

DECEMBER 2019 – RSC MOTION TO BE VOTED ON BY ASC GROUPS

MOTION 08-04-19

Maker: Public relations

Second: East central Florida

Motion Reads: For region to pay \$3,950 to Lamar Advertising for a billboard on MLK in Fort Myers east of I-75 for 8 weeks. The breakdown is \$750 one cost for production and \$1600 for 4 weeks upon being sent back to groups please.

Financial impact: \$3,950

Intent: To carry the message to the public that NA exists and is available in the community.

Motion Tabled to ASC's for Vote:

Motion made by Midcoast to table 08-04-19 second by South Broward. Pro's and cons given. Call the vote

RMC Vote: 7-3-2 Motion is tabled

Motion removed from table by AD

Motion made by Mid Coast to be send back to areas for voting due to new information. Second by Beach & Bay

RCM VOTE 12-1-1 MOTION GOES BACK TO GROUPS.

CON: Ridiculously expensive and a waste of money.

PRO: It is PR's purpose to get the information out there so addicts can find us and our meetings. This billboard was specifically chosen as one of the best locations for the smallest amount of money so we can track how effective a billboard campaign is. It has a separate number so we can track how effective this is.

CON: Based on what AD said. It makes more sense less expensive way to track calls.

PRO: Do we put a value on the life of an addict.

Motion: 12-19-03

Maker: Newsletter

Second: Beach & Bay

Motion Reads: To approve newsletter budget of \$1500 which is an increase of \$250 Increase is due to high hotel room costs.

Financial Impact: \$1500

Intent: To cover the cost of hotel and travel for Newsletter chair to attend RSC weekends

Tabled to ASC's for vote