



PUBLIC INFORMATION Subcommittee Quarterly Report Panel 69 June 2019

PI Subcommittee Members

David M. – PI Chair, DCM District 56
Joe G. – DCM District 61
John R. – DCM District 49
John S. – DCM District 67

Leah S. – PI Secretary, DCM District 65
Pete B. – Advisor, OAL for Area 59
Will U. – DCM District 23

Subcommittee Meetings:

- March 10, 2019 – prior to Q2 Area Meeting
- April 2, 2019 (telephone conference)
- May 7, 2019 (telephone conference)
- June 9, 2019 – prior to Q3 Area Meeting

Summary of Subcommittee Activities:

- Received, reviewed, and posted all March quarterly reports to the Area website
- Minor website corrections and outdated information were referred to Webservant and corrected
- Continued discussion on organization of web site for the purpose of developing communication plan to help members better utilize the area web site.
 - Discussed and drafted a survey to assess membership use of, and feedback, on website.
 - Received Google Analytics summary from Webservant
- Voted/approved motion for Area 59 consideration at the next quarterly meeting to purchase (subscribe to) an email system/service to improve Area 59 communication with the membership:
 - Proposed motion: That Area 59 create an email newsletter communication system by subscribing/purchasing the software application “Mail Chimp” in order to better communicate with all GSRs, DCMs, Area Officers, registered homegroups, and individual members and who wish to opt in.
 - The Committee considered three email services (iContact, Mail Chimp and Constant Contact). Generally, all have the same basic features, as far as emailing goes. Cost estimate is in the \$20-30 per month range. Mail Chimp has a discount of 15% for non-profits. Different providers offer different features and options outside of emailing that we would most likely not have any need for. The committee agreed to propose that Area 59 use Mail Chimp’s less expensive option given the intended use in Area 59 (simple communication with the membership and not marketing and business development). The monthly \$20-30 figure uses the “Essentials” package which includes the ability to remove the Mail Chimp logo on emails. (The free version does not.)
- Reviewed PSAs from our Fellowship in Australia; in future subcommittee meetings will draft feedback and recommendation to Area Officers on use of, or developing, similar PSAs for US/Canada
- Subcommittee was/will be represented at the following events:
 - March 10; District 23, Quarterly Area 59 Committee Meeting
 - March 16; District 56 Workshop “Gratitude in Action”

- April 27; District 34 Workshop “Steps, Traditions, Concepts”
- April 27; District 40 Workshop “Service”
- April 28; District 23, “Unity Meet and Greet”
- May 4; District 36, Pre-Conference Sharing Session
- May 25; Pocono Intergroup Workshop
- June 8; Mini-Assembly/Delegates Conference Report I
- June 9; Quarterly Area 59 Committee Meeting

Respectfully Submitted,

David M. – DCM District 56 – Public Information Chair