

CRRA Board Meeting Minutes
Tuesday, March 20, 2007

Present: Julie Muir, Bob Nelson, Susan Collins, Laura Anthony (staff), Richard Anthony (9:20), Leslie Lukacs, Laureteen Brazil, Tracie Bills, David Krueger, Todd Sutton (9:25), Judi Gregory (staff), Barbara Souza, Steve Hamilton, John Davis (advisor), Bob Hollis (advisor)

Absent: Alec Cooley

1. Regular Business

a. Approve Agenda: Accepted.

Motion: (Brazil/Nelson) (6:0:0:4 absent: Anthony, Cooley, Collins, Sutton)

b. Approve March 20, 2007 Board meeting minutes:

Motion: (Brazil/Nelson) to approve 3/20/07 minutes. **Motion Passed:** (6:0:0:4 absent : Anthony, Cooley, Collins, Sutton)

c. Record e-votes from previous month: Nothing to record

d. Communications: Received communication from Karen Coca of the City of Los Angeles regarding the listing of sponsors on CRRA letterhead and that the letterhead needs to include some form of disclaimer.

2. Officer Reports – consent unless noted

President Report, Julie Muir

- *Spoke with Darryl Young, Stephen Bantillo, Susan Kattchee regarding ROC issues.*
- *Emailed Gary Wygant, congratulating him on his recent appointment to the NRC Board.*
- *Emailed with Angie Gehlert, Missouri Recycling Association who found our Tour Survey with Survey Monkey to be very helpful.*
- *Received email from Karen Coca, Los Angeles Solid Resources Citywide Recycling regarding being on our letterhead as a sponsor of CRRA and having an opposing view on a letter. We agreed and said that we would add a clause to the letterhead that the sponsors are financial sponsors and that the content of the letter is not approved or endorsed by the sponsors listed.*
- *Sent letter (via Judi) to John Davis to be advisor. John Davis accepted.*
- *Wrote letters for Keynote Committee.*
- *Been involved with Staff Issues.*

Secretary Report, Tracie Bills

- *Completed the nominations email that will go out to the listserv on 3/21/07.*
- *Completed the webpage for nominations, including the nominations form.*
- *Completed the list of positions open for elections and prepared for board approval.*

Treasurer Report, David Krueger

See attached financial statements.

ACTION: David Krueger to update the CRRA Budget and send around to the Board for review.

ARC Staff Report

- ***Membership:*** *Renewals are trickling in. We have received only half of membership renewals. As of date, 7 new members have joined.*
- ***Conference:*** *I am working daily on the online conference registration webpage. This is a time consuming process as the software is new and unfamiliar, and editing text which Judi and I discuss almost on a daily basis takes time. However, I feel that once this task is complete, our members will have a seamless registration process.*

- Exhibitors: I have updated a marketing list with several new prospects which includes approximately 4000 contacts.

Managing Director Report, Judi Gregory

I have been working with the conference and other Board committees, as well as multiple conference sub-committees. Activities include multiple meetings with the policy committee to work on the upcoming workshop. This included workshop announcements, speaker coordination and registration/carpool links for the website. I completed a final draft of the certification outline and budget for Board review. There were multiple conference tasks, including finalizing details for the exhibit hall floor plan, working on the exhibitor prospectus and exhibitor promotional mailer, finalizing conference/exhibitor rates, attending the greening committee meeting, completing RegOnline training, updating the conference at-a-glance, preparing hotel announcement, participating in Welcoming Reception planning and preparing and analysing tour survey and results. I have been spending time with Barbara to help familiarize her with planning and organization. Other items included contact with attorney to discuss staffing contracts, ERF Sponsorship, February e-Newsletter with Constant Contact, multiple sponsorship contacts, p/c's with Board and p/c & emails in general. I also completed the Marketing for Non-profits class through SM Community College. I reported approximately 115 hours in February.

Web/Listserv Administrator, Laura Anthony

- Tasks Completed/Pending: February 2007
- Website Maintenance/Updates, Job Postings, Calendar of Events, Internal Policy updates, Press releases, Listservs, TC Websites, Update Conference 2007 Website, Call for Speakers, Website Updates
- Pending: Membership page paid by credit card

TC Liaison Report, Bob Nelson

Quarterly TC Executive Committee meeting was held on February 15th. It was not very well attended this quarter. Most discussion centered on how to keep the TC's involved while there is not a "big issue" to keep them focused and active. We discussed a tiered system where a fully active group would start out as an "Interest Group" with just a listserv area for discussion on that subject. As they become more involved, they could begin to organize and finally request full Technical Council status. This way groups could still provide a place for likeminded individuals to discuss issues and provide a conduit to other organizations. The concept would allow members to subscribe for a listserv, if they wanted, or just browse occasionally to see what is happening in another area. With limited access to non-members this could also be a good draw to entice them to full membership (or even a limited membership with web-only rights). Many details still need to be worked out before it is ready for full Board level discussions, however we can start discussions with other affected committees.

In other TC news, CORC is co-sponsoring the Board's Policy Workshop, LATC is holding three workshops (April and May) for the ultimate fate of AB 939, and VSERC and CCRC is sponsoring a joint workshop in May.

