

CYR Business Meeting
May 3, 2009

- 6:37 PM Begin meeting
 - Dues are due
 - Flickr
 - Run through of past events
 - Tea Party
 - Great success
 - All major networks covered it
 - State Party will help us raise money as a result
 - Race to Wrigley
 - We had about 60 runners from the CYRs
 - We received a lot of positive comments
 - 3 new members signed up online and noted that they joined b/c they saw us at the race
 - USO No Dough Dinner
 - We donated \$600 and the USO bought food
 - They were so excited to be served
 - Pictures of the event on Flickr
 - Future events
 - Cinco de Mayo at Moe's Cantina on 5/5
 - Bowling for Champs Fundraiser
 - May 13 from 6-8 at 10 Pin
 - \$30 for 1 hour of bowling and 2 drink tickets
 - Noble 5K
 - 5K in Humboldt Park to raise money for charter schools
 - May Happy Hour
 - At The Stretch
 - May 20 6 Pm-??
 - Membership Drive
 - June 29 at Joe's on Weed Street
 - Aaron Shock is confirmed
 - Membership-Kyle
 - Has increased about 75 in the past month and a half
 - Events and word of mouth has helped increase the numbers
 - Political Director-Larry
 - Street fairs will be a big target
 - Next committee meeting is next Sunday
 - Voter registration and having volunteers at street fairs is what they will be focusing on
 - Book Club
 - Most recent meeting was today
 - Mike Volte

- *Meltdown* will be the next book in 3 weeks
 - Monday May 18 will be the next dinner
 - Limited to first 10 people
 - He is distributing a memo outlining where he wants the PAC to go
- Communications Director-Corrine
 - The press loved us
 - The links to the video coverage are on the website
 - The press is excited about the Bowling Fundraiser
- Marketing campaign
 - 1 million impressions a day for a week
 - Billboards, cabs, banner ads
 - 3-Part strategy
 - Website
 - Marketing campaign
 - Membership Drive
 - Briefing book
 - Will cost about \$50,000
 - Will require aggressive fundraising
 - Comments:
 - How are we trying to recruit?
 - We are working with 501(c)(3)s
 - We will need you guys to reach out to your contacts
- Multimedia-Angel
 - June 1 when the new website is launched they will have their first post up
 - Trying to get equipment access for now
 - Long-term we hope to get our own equipment
 - E-mail Angel if you are interested in helping
 - Next meeting will be before the next business meeting
- Additional Comments
 - Jacqu
 - Events committee needs your help!
 - Need volunteers to help organize the volleyball and kickball leagues
 - Contact Jacqu if you're interested
 - Jeremy: The only way we can continue bringing in new members and growing is if we have a large volunteer base