

Area 31 PI Committee

Meeting Notes - June 10, 2025

PI Chair: Brian W

PI Co-chair: John F

Opening

Serenity Prayer

Tradition 6 was read by Adam

Concept 6 was read by Caren

Attendees: 7 total including 5 members in person, 1 online, and 1 visitors

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

Old Business

Areas of focus and goals for the committee in 2025 (p.6 in PI workbook)

Each person provided updates on projects they would like to see the committee complete in 2025. Progress on these ideas was presented:

- Sarah reported she has continued research and outreach on bringing the message to people in senior living and elder daycare settings. She has been using information in the PI manual to draft a letter to send to senior living facilities and senior centers. Brian offered to meet with Sarah before next meeting to form an action plan to take the project to the next level.
- John reported he focused on duties as co-chair and secretary for the committee. He compiled the meetings from the May meeting He has continued reading through the Service Manual to become more familiar with AA service structure and roles.

John reported he has made limited progress on his project to compile a list of Area police department websites and assess their recovery-related content. Brian offered to share strategies that worked for a similar project in the past in the Berkshires.

- It was mentioned that in the past Chief Fox in Enfield, CT has been receptive to working with outside organizations to provide non-judgmental recovery information to

the public. The idea of a “Stay Out of Jail Free” card to be shared by police officers was raised as an idea that could be developed.

- Adam reported that he has still yet to receive any reply from his outreach to his Student Life contact at GCC. He stated summer is a slow time at campuses but could be a good time for outreach before the next school year.
- Brian reported on ongoing projects:
 - Brian reached out to Tracy at the Big E about a PI booth at the Big E. No reply yet.
 - Brian reported that 97.7FM in Great Barrington has continued airing a rotation of 3 English and 1 Spanish AA PSAs. We have been invited to develop new PSAs and/or add our own tag or intro to the existing PSAs. There is also the possibility to develop a regular radio program at the station. It was suggested we check in with the area committee to ensure content for new PSAs and any radio program are consistent with organizational ideals and goals.
 - Brian presented a new batch of 100 post cards and 100 business cards to use in our outreach to the public, 50 of each item were printed with QR codes specific for the population in the Berkshires.
 - Brian provided a mid-year budget update. Of our total 2025 budget of \$600, \$246.63 has been spent on the printed materials and 6 Big Books. Our remaining budget for this year is \$353.37.
 - Brian provided an update on library outreach. He suspects that at the council/regional library network-level there is a method for distributing materials throughout a library system. He referred to a recent article in the Box 459 newsletter that described an effective library outreach PI project.
 - Brian reported that Jay successfully brought a speaker to the Area Roundup and the event was well-received by attendees.

4) Area Information

- 1) International Convention in Vancouver will be happening from July 3-6, 2025. Area 31 will host a hospitality area and the organizers are open to volunteers to help staff this area.

- 2) State Convention planning meeting is looking for participants. Meets the last Tuesday of every other month. State convention will be November 14-16 in Marlboro, MA.
- 3) Fall Assembly will be held October 18-19 at 300 Appleton Street in Holyoke. The business meeting will be on Sunday 10/19 where new Area officers will be elected.
- 4) MSCYPAA: Hosting event August 15-17 in Springfield
- 5) Concepts meeting every 1st Thursday at 7pm at Carew St., South Hadley
- 6) July 19: Berkshire Intergroup workshop with food
- 7) August 17: Intergroup picnic 11m-5pm
- 8) Northeast Regional Forum "AA Comes to You", Dec 5-7 in Providence, RI at the Omni hotel. No Fee.

New Business

- Caren shared a copy of the publication Business West Book of Lists (available to view at businesswest.com). This publication contains a list of local events and businesses that could be used as a resource for targeted PI outreach. Brian suggested we coordinate with the CPC committee to explore this opportunity.
- Brian showed copies of a prototype for a printed bookmark targeted at a youth audience. He stated that when a design is approved we can print 500 for \$75.

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

*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, July 8, 2025