

**Minutes of the Special AWSC Oct. 23, 2011 AWSC
held at St Vincent's Hospital, Harrison, NY 10528**

OPENING: Chairperson, Fran M. opened with a moment of silence followed by the Serenity Prayer at 1:00 PM.

CONCEPTS AND PAGE OF THE DAY: Marlene read the 12 Concepts and Diane read the page of the day from the *Courage to Change*.

INTRODUCTION OF THOSE PRESENT: All attendees introduced themselves.

Area Motions:

To start the Nov. 5th Assembly one hour early, at 12 noon with sign in at 11:00 AM.

MOTION 51C/10/01: Made by Michelle seconded by Ann.

Vote: yes-15, no-1, Abs-0. **Motion passes**

To change the date of the Proposed April Assembly date from Mar. 31 to Sat. Mar 24th.

MOTION 51C/10/02: Made by Marlene, seconded by Diane.

Vote: yes-15, no-1, Abs-0. **Motion passes**

FOCUS OF MEETING – DISCOVERY 2011 & FUTURE DISCOVERY CONVENTIONS

Judy H., Chairperson of Discovery 2011, gave a detailed report on “What Happened” below:

Background

I became Discovery 2011 Coordinator in September 2010, later than usual. The election typically takes place at the June Assembly.

We did not have a transition meeting with the Discovery 2010 Committee.

Contract has been structured in a very similar way for the last few years.

Last year’s committee recommended to try to use less meeting space to keep cost down.

Sabrina and I had figured out that we could give up 3 or 4 meeting rooms.

We met with Gladys Arango from the Marriott in person on 2 occasions. At the second meeting , since we need separate rooms for Spanish AI-Anon, AA, Spanish AA and Alateen, Gladys said it wasn’t worth giving up the meeting space.

After that second meeting, we were directed by the Marriott to speak to Erin Sandiford in Massachusetts.

All further negotiations were done over the phone. It was difficult for me to talk to her during the day because I could only talk to her on my lunch hour. Sabrina spoke to her on quite a few occasions during the day. We also had an evening conference call with Erin, Sabrina, Fran and me before we signed the contract.

I was concerned about signing the contract, a legal document, but I was assured at the AWSC meeting in January 2011 that the Area would back me up and pay if the Convention did not pay for itself.

Current Year-changes to contract -

• **What Marriott wanted**

- \$36,500 paid before the Convention - \$1,000 at signing of contract with monthly payments beginning in March, semi-monthly payments in June and July and the estimated balance paid on 8/4/11
- 240-262 room nights-Complimentary meeting room space, 239-200 room nights \$5,000
- Cost of breakfast went up \$0.50, Cost of dinner went up \$1.00
- Cost of room went up

- Concede some meeting space
- **What we negotiated**
 - \$15,500 paid before the Convention in two deposits ,paid ten days before Event and 5 days before Event and \$20,000 on Sat. night, balance to be paid 7 days after departure
 - 221-262 room nights – Complimentary meeting room space, 220-200 room nights - \$5,000
 - No change in amount of meeting room space

TERMS OF SIGNED CONTRACT

ROOMS-

- Flat price per room night, not based on occupancy
- Room cost \$121 per night, (from 1-4 people in a room)
- Convention rate applied to Thurs. Fri. Sat and Sun. nights

Function Rooms - Meeting space-cost is on a sliding scale

- 221-260 room nights-Complimentary
- 200-220 room nights-\$5,000
- 199-175 room nights-\$7,500
- Less than 175 room nights - \$10,000

Catering

Food and Beverage of \$20,000 (Agreed Event F&B Revenue)

- Breakfast \$17.50
- Banquet \$43.00
- Attrition- If less than \$20,000, we pay 45% of the difference between Agreed Event Budget and the actual Event food
- All meeting room, food and beverage, and related services are subject to applicable service charge (currently 22%) in effect on the date of the event.
- Related services in this case was microphones and VCR player for Lois’s movies

