

WEBSITE SECRETARY'S MINUTES

January 6, 2024

****For your district reports, please use font "Times New Roman" size "11" ****

Opened the meeting with the "we" version of the Serenity Prayer at 12:00 pm.

ATTENDANCE FOR JANUARY, 2024 (24)

OFFICERS: (3) - **D4** Jeannie S; **D9** Evonne L; **D7** Nancy H.

DISTRICT WEB CHAIRS: (7) - **D3** Brennen C; **D4** Chris M; **D5** Tom D; **D6** Bob T; **D7** Sabine S; **D8** Callie S; **D9** Micah K.

VISITORS: (14) - **D1** Joe G; **D2** Jeannette GD, Ronald A, Sophia C, Wendy B; **D4** Dianna S, Kelli S; **D5** John A, Mary P; **D7** Sorrelle B; **D9** Dessi G, Sally H; **D10** Isabel PC; **no district given** - Amy W.

OFFICERS REPORTS

Chair: My name is Jeannie S., and I am an alcoholic. My sobriety date is February 8, 2012. My home groups (I love them both so much I can't choose between them) are the Traditions Group and the Friday Night Women's Literature, both in District 4.

Thank you District 4 – my home district - for a wonderful Quarterly experience. Service soars in District 4!

The Website Committee hosted an Intra-Quarterly Zoom meeting on December 11th where Bob T. of District 6 presented his experience with Search Engine Optimization (SEO) which gets your website showing higher in search results. Micah K. of District 9 presented on editing video and audio files. If you need to know how to clean up those Zoom recordings before you post them, check it out!

Our most important item of business this quarter was electing an Alternate Chair. Unfortunately, none of the attendees who qualified chose to stand for the position which remains open.

At yesterday's committee meeting, besides the election, we discussed topics for the next Intra-Quarterly meeting to be held via Zoom on March 11 at 6 pm. The topic will be Intro to Current Practice – a Guide for Newcomers to General Service. The meeting details will be published shortly.

We also discussed and came to a group conscience regarding the two Area Motions we will vote on later.

Finally, we discussed the survey posted on our Committee page. It is designed to discover and document:

1. What services are being provided by district committees.
2. What software and hardware components are in place to support them.
3. How they perform backups and migrations.

We have not heard from all districts yet, so please ask your trusted servants to take 5 minutes to fill it out.

Respectfully submitted, Jeannie S.

Alt Chair: VACANT

Web Servant; Good afternoon, I am an alcoholic, member of the Live Laugh Love Group, and my name is Evonne. Grateful to be here today and serving as your Area 15 Webservant.

Please take a moment to fill out the District Website survey if you have not had the opportunity yet.

We have recordings from both of our Intra-Quarterly meetings posted on the Website Committee page on the Area 15 website. The presenters have also been gracious enough to give us access to their PowerPoints, which accompany their presentations. Since December's presentation from Bob T. on SEO, we have started tweaking some of the files and images on the backend, so that they are more likely to be seen by Google searches. We also learned some new skills when Micah K. gave his presentation on Web Forms. Thanks again to both of our presenters.

As mentioned last quarter, we added a new website maintenance form to the footer of every page. We had some trouble with the link not showing up because our footer is blue, and the link color was also blue. Bob T., from District 6, suggested placing a photo in the footer in place of the link, and then making the photo a link to the form. This was a great solution, and we appreciate Bob's help.

I was able to attend SSAASA in November, which was a terrific experience as a first-timer. I happen to sit next to our Area 15 Treasurer, Karen V., in the Treasurer's meeting. The moment the presenter shared his Area's Contribution page that they have on their website, I got a glance from Karen that could only mean that we were going to be doing research for a new Contribution page for the Area 15 website. More to come on this project.

Onto some website traffic stats: January 5th, yesterday, appears to be our busiest day so far this year and the busiest day since last July. Last July was our busiest month of the year averaging over 7000 views.

If you have any suggestions for the website or see anything that looks a little bit off, please reach out to one of us. We are open to suggestions. Looking forward to hearing what has kept you busy since the last time we met.

Thank you for allowing me to be of service.
Evonne L.
Area 15 Webservant

Web Secretary Report: Hi! My name is Nancy H. I am an alcoholic. My home group is the Foxhall group which meets Friday night at 6pm at Faith Lutheran Church in Lehigh Acres, FL. Area 15's January 6, 2024, Website Committee meeting was opened by our chair, Jeannie, at noon with a moment of silence followed by the "Serenity Prayer." After 'roll call', officers' reports, and district web chairs' reports, under 'Old Business', the qualifications for alternate chair were read. All who qualified were asked to stand but no one remained standing. So, the search continues! The topic for our website committee zoom meeting on March 11, 2024, at 6pm is "Current Practices Similarities".

