

Chicago Print Production Club
Board of Directors Meeting
January 24, 2006
Leo Burnett Offices
Chicago, Illinois

MINUTES

The Presiding Officer was President Kelly D'Anna. Those present were:

Tom Burnight	Gretchen Main	Kara Smith
Dawn Christner	Angie Marks	Tod Szewczyk
Maggie Clancy	Elyse Mitchell	Julie Upchurch
Kelly D'Anna	Brian Morrissey	J. Gentre Vartan
Gary Dow	Katie O'Meara	Karen Wolz
Nancy Flemm	Mary Beth Radeck	Barbara Boden, Executive Director
Nicole Halloran	John Siberz	Tova Moore, Account Manager
Heather Huck	Albert B. Slattery, Jr.	

President D'Anna welcomed everyone and thanked them for participating. She noted this was the annual Transition Board meeting with incoming and outgoing Officers, Directors, Chairs and incoming Vice Chairs. At future Board meetings, Chairs would be expected to attend the Board meeting or their Vice Chair on their behalf, but not both. If neither person was available, a Committee member should be designated to attend and present the monthly report.

Everyone introduced themselves brief background comments. Tova Moore, Account Manager, was introduced. She would be attending all Board meetings and would be the general operations contact at the office.

ADMINISTRATION

Approval – November Minutes

- There being no corrections, and upon motion duly made and seconded, the Minutes of the November 30, 2005 Board of Directors meeting were approved as submitted.

Treasurer's Report

Treasurer Huck reviewed the December Interim Financial Report and stated the only item missing in order to finalize was the credit card transactions. Further, sponsorships were being reviewed to ensure everything had been paid as per the commitments.

- After a brief discussion, and upon motion duly made and seconded, the Treasurer's Report was received as submitted.

ACTION ITEMS

There were no action items for approval.

BOARD AND ADVISORY GROUP REPORTS

President's Report

President D'Anna reported that six new sponsors had been secured. The funds from these sponsorships would be allocated to the appropriate events chosen by the sponsors. There still were many additional opportunities for sponsorships. The Executive Committee would be developing a new sponsorship package for 2007 shortly.

All of the incoming Advisory Committee Chairs and Co-Chairs would be receiving a recap of their duties and responsibilities, prepared by the Executive Committee.

New Board members were given packets with contact information and meeting schedules.

Career Resource

Chair Radeck discussed plans for the coming year. The use of -mail would be expanded to better serve the membership. Ms. O'Meara would serve as Vice Chair, lending her creative experience to expanding the scope of the Career Resources Advisory Group.

Education

Chair Mitchell stated the programs for the spring are all in place. More local people were interested in presenting educational programs than could be accommodated, thanks to the sponsorship funds, and several have been deferred until next year.

Marketing

Chair Smith stated the focus this year would be on better use of the web site to provide information about the organization. More assistance would be needed and Board members were asked to refer any prospect names to her.

Membership

Chair Clancy stated the Advisory Group has been hard at work encouraging current members to renew and searching for new members. Blast e-mails and follow-up letters were sent to 2005 members. Additional blast e-mails would be used as needed. Currently, 78 members renewed and 30 new members joined the Club, for a total of 108 members. The goal is 175 member renewals. Another goal was to involve more agency people in the Club. Several incentive plans were being considered.

Program

Chair Marks reported five events were planned. The March event would be on emerging trends in the industry. The Group was working with the Marketing Advisory Group to encourage more creatives to participate. Ms. Boden stated it had become necessary to control walk-ins and close registration at 5:00 p.m. the evening before an event in order to reduce the last-minute scramble to secure enough meals. In discussion, it was the consensus that staff should guarantee 15% more than the number registered. The venues require at least a one-day final notice. Ms. Marks stated a new policy would be developed to resolve these issues.

Special Events

Reporting for Chair Day, Vice Chair Morrissey stated there was no activity to report.

Supplier Directory

Chair Vartan reported there had been a good start made on the Directory. In discussion, it was the consensus that a smaller, thicker Directory would be preferable to a larger slimmer version. The planned publication date would be moved up a little from 2005; the solicitation letter would be distributed in early February.

Staff Report

Ms. Boden reported on problems with the web site, and stated they have been addressed where possible. Staff had negotiated a cost-effective proposal with the web master that would be reviewed by the Executive Committee. Ms. Moore stated that, basically, functionality upgrades would be available for all participating clients at one time so each client would be charged only one-sixth of the cost instead of the entire cost. Since the CPPC web site would be reconstructed within the next month or two, the costs associated with the upgrade would be included in the construction cost rather than as a separate charge. With this change, instead of paying separately for each modification to the web site, the staff would be able to perform unlimited updates in real time, without using HTML, and without additional fees.

Staff has prepared a basic policy and procedures manual for the Club that would be reviewed by the Executive Committee. When the review process was complete, the manual would incorporate both staff and volunteer tasks and responsibilities. This would provide continuity for present and incoming Board members, Chairs, and Vice Chairs.

OTHER BUSINESS

Next Board Meeting

The next Board meeting would be held on Tuesday, February 28, 2006, noon to 1:30 p.m. at the Leo Burnett offices.

There being no further business, and upon motion duly made and seconded, the meeting was adjourned.

Respectfully submitted,

Barbara Boden
Executive Director