Pricing of Discovery 2011

Rates Per	Reg	Breakfast	Banquet	22%	Room	Total Cost	Early	Regular
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Person				Svc. Charge	Per Person		Bird Price	Price
Registration	\$20 or \$25	-	-	-	-	\$20 or \$25	\$20	\$25
Registration & Banquet	\$20 or \$25	-	\$43	\$9.46	-	\$72.46 or \$77.46	\$75	\$95
Registration, Meals and Banquet	\$20 or \$25	\$35	\$43	\$17.16	-	\$115.16 or \$120.16	\$105	\$125
Quadruple	\$20 or \$25	\$35	\$43	\$17.16	\$60.5	\$175.66 or \$180.66	\$190	\$210
Triple	\$20 or \$25	\$35	\$43	\$17.16	\$80.67	\$195.83 or \$200.83	\$205	\$225
Double	\$20 or \$25	\$35	\$43	\$17.16	\$121	\$236.16 or \$241.16	\$245	\$265
Single	\$20 or \$25	\$35	\$43	\$17.16	\$242	\$357.16	\$355	\$375

2011 Committee

Stayed on budget

Ordered only as much as what sold last year

All raffle prizes were donated

Marriott Bill

Charges:

Room	\$24,321	(201 room nights at \$121)
Catering	\$6,300	(360 breakfasts at \$17.50)
	\$8,170	(190 banquet dinners at \$43)
	\$2,488.50	(\$20,000-\$14,470=\$5,530 x 45%)
	\$280	(4 microphones at \$70 each)
	\$185	(rental of VCR)
	\$5,000	(cost of meeting space)
	<u>\$4,385.70</u>	(22% of all items above, except \$2,488.50)
Catering Total	\$26,809.20	
Tax	\$4,500.93	
Miscellaneous Credits	(4,500.93)	
Subtotal Charges		\$51,130.20
Payments		
Advance Deposit	\$15,500	
Cash paid at Convention	\$20,117.11	
Subtotal Payments	\$35,617.11	
Total Amount Due		\$15,513.09
Balance in Discovery 2011 acct		\$12,003.09
Check Requested from Area		\$3,510.00

Fran and I went to the Marriott and spoke to Jesse Segura, to negotiate the balance. We wanted to see if they would waive the charge for the meeting space. If they could not do that, could we pay for 20 room nights, so we could reach the threshold for the sliding scale that made the meeting space complimentary? After a couple of days, Jesse sent me an email that said they would not change the balance due. They realize that we have been customers for many years, but they could not do it this year. They did not do it for AA or any other customer. She said they did not want to lose our business.
 HYPOTHETICAL

If we had 20 more people who stayed in double rooms (10 rooms for 2 nights =20 room nights) 40 more breakfasts and 20 more banquet dinners, we would have been giving the area back \$3,868.71. That's assuming there was no purchase of raffles or merchandise.

Room	\$26,741	(221 room nights at \$121)
Catering	\$7,000	(400 breakfasts at \$17.50)
	\$9,030	(210 banquet dinners at \$43)
	\$1,786.50	(\$20,000-\$16,030=\$3,970 x 45%)
	\$280	(4 microphones at \$70 each)
	\$185	(rental of VCR)
	\$0	(cost of meeting space)
	<u>\$3,628.90</u>	(22% of all items above, except \$1,786.50)
Catering Total	\$21,910.40	
Tax	\$	
Miscellaneous Credits	(
Subtotal Charges		\$48,651.40
Payments		
Advance Deposit	\$15,500	
Cash paid at Convention	\$20,117.11	
Subtotal Payments	\$35,617.11	
Total Amount Due	\$13,034.29	
Balance in Discovery 2011 acct	\$12,003.09+	\$4,900(income from 20 more registrations)
Amount Returned to Area	\$3,868.71	

The above is a hypothetical. Its purpose is to show that more participation would have resulted in a better financial outcome and that the contract with the Marriott did not serve the purpose of Discovery 2011. The Marriott would have made less money if we had had more attendees.

My recommendations to next Coordinator for next convention

- 1) Contract needs a lot of reviewing
 - a. Have a few people ,maybe including an attorney or contract specialist, review the terms before the contract is signed
 - b. 2011's contract was based on attendance of 260. That's more than we've had for the last several years
 - c. There's a 22% service charge on all catering charges. This includes audio-visual equipment also.
 - d. Audio-visual equipment is not included in the contract. It's easy to forget about those charges. I recommend that those charges are included in the next contract.
 - e. Remember to factor in the seed money into the pricing.
 - f. The \$20,000 for the food charges is too high. That assumes about 256 people attending both breakfasts and the banquet. We haven't had that many people in the past few years.

