Newsletter

Thank you for offering to share your story and message with our Fellowship. When writing for EA publications and emails, you want to understand the focus of each piece, the guidelines for length and the estimated deadline, as well as any special considerations to keep in mind and the contact person for submitting your draft. You can refer to the table below for helpful information.

Also, it's important to ensure accuracy and readability by making sure your draft doesn't have any serious structure or grammar errors or misspellings, and that the tone of your writing is in keeping with the purpose of the piece. You will want to avoid colloquialisms, acronyms, and uniquely English phrases or references, and carefully consider your use of humor.

Finally, please note the Emotions Anonymous International has final review and approval of all EA writings. EAI can edit materials for length, spelling, grammar, style and tone so they are appropriate to include in EA publications.

Here are more tips from the [Harvard Writing Center](#). In brief, you will strive to write active sentences ("I did this" instead of "this was done"); have a logical structure and flow (such as keeping similar thoughts together in one paragraph); be careful about using dashes, hyphens, colons and parentheses, which can interfere with readability, and always use the Spelling & Grammar feature in Word to spellcheck your work. One way to double-check accuracy is to cut and paste your draft in this [free Grammar Check site](#). Click on the underlined references to look at options for correcting any errors.

Following these guidelines will help you produce written pieces that are clear and compelling for all EA members to enjoy! All reflections/articles can be submitted by email to Elaine at director@emotionsanonymous.org. Please include your permission to use your writing as EAI sees fit. Material submitted will be saved and used when appropriate.

Type of Article	Focus	Suggested Length	Where published
Front page newsletter article	Reflection on something pertinent to the current month - ie Nov - gratitude month, October - Annual Membership meeting recap	700 words	Monthly - Strength & Hope newsletter

Quick Tip of Month	Easy action ideas to encourage serenity	30 words	Monthly – Strength & Hope newsletter
EA Reflection	Any subject	Typically about 100 words but can be up to 500.	Monthly – Strength & Hope newsletter
Promise for the Month	<u>Reflection on a particular promise</u>	1-2 sentences	website
ESH	Reflection on current subject (past included JFTs, Health Meetings, Gratitude). Focus changes every 12 weeks.	4-5 sentences	email

#15: Member request (Leigh from Australia leighblashki@bigpond.com)

1. Have you considered producing a short introductory video (about 5 minutes) that provides an outline of the benefits of EA and a simple, secular explanation of how meetings work? It could include 2-3 people briefly saying how they have been helped (if there are some who are prepared to do this - I know I would) or someone from the Board. A video would provide a more engaging way to introduce people to EA, than the current pamphlet does.
2. My idea is to offer a slightly different meeting. In my (volunteer) work as a meditation teacher and mentor, I have recognized the need to support EA members with some regular guided meditation. I would see this new Zoom-based, weekly meeting as have only a couple of readings at the beginning, followed by a 25-30 minute guided meditation (tailored to 12-step programs – example at: <https://vimeo.com/461827122>) and then about 20 minutes for sharing. (an hour in total).
3. I also understand the importance of non-affiliation as one of our Traditions. The main reason the recording is shared on the iRest Vimeo is that I don't have a Vimeo account that allows for me to make it publicly available. However raising this issue got me thinking that perhaps EAI could consider having a page on its website for 'other resources', on which various books and recordings etc could be listed (after being vetted by the Board for suitability). At Zoom meetings members often mention a helpful book they had read or useful recording/video they had listened

to. Having such resources simply listed on a page, without any active promotion may be a useful support for members.