

Motion by CPC and PI Committee's for use of Electronic Billboards.

Motion:

PI &CPC committees Move that Funds be made available for use of Electronic Billboards throughout Northern Illinois Area. Cost \$5000.00.

Rationale:

At one of our Assemblies our Delegate talked about our General Service Office survey on Public Information. Result was that most of the general public doesn't have an understanding of Alcoholics Anonymous.

Background:

Billboards were used in 2007 in our Area. We gave Districts an amount of \$300 to help supplement the cost.

When we contacted GSO about what billboards have been used by other Area's, they sent back four different wordings that have been used on Billboards in other Area's. We also talked with a member that said that Milwaukee, Wis. also use's Billboards.