

# SERENITY CLUB Annual Business Meeting

8121-B Richmond Highway, Alexandria, VA 22309

NEW Website: [serenityclubva.com](http://serenityclubva.com)

E-mail: [serenity.club.alexandria@gmail.com](mailto:serenity.club.alexandria@gmail.com)

Sunday, December 11, 2022

Phone: 703-360-1111

## Departing Board Members

Thank you for your service.



Lori Alexander



Helen Johansson



Matt Morris



Caroline Neulight



Jay Palermino

## Board of Directors: (At Large)



MARY DECKER  
Mary Decker



LUDA FALSAFI  
Luda Falsafi



Mike Jacobs



STEVE JENKINS  
Steve Jenkins



FAWN KATZBAHN  
Fawn Katzbahn



JOHN VALCEANU  
John Valceanu

## Alternates:



DAN ZIEGLER

Alternate One



MARY NORMIE

Alternate Two

# BOARD OF DIRECTORS: (Officers):



**PRESIDENT**  
**Sharon Gleim**



**VICE PRESIDENT**  
**Rich Whittington**



**SECRETARY**  
**Maggie Osborne**



**TREASURER**  
**Jeanine Jessup**

## \*Funding

### Budget Programmed Revenue by Board 66% “hard” / 33% “soft”

- Group rents
- Sustaining Memberships
- Donations: members and external
  - Special events: Donations after expenses, ex. Accessory pop up sale
  - Annual Fundraising: Golf Tournament (led by Friends)
  - Found: Beverages, couches, and chairs

## \*Fellowship Events and Projects

- \* Club Council, to be established in 2023, events TBD, ex: trips to AA regional/national events, Club Anniversary Party, membership drive events
- \* Friends of the Club: ad hoc volunteer task groups, ex: holiday cookouts, game nights, social nights with movies, dancing, etc
- \* District 11 Holiday Alcahons and meals: hosted by the Serenity Club and other Local Groups at year-end Holidays
- \* Club sponsored and AA Group hosted events, “AAs Doing for AAs.”, small fundraising and fellowship, planned and ad hoc



# Club Operations - 2022

## Income:

	FY21	FY22
Group Rents	\$24,040	\$29,122
Coffee/Vending	1,035	3,516
Memberships	9,720	9,718
Donations	13,404	11,741
Sustainers	15,095	11,548
Fundraisers	23,741	24,392
Other	49	1,408
<b>Total for Year</b>	<b>\$87,084</b>	<b>\$91,445</b>

## Expenses:

	FY21	FY22
Building Rent	\$61,419	\$63,474
Utilities	8,337	9,960
Supplies	1,053	5,219
Repairs & Maintenance	0	0
Admin & Property	8,400	8,772
<b>Total for Year</b>	<b>\$79,209</b>	<b>\$87,425</b>
<b>Net Income</b>	<b>\$7,875</b>	<b>\$4,020</b>

## \* Membership - 2022

### Members

* End of 2021:	104
* Today:	118

### Sustainers

* End of 2021:	29; \$1,180/month
* Today:	24; \$ 950/month

### \* Recruit/renew

## \* **Club Steward's Report**

- \* We average 97 people per month during open hours Monday through Friday 1pm – 4pm. 1,171 total for the 2022 year.
- \* 3 – 5 answered phone calls each week from people calling for help and information.
- \* Several first-time visitors that came during open hours and stayed for the 4pm beginners meeting.
- \* Regular professional carpet & furniture cleaning and now also being down inhouse with commercial equipment in between professional cleanings.
- \* Interior storage areas completely cleaned and reorganized

## **COVID-19 CLUB SAFETY POLICIES AND PROCEDURES**

Although the pandemic has subsided, we will continue to exercise care and consideration for the safety of our members and attendees regarding contagious diseases like COVID and the flu.

- **Adherence to all National, State, and Local rules and guidelines**
- **Cleaning and Sanitation**
- **Distancing and masks (if appropriate)**
- **Safety Monitors**
- **Responsiveness to members concerns**

# Strategic Objectives

- Maintain a healthy margin in revenue and rising expenses
  - Memberships and Sustainers
  - Continued strong donations
  - Serenity Now Golf Tournament – continued promotion throughout the AA community
  - Fellowship events – continued promotion
  - Continue efforts for “outside the box” fundraising – Ebay, other ~~new ideas~~
  - Open additional meetings when reasonable, ~~possible~~ and safe to do so
- Continue to strengthen governance and decision-making
  - Operations / Policy Handbook: written policies added to Club website
  - Maintain/increase social media presence and outreach – revitalization emphasis (KUDOS)
  - Addressing inappropriate or offensive behavior in the Club as needed
- Community epidemic safety
  - Be responsive to members’ and attendees’ concerns for COVID and other diseases
  - 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 ◦ What can the Board of Directors do to better serve our Club members?

*Thank You for your continued support.*