

# SERENITY CLUB Annual Business Meeting

8121-B Richmond Highway, Alexandria, VA 22309

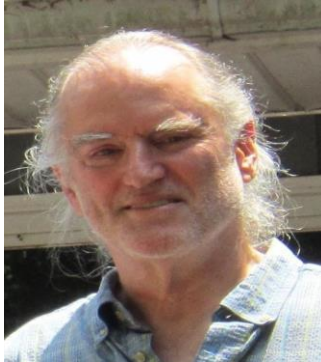
NEW Website: [serenityclubva.com](http://serenityclubva.com)

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

Phone: 703-360-1111

Sunday, December 12, 2021

## IN MEMORIAM



### Peter Buck, Treasurer

We were saddened by the loss of Peter Buck in October 2021. We thank him for his exemplary service work over the years and for serving on the Serenity Club Board. He is surely missed. Thank you to those who attended and shared their heartfelt stories about Peter.

## Departing Board Members: *We thank you for your service.*



Meighan Foster



Vice President  
Ted Lee



John McDuffie

RON H.

## Current Board of Directors (Directors at Large):



Caroline Neulight



Rich Whittington



Jeanine Jessup



Jay Palermino

# Board of Directors (Officers):



**PRESIDENT**  
**Matt Morris**



**VICE PRESIDENT**  
**Mike Jacobs**



**SECRETARY**  
**Helen Johansson**



**TREASURER**  
**Lori Alexander**

## \*Funding

Revenues projected in FY 22 Budget:

- \* Membership Dues: New and renewal, recurring basis
- \* Sustaining Memberships: key to reliable cash flow
- \* Donations: meetings; individuals
- \* Special events: Donations after expenses
- \* Annual Events: focus effort - Golf Tournament (led by Friends)

## \*Fellowship Events & Projects

- \* New Year's Eve Party and Dance: Upcoming 2022
- \* Friends of the Club: holiday cookouts, other events
- \* 2022 Initiative: establish Club Council, fellowship across membership and Groups
- \* D 11 Alcathon meals: hosts Serenity Club and other Local Groups at major holidays
- \* Club sponsored and AA Group hosted events, "AAs Doing For AAs", small fundraising and fellowship, planned and ad hoc

# Club Operations - 2021

## Income:

	FY20	FY21
Group Rents	\$23,297	\$24,040
Coffee/Vending	3,515	1,035
Memberships	9,371	9,720
Donations	14,096	13,404
Sustainers	10,056	15,095
Fundraisers	2,380	23,741
Other	464	18
Interest		31
Total for Year	\$63,179	\$87,084

## Expenses:

	FY20	FY21
Building Rent	\$51,870	\$61,419
Utilities	6,120	8,338
Supplies	3,808	1,053
Repairs & Maint	0	0
Admin & Property	7,242	8,400
Total for Year	\$69,040	\$79,210
Net Income	-\$5,861	\$7,874

## \* Membership - 2021

### \* Members

* End of 2019:	130
* End of 2020:	104
* Today:	105

### \* Sustainers

* End of 2019:	26; \$900/month
* End of 2020:	29; \$1,180/month
* Today:	19; \$490/month PayPal 3 - 4; \$235 - 285/month by Check

### \* Recruit/renew



# Club Stewards

Thank you, Peter W. and volunteers. Welcome Christine  
Steward's team keeps the club open between 1:00 PM- 4:00 PM Monday– Friday  
We started keeping the club open the first week of August 2021

## What do Stewards do?

Most importantly, welcome newcomers to the club.

- First friendly face, in person or on the phone
- Offer cup of coffee and a safe space
- SAVE LIVES! Cannot be overstated

Maintain the cleanliness of the club and more

- Take out trash and recycling
- Maintain Coffee Bar
- Sanitizer bottles
- Stock restrooms
- Engage with Building and Fire Inspectors, Government Officials, etc.

ALWAYS LOOKING FOR VOLUNTEERS TO WORK THE DESK

## COVID-19 CLUB SAFETY POLICIES AND PROCEDURES

### ● Safety Monitor Responsibilities

- Open the Club 15 minutes before meeting, close 15 minutes after meeting, and stay the entire time the Club is open
- Ensure Club COVID-19 Guidance is read at meetings and followed by attendees
- Ask a person to leave if they are not following the Club's COVID-19 guidance
- Ensure All seats and surfaces are disinfected following the meeting

### ***SAFETY MONITORS NEEDED***

If you would like to volunteer to be a Safety Monitor, please send an email to:  
[serenity.club.alexandria@gmail.com](mailto:serenity.club.alexandria@gmail.com)

# Strategic Objectives

- To reverse the gap between revenue and rising expenses
  - Memberships and Sustainers are extremely important to maintaining operations. They make up a large portion.
    - Membership is lowest it has been. 400+ people attend, only about 25% are members
    - Goal to increase membership by 150% (ex. 100 members x 150% = 150 or 50 new members)
    - Membership drive 3x year (end of Dec./begin Jan., May & September)
  - Membership Drive 3 times year (End of December/1st week of January, May & September)
  - Encourage strong donations
    - Sustainers and Donations:
    - You can have direct debit from your account,
    - Setup to have the Serenity Club as charitable organization to receive percentage through Amazon Smile
    - You can access Amazon Smile in App now
  - Serenity Now Golf Tournament 2022 date TBD (Plan to schedule in May)
    - The Golf committee is hopeful of having the tournament in 2022 – this is a Huge part of our operations support.
  - Fellowship events TBD (Game Night, Movie Night)
    - In 2019/2020 before Covid a few people were interested in starting a Game/night, Movie night for a fun and safe place to hang out on a Friday/Saturday night and fellowship with others. It had been approved by the board but had to be placed on hold because of Covid closures.
  - New approaches to fundraising like pop up ebay store fundraisers, auctioning off donations
    - There will be an Ebay pop up this coming Saturday, December 18<sup>th</sup>. The last one was December 2019 and in one day raised nearly \$1,200
    - Other suggested ideas are using what talents we have within the club. For instance, we have some members/attenders who paint, do crafts, own businesses and may want to donate their artwork, talents, services as auction items. As long as it does not go against the 7<sup>th</sup> tradition.
  - Continue efforts for “outside the box” fundraising (Open to suggestions)
    - Open to suggestions for other fundraising ideas. Please let us know if you are interested in helping out.
  - Open additional meetings when reasonable, possible & safe to do so

- Continue to strengthen governance and decision-making
  - Nominations and Elections - timely and orderly, following policy...  
2022 is now Club election year because COVID
    - 2021 was an election year. 2022 is now the Club election year because there was a vote earlier this year to postpone elections because of the Covid
  - Operations / Policy Handbook: written policies added to Club website but not compiled into a handbook (Mike has been working on)
    - Operations/Policy Handbook – Matt said that Mike has been working on this.
- Respond to member/attendee concerns and National, State and local laws regarding Covid 19
  - Keep safety the number 1 priority
  - Adhere to all laws and guidelines
    - Safety is the Club's #1 priority.
    - Adherence to the laws regarding Covid-19,
    - Safety/security while attending meetings and in the parking lot in general.
    - Please share any concerns you may have.
- **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?
    - Please let us know what The Board can do to serve our members better?

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

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

**THANK YOU ALL for your continued Support!**