

St. Paul Intergroup - Request by Bob N for an Al-Anon billboard:

- The billboard is 85-90% refined. It is about carrying the message to others. Suggested wording: Troubled by Someone's Drinking? Al-Anon is here for you.
- A website will be listed for contact. Volunteers will be needed to accept phone calls between 9 AM and 9 PM.
- Three different vendors were contacted about the project. There are restrictions on placement because the word alcohol appears.
- The recommendation is to commit to the billboard for 3 terms of 4 weeks each for a total of 12 weeks.
- Placement will be in St. Paul in high traffic area on Snelling Avenue not far from Interstate 94. Billboards on highways and/or electronic billboards were cost prohibitive.
- Total costs will be \$6,500 to \$6,800. Intergroup has committed \$3,000, District 8 \$2,000 and it is hoped the Area will agree to fund the balance.
- There is a savings of around \$50 in taxes if allowed to use the Area's 501(c)(3) number. The decision would need to be made at the Assembly as the Board of Directors for the non-profit corporation merely ratifies what is voted upon by the GRs. If the GRs decide to amend the budget and participate in this initiative it makes it easier to justify using the Area's non-profit status. Nothing in the by-laws prevent the use of the 501(c)(3) for this purpose.
- There is no history of success using billboards but information will be gathered from this project for future considerations. Minneapolis used a billboard at least 20 years ago and from memory it seemed worthwhile. The billboard needs to be in addition to other efforts to spread the word.

St. Paul Intergroup is requesting \$1,800 from MN South Area to help fund this project, as well as use of the Area's 501(c)(3) status.