

## Notes from CPPC Board Meeting, Tuesday, 6/24/08

### President: Tod

1. Reiterated that the club is doing well – thanks to the existing board, we have money in the bank and are fiscally healthy. Membership is up to 224, and indicates how well the club is doing. We also need clear direction for the remainder of the year
2. Kelly and Tod – emails being sent out for social and rooftops – seems to be too many emails being sent. From now on, there will be a specific email schedule so we don't inundate everyone's inboxes! (too many!!)
3. Out of Pocket money – Club has reserves to pay for all OOP expenses directly relating to club business. DO NOT FOOT BILL for ANY out-of-pockets. Let the club pay!
4. Tentative schedule for next year includes dates, luncheons, paper shows, etc. Tod is asking that all Board members submit 4 ideas for next years' luncheon topics by 8/31 to Sue Chamberlain. Please cc: Tod on your email.
5. The survey for educational topics will be sent early August. Must be turned over to Heather Huck by Oct. 1<sup>st</sup> for her to share with potential sponsors for next year. This will
  - a. Help to focus on next year's business ahead of schedule
  - b. Help sponsors earmark their 2009 stipends for educational expenses.
6. Brought up the idea of a "Holiday Hangover" social event in January versus educational. Gives the Board the opportunity to share upcoming events with members and to reconnect after the membership drive. We need to show them we will have 4 VERY strong educational events in '09
7. Set up communication schedule for next year – save the dates, emails, etc.
8. In regards to the Membership Sub-Committee meeting: Non-member feed back was VERY important. Bottom line is, the Club CAN charge agencies; there is no reason to up vendors' cost and eliminate/decrease costs to agencies. The main issues were topics and relevancy to members. Keep membership fees for agency. Our focus should be on education. We will continue with the sub-committee, but will focus more on costs to supplier members and agency fees and sponsorship and event fees.

Career Source: Marc Sabbe - He has emailed all posters on the job board asking if their information/job status is still applicable and asked for them to email him back by a specific date. Otherwise, all information will be deleted from the board's site.

Education – Kara Holder –

1. Print Buyer Certification – the committee has looked into costs as well as administrative hours/man power needed. We are not in a position at this time to administrate. We don't have scope like the print buyers do, but Diane Kennedy and Larry Chase offered to help
2. We need to focus on CORE topics. We can revisit #1 in November/December, perhaps getting a sub-committee together to further discuss after the educational schedule is published.
3. Focus group for agencies has been canceled at this time. We do not need. We have ideas and topics, just need speakers.

Marketing – Dawn (out) – we will hopefully begin to use Constant Contact. We need to speak to Julie about the program.

Membership – Marc Mapes -

1. Brought up the idea of lowering the member rate, and have the club offset costs for events?
2. Flat rates for agencies? Rates up for next year?
3. Run profitability reports for events to make sure we as a club are breaking even.
4. Publish a list of upcoming events ahead of time to pique interest among members.
5. Reach out to suburban agencies, perhaps offering a breakfast meeting or two in place of the regular luncheon meetings. Perhaps somewhere in the central suburbs? Oak Brook? Elk Grove Village?
6. Perhaps have a duplicate event in the 'burbs solely for soliciting suburban members and have a sponsor pay? Perhaps the Metamorphosis event would be a good event for this? Breakfast meeting? (Handle these questions on the survey)

Special Events – Nicole Halloran –

1. Cubs rooftop – several items of note:
  - a. \$600 sponsorships sold out; \$300 – 7 left; \$900 – 2 left
  - b. Lowered head count from 100 to 75; hoping that more people will sign up in July?
  - c. We are working with Tukaiz to get a banner produced; decided to offer 2 tickets but they must be NON-members
  - d. Offer tickets in advance next year? Perhaps in the beginning of the year?
  
2. New venue after '09 for the Holiday party?

Directory – Genre Vartran – We have sold 3 business card ads, and 15 FULL PAGE and/or INSERTS!! Directory will print w/o 7/7.

Past President – Kelly D'Anna (out; Tod spoke) – we did not file our 2007 Annual Report on time, so we are “technically dissolved.” We are currently working on re-filing as well as updating our contact information with the Secretary of State.

Meeting adjourned at 1:10pm

Respectively submitted by: Chris Rocco, 6/26/08