What can we do now?

Fund Raiser- maybe have events in different parts of the Area

Young people-what can we do to attract them?

Getting the word out-better mailing lists and send registration forms earlier

New committee to be aware of last year's evaluations

Need new blood –lack of service

Ageing population

Difficulty in planning-don't know how many will attend

Committee expenses how can we reduce them?

Better information and communication passed from one Coordinator to the next. Discovery lost money before. Where is that information for Coordinator? I've been on 3 Discovery Committees and I first heard about it at the Sept. 2011 AWSC meeting.

Send a detailed survey to the groups on what they know about discovery, if they've ever attended and why or why not.

Treasury Report

Michelle, Temporary Treasurer, and Peggy, Acting Treasurer, gave an update on the treasury and the immediate expenses: Operating fund balance is \$7,886.34. The Delegate's equalized expenses are \$1,350.00 and the November 5th Assembly expense is \$500.00. Balance approximately \$6,000.00. The Sept. 18 Budget (**PDF Attached**) will be updated for SENY and Discovery expenses.

Work Groups

The Committee then broke into four (4) work groups.

Suggestions from work groups:

Rent rooms through hotel

Only Banquet & registration through Discovery - Not breakfast

Hotel to have special menu for breakfast & lunch for Discovery badges.

Price new venues.

Not to have committee meetings at hotel.

Financial reality for appeal letter.

Hold one day workshop.

Change suggest donation at Assembly.

Hold fund raisers.

Have attorney review contracts.

Include in contract that we can cover room difference if we wish.

Keep room quota down.

Lower room prices & number of meeting rooms.

What would be the cost of meeting rooms - separately.

Committee to pay for their own shirts. Have realistic area & convention budgets.

Greater participation & awareness at all Levels (Group, District, AWSC & Assembly)

Hold one night event?

Change the time of year.

Have cancellation date for contract.

Have accurate current mailing addresses.

Send survey to groups: Have you heard of Discovery?

Do you know what it is? Do you prefer One day or weekend event?

Do you prefer hotel or college?

Ask for Exact amount on the Appeal letter to bring us out of the red.
Bigger use of Intergroups & districts.
Local level fund raisers.
Utilize members' skills for contract.

Put 2012 Discovery on hold & Set up ad hoc committee.
Add Alateen as a larger part of convention.
Discourage local competing events.
DR personally delivering registration forms.
Track year-to-year income trend.
Track year-to-year Discovery income & expenses.
Greater geographic participation on committee.

Reduce cost for walk- ins.
Don't offer below cost packages.
Create prudent reserve for Discovery.
Create prudent reserve for Area.
Poll members for topics & speakers.
Email all members about Discovery & Create list.

A Summary of Attendees' Thoughts:

Put web address on all correspondence; Convention has been very important to my recovery;
The economy; Conflicting events; A celebration of recovery; Set up task force ASAP to include assembly
diverse members; Participation is the key to recovery; Ask for donations; Major changes for Discovery;
One year moratorium for Discovery; Since participation was so low this year, our area may need to feel the
pain of not having a convention this year in order to appreciate all it has to offer.

Motions:

The AWSC recommends to the Assembly that the 2012 Discovery Convention weekend take place in the
summer of 2012 with the whole hearted support of all of us in attendance today. Each of us must talk it up
every way possible from now until the convention date.
Motion made by Ruth seconded by Joan.
Vote: yes-5, no- 9, Abs-2. **Motion fails (not 2/3's).**

The AWSC recommends to the Assembly that the 2012 Discovery Convention to be a one day event.
And that a task force be created to study options presented to the Southern New York Assembly.
Motion made by Irwin seconded by Sue P.
Vote: yes- 8, no-5, Abs-.2. **Motion fails (not 2/3's)**

The AWSC recommends to the Assembly that there be no Discovery convention in 2012.
Motion 51C/10/03: Made by Sue P., seconded by Peggy C.
Vote: Yes -11, No- 4, Abs.-1. Motion passes

ADJOURNEMENT: Closed with the Serenity Prayer at 4:35 pm

Respectfully submitted,
Fred G., Secretary