In love and service,

Nancy H. Area15 Website Secretary/Treasurer Panel 73
websecretary@area15aa.org

DISTRICT CHAIR REPORTS

NP = Not Present

D2 Web Chair – Chazz T. - **NP**

D3 Web Chair – Brennen C. - Verbal Report

D4 Web Chair – Chris M. – Verbal Report

D5 Web Chair – Tom D. AA District 5 Webchair Report for Area 15 Jan 6, 2024 Meeting

Changes to the AA District 5 website -

A Changelog page has been added to the website. It was determined that there was too much information that was being changed to include on the monthly printed minutes. From this point forward, changes to the site will be available for viewing on the website under Business Documents > AA District 5 Website Changelog.

I've started deleting old files and flyers from the website. This entails finding out if the files are still in use, or if there is a more recent version of the file. After checking for reference links, duplicate files are also removed. After the deletions, the website is checked to see it is still working as intended. So far about 200 files have been deleted, starting from 2014. As of today, I am currently up to 2020 and plan to have all files up to date by the time of our next Area meeting. All of the original files have been backed up on my computer.

I've downloaded the website program 'LOCAL' and used it to get a copy of the original website onto my computer. The AA District 5 website is large and a specific method had to be used to get the site on my machine. If anyone is interested if this method here is the link to the video instructions. The instructions worked, and it's free.

How to Migrate WordPress Website With FREE plugin (up to 100GB)

https://www.youtube.com/watch?v=A__YwNZ5zE4&t=595s

Local provides a safe space to experiment with website changes without affecting the live version. It lets you have a private space for your website where you can freely make edits, test new features, and try out different designs without any risk to the public-facing site.

District 5's plan is to streamline our website and switch to a more cost-effective hosting provider. We'll be removing outdated files, unused files, and redundant media. This is estimated to save approximately \$200 in the first year, with ongoing savings in subsequent years due to lower hosting fees.

Tom D.

Have a great day!

D6 Tech Chair – Bob T. Hi, my name is Bob T. I'm an alcoholic serving as the District 6 Technology Committee chairperson. My sobriety date is June 6th, 2010, and my home group is the Living Sober Group in Hobe Sound.

Our committee changed its name to the Technology committee to reflect additional responsibilities beyond the website and emails. The District also recognized the position of web servant which will be funded to attend Area 15 assemblies, if or when we have a web servant who is not otherwise funded.

We've been busy this past quarter keeping up with our literature committee, scrubbing weekly recordings for anonymity and posting them on the district 6 website and YouTube channel. I noticed this on the agenda to discuss today.

We've also been preparing detailed chat and screen share scripts for our Hybrid Business meetings, so the when and what to post are always clear for the Zoom hosts. I am interested to see how Area 15 is going to use the projection screens which were approved at the last assembly.

We also did extensive research on Search Engine Optimization and plan to take action to resolve our website's shortcomings starting next week. On that topic, I apologize to those who attended the December Area 15 website committee's intra-quarterly meeting for going way over my time allotment. Thank you all for your polite patience and tolerance.

Also, as a result of the SEO research, the technology commitment received permission from district 6 to include links to other area 15 districts on our district6aa.org website. Having external sites link to your site is a major boost in search engine rankings. We have compiled a list on our district "contacts" pages to go on our contact page, which I will send to you this week. We will ask that you do the same because it helps all of our SEO rankings to cooperate. If you don't want your website linked from ours, just say so.

We still have a wish list, some left over from our report 3 months ago, but none are likely to move forward before we meet again in April.

Thank you for your service
Bob
District 6 Website Committee
website@district6aa.org
www.district6aa.org

D7 Web Chair – Sabine S. – Verbal Report

D8 Web Chair – Callie S. Area 15 members,

There were no major changes to the Website in Q4 of 2023. We continue to monitor KPIs such as traffic and top visited pages. The most frequently updated portions of the website are the Calendar and our recently added "Communication from Area 15" page. Each committee has its own landing page, which have mostly been unused, but we have seen a recent uptick in interest and expect these to be further utilized in 2024.

ILAS

In Love and Service,
Callie S.
District 8 Website Chair
website@district8area15aa.org

D9 Web Chair – Micah K. – Verbal Report

D10 Communications Chair – Olivia R. - NP

D12 Web Chair – Chris B. – NP

OLD BUSINESS:

- Website alt Chair position election
- Website Committee survey results

NEW BUSINESS:

- Selection of topic for March 11, 2024 Intra-Quarterly Meeting

ADJOURN MEETING: Meeting ended at 1:30 pm with the Responsibility Statement.