

SERENITY CLUB ANNUAL MEETING

SUNDAY, DECEMBER 10, 2023



SERENITY CLUB

BOARD OF DIRECTORS - DIRECTORS AT LARGE



Mary Normile



Jim Shanahan



Eric Weinhagen



Joe McLaughlin



Dan Ziegler



John Valceanu
Chairperson



Luda Falsafi

SERENITY CLUB

OFFICERS



Jeanine Jessup
President



Sharon Gleim
Secretary/Treasurer



Rich Whittington
Vice President

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FUNDING

Budget Programmed Revenue by Board

- Group Rents
- Memberships
- Sustaining Memberships and Donations
- Special events: Donations after expenses
- Annual Fundraising: Golf Tournament (led by Friends)
- Found: Beverages, couches, and chairs

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Club Operations 2023

INCOME

	FY2022	FY2023
Group Rents	\$29,122	\$30,033
Coffee/Vending	3,491	4,512
Memberships	9,717	8,549
Donations	11,741	15,952
Sustainers	11,548	10,156
Fundraisers	24,392	25,530
Other	<u>1,309</u>	<u>3,007</u>
Total for Year	\$91,320	\$97,739

EXPENSES

	FY2022	FY2023
Building Rent	\$63,574	\$70,509
Utilities	9,960	9,781
Supplies	5,219	4,375
Repair & Maint	1,120	2,341
Admin & Property	2,116	4,145
Club Steward	4,200	4,200
Insurance/Legal	<u>1,136</u>	<u>3,880</u>
Total for Year	\$87,325	\$99,231
Net Surplus/Deficit	\$3,995	\$-1,492

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Membership 2023

Members

- December 2022: 127
- December 2023: 111

Sustainers

- December 2022: 25 = \$750/mo
- December 2023: 29 = \$1,180/mo

Recruit/Renew



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Fellowship Events & Projects

- Friends of the Club: holiday cookouts, chili cook-off, bake-off and other events TBD
- District 11 Sponsored Holiday Alcathons and meals: hosted by the Serenity Club and other Local Groups: Thanksgiving, Christmas, New Years
- Club sponsored & AA Group hosted events, “*AAs Doing For AAs*”, MORE fellowship, planned and ad hoc, small fundraising events
 - Movie Night
 - Board Game Night
 - Music Group - Open Mic Night
 - Holiday Sales / Yard Sale

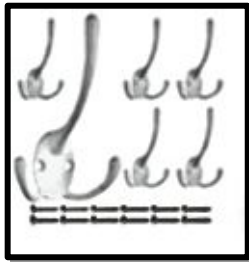


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Club Steward Report

WE ARE LISTENING:

- Regular professional carpet & furniture cleaning
- Developing Regular servicing of HVAC/Plumbing - preventative maintenance program.
- Uniform Treasurer Mailboxes
- Clearing Junk - Improving club appearance
- Hooks for Men's Bathroom
- Hand Sanitizer without alcohol



TO THIS



FROM THIS



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Upgrades



- New Projector Screen
- Refrigerator
- Apple computer
- Urinal



David, a long time member,
& his company graciously
worked with a flooring
company and installed NEW
FLOORING in all 3 bathrooms.
PRO BONO!



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Upgrades



Replaced broken office furniture



Replaced worn furniture with durable & modern look



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Club Safety & Security Policies and Procedures

- Continue to Watch for Covid 19 Guidance
- Outdoor Lighting Updated and again in sync with timer / current daylight pattern
- Cameras added and updated
- Internal Locks with codes for more secure access to club equipment & supplies
 - We hope to upgrade the front door locks to programmable access codes to maintain a more secure clubhouse. It is much easier to change a code than change the locks as the need arises.

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Club Safety & Security Policies and Procedures



INTERNAL
PROGRAMMABLE
LOCKS

IMPROVED OUTDOOR LIGHTING



UPDATED CAMERAS

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Strategic Objectives

- Reverse gap between revenue and rising expenses
 - Improve Memberships and Sustainers
 - Encourage strong donations
 - Serenity Now Golf Tournament 2024 date Friday, May 17, 2024
 - New approaches and “outside the box” fundraising
- Continue to strengthen governance and decision-making
 - Nominations and Elections - timely and orderly, following policy... 2024 is Club election year
 - Operations / Policy Handbook: written policies update and add to Club website
 - Addressing inappropriate or offensive behavior in the Club as needed

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Strategic Objectives (continued)

- Respond to member/attendee concerns and National, State & local laws regarding Covid 19
 - Keep safety the number 1 priority
 - Adhere to all laws and guidelines
- Communications
 - Continue communication between the Club and all in person and online meetings. Mary N.
 - What can the Board of Directors do to better serve our Club members?
- Outreach
 - Increase Social Media Presence / Nextdoor page
 - Distribute Club Brochures to hospital/doctors offices, attorney offices and local library to have on hand

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How **YOU** Can Help

- We would like to develop a private list of members who are professionals/small business owners, including what field (legal, building, consulting, painting, catering, etc.)
- If you or the company you work for would like to be considered when the Club is looking for quotes, needs certain advice, repairs, food/catering, a raffle prize offering, etc. Or would like to offer something as service work if a need arises please let us know.



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How **YOU** Can Help: Service Opportunities

CLUB LEVEL

- ✓ Secretary - Board of Directors
- ✓ Alternate - Board of Directors
- ✓ Desk Duty Volunteer
- ✓ Newsletter Editor
- ✓ Parking Lot Cleanup
- ✓ Holiday Event Volunteer
- ✓ Membership List Coordinator
- ✓ Membership Drive Organizer/Host
- ✓ Event Coordinator (e.g., Monthly Game Night/Movie Night/Restaurant Fellowship)
- ✓ Member Service Match Coordinator
- ✓ Other Suggested Areas of Need

INDIVIDUAL GROUP MEETING LEVEL

- ✓ Secretary
- ✓ Treasurer
- ✓ Coffee Bar Attendant
- ✓ Greeter
- ✓ Literature
- ✓ Chip Presenter



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Club Swag



- Raising awareness that we are on the map and in the community
- Raising funds for the club
- Building community
- Giveaways



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Club Communications

- Website: serenityclubva.com
- E-mail: serenity.club.alexandria@gmail.com
- Use the Red Comment Box at the front desk



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QUESTIONS

