

# Area 31 PI Committee

Meeting Notes - March 11, 2025

PI Chair: Brian W

PI Co-chair: John F

## Opening

Serenity Prayer

Tradition 3 was read by Dawn

Concept 3 was read by Jay

**Attendees:** 13 total including 7 members in person, 4 online, and 2 visitors

**Secretary report** was read (see last month's notes). Motion was made to accept. Motion was seconded and report accepted.

## Secretary

John F agreed to continue as secretary.

## Old Business

**1) Areas of focus and goals for the committee in 2025** (p.6 in PI workbook) reviewed by Brian.

At the February meeting each person was tasked with coming up with projects they would like to see the committee take on in 2025. Progress on these ideas was presented:

- Doug reported he has begun compiling a list of contacts for recovery houses
- Wayne got a contact at WAQY in East Longmeadow. Next he will send a formatted letter outlining our plan for a radio show. It was suggested he use a template from the PI Handbook for this letter. Brian mentioned having draft letters from the national PI committee. It was mentioned that prerecorded PSA spots are available from aa.org. Brian mentioned that there is a radio station in Great Barrington that is looking to air more PSAs. John suggested going back through the Area 31 PI committee meeting minutes archives to find examples of previous radio-related project activity. Wayne also made contact with someone at 99.7FM and is awaiting a reply.

- Dawn reported back on her research related to social media outreach. She learned that promoting a URL in Google Search results is very expensive. The expense may not be worth any potential results.
- Melissa reported on activity making contacts at Westfield State. She reported making contact with the outreach counselor at their counseling center. It was suggested she could use boilerplate wording from the PI Handbook for advice on how to proceed.
- Adam reported that he has made progress on booking a commitment at HRHS. Along with Haus, Adam has been doing outreach to a contact at Student Life at UMass Amherst. He has their contact information and is discussing possible projects through that office.
- John reported he compiled the minutes from our last meeting and attended NERAASA. He has plans to assemble a list of police department websites in Area 31 and assess them for any recovery-related content.
- Jay poled his home group and reported they are very supportive of the ideas of wallet cards and school commitments. He stated they have up to 20 members who would be willing to help with cards and attend commitments.
- Sarah stated she is still getting oriented to PI work and is eager to learn more.
- Brian reported that the Roundup is coming up. The PI Committee will chair a speaker commitment on Friday, June 6 at 7pm in coordination with an AI-Anon member. Jay volunteered to chair this commitment and find a speaker.
- Brian reported back from his experience attending NERAASA. He stated that links to the panels are available. The PI Roundtables were an inspiring source of PI projects being undertaken by other committees in the northeast region.
- Brian presented printed materials he created based on our committee goals. The foundation of the materials was taken directly from content on aa.org. He presented prototypes of flyers, bookmarks, and business cards. The items include a QR code linking to the Meeting Guide app. It was mentioned that for a reasonable price data can be linked to the QR code to track details on engagement.

- There was discussion on what the best URL link for the QR code would be. Top choices were the Meeting Guide app, westernmassaa.org, and the area31.org home page. Adam suggested that for printed materials focused on young people a QR code linking to AA youth videos on YouTube may be effective.
- Brian reviewed potential costs for the printed materials. Bookmarks could be as low as \$32 per 1,000 items. Business cards were \$8.50 per 100 items. Postcards were \$17.50 per 100 items.
- Caren expressed concern that the content of printed materials should be cleared through GSO before going to print.

## **2) PI Google Drive**

- Brian stated that he has added contact information for various organizations to the committee Google Drive, including high schools, colleges, and health centers.

## **3) PI Commitment Preparation**

- Bruce mentioned he has 3 commitments prepared to be booked.
- Brian as Chair and John as Co-chair will remain available for information and support between monthly committee meetings.

## **4) Area Information**

- 1) Spring Assembly March 29-30 in South Deerfield, MA at Holy Family Church
- 2) Roundup; June 6-8, 2025, Pittsfield, Admission \$30, Banquet \$35.
- 3) Grapevine Winter Creators Party, April 5, 5-8pm in Hadley (also available virtually)
- 4) Golf Tournament upcoming. See Area 31 website for details
- 5) State Convention planning meeting is looking for participants. Meets the 1st Tuesday of every month
- 6) New AA podcast "Our Primary Purpose" now available. Grapevine also has a podcast.
- 7) MSCYPAA: Hosting event August 15-17 in Springfield
- 8) Concepts meeting every 1st Thursday at 7pm at Carew St., South Hadley

## **New Business**

- No new business

Closed with the Responsibility Pledge.

**Links:**

Area 31 Events: <https://area31aa.org/>

PI Workbook: [https://www.aa.org/sites/default/files/literature/M-27i\\_PubInfWorkbk.pdf](https://www.aa.org/sites/default/files/literature/M-27i_PubInfWorkbk.pdf)

\*Link to Area 31 PI Google Drive not posted as these minutes are available to the public on the Area 31 Website.

**Next meeting:** Tuesday, April 8, 2025