NRC Liaison Report, Richard Anthony

- I attended the meeting. It was 10 below zero. Zurich was warmer. The work plan is NRC light. Dell, Nike etc. ROC is well intended. The minutes are attached (Attachment #7);

ARD Liaison Report, Laureteen Brazil

- The National Planning Meeting was fun and interesting. Most of the representatives in attendance tend to be involved in a more hands on manner.
- In 2006, California had a total of 2,262 pledges. To increase these numbers, I have a request into Susan to find out what the DOC and the CIWMB do for AR activities. The States with the highest numbers tend to work directly with their State agency that possibly accepts pledge cards year round. Pledge cards provide a quantifiable measure of success for the program as well as events, displays, and proclamations. The group discussed the importance of pledge cards overall.

- *There were about 18 State representatives that RSVP'd to attend the Chicago meeting. (The presenters included representatives from Tulsa, OK; Victoria, TX; Norman, TX; Georgia; Colorado; South Carolina; New Mexico; Florida; Indiana; Missouri; D.C.; and California).*

Continued

- *Ideas for 2007 Include:*
 - *Working with your local utility company to circulate pledge cards.*
 - *Starting the campaign early and posting everything on the website*
- *(The 2007 campaign period for America Recycles will begin on July 4th and end on November 15th)*
 - *State by State Competition (on-line campaign with Outreach Events) – getting Governor's involved*
- **** A climate change calculator will be added at some point to the AR website to illustrate the benefits of recycling****
 - *Add pledging opportunities on-line (However, we support our paper sponsors by making people complete an actual card that needs to be returned)*
 - *Possible prize could be a scholarship to attend the NRC-Gala event*
 - *Use billboards, transit, radio and TV*
 - *Overall create a more powerful national campaign*

Governmental Affairs Liaison, Susan Collins

- *The main GA Liaison activity this month has been coordination of speakers for both the policy workshop in March. We are also working to set up meetings with the CIWMB, and DTSC while in Sacramento, to discuss the on-going issues of conference participation, membership, certification, sponsorship, etc.*

Continued

Staff Discussion, ARC 30-day notice

Steve Hamilton addressed points that were outlined in a 30 day notice of termination he received from CRRA president, Julie Muir regarding outstanding deadlines. After a timely discussion, it was agreed that ARC and CRRA would hold weekly update telephone calls to address the progress of membership and conference items. A date to review performance was not confirmed.

3. Old Business

a. Board E-voting on motions

CRRA currently does not have E-voting in place. John Davis suggested to edit 'records' to "ratify and record E-votes from following minutes".

ACTION: Bob Hollis and Laura Anthony to set up DevCom to research a GOOGLE site for future discussion on polling function.

Motion: (Nelson) adopt the e-voting policy replacing "presiding officer" in place of "President" and to add "48 hour" discussion to voting. (Hollis) motioned to approve with the addition to ratify item 1.c. by adding text suggested by Davis changing "records" to "ratify and record e-votes".

Motion Passed: 9:0:0:1 absent: Cooley

4. New Business

a. Open Nominations

Motion: (Bills/Anthony) to open nomination period as of today, March 20, 2007, for 2007 elections. Positions opened include: 1 Southern District Board seat, 1 Central District Board seat, 1 Northern District Board seat, Seven Local Agency Technical Council Positions, Four Venues & Special Events Recycling Council Positions and Ten Global Recycling Council Positions

Motion Passed: 9:0:0:1 absent: Cooley

Motion: (Bills/Anthony) to add nine independent recyclers to be placed on IRC ballot pending approval of Gary Liss. **Motion Passed:** 9:0:0:1 absent: Cooley

b. NRC Issues

i. Membership structure

Judi reported that she was not aware the NRC had made progress on this issue as it had not been relayed to the advisory committee. Judi has emailed Richard to get more information before the Board takes action.

ACTION: Judi to follow up with Richard and continue as action item for future meetings.

ii. NRC 2008/10 Conference & ROC agreement, Julie Muir/Richard Anthony

Discussion involved ROC coming to California for their conference. Julie provided a conference planning update, and encouraged ROC not to have conference in California. No action items.

c. Biocycle sponsorship

Discussion of reciprocal sponsorship. Julie suggested a trade, and recommended to contact Biocycle and suggest a reciprocal sponsorship

ACTION: Judi to contact Biocycle and suggest this option.

Motion: (Anthony/Nelson) to swap exhibit space and two registrations. **Motion Passed:** 9:0:0:1 absent: Cooley

d. San Diego grant applications

Laura provided an overview about grant applications for Zero Waste San Diego. There was a discussion about how to draft the grant application language to make more of an impact, and who would be lead. Leslie suggested that CRRA sign-on to support the grant application, but not take the lead. Laura will report back on this topic.

Richard Anthony disclosed that he is involved in several training organizations that will be competing for the same EPA grant money as CRRA.

e. Grant writer / EPA Grant

Discussion involved DevComm creating a certification program. Judi mentioned EPA has a grant deadline due 4/18 for a certification program. She requested to purchase a book that has several resources on writing a variety of grants. Book costs \$75.

Motion: (Nelson/Sutton) to approve \$75 to pay for resource book, and to place researching a certification program on the DevComm program committee's agenda. **Motion Passed:** 8:0:1 abstain: Anthony:1 absent: Cooley

f. Purchase carbon offsets for Board travel

It was recommended to check out businesses that provide carbon offsets, and to perform more analysis on this issue before moving forward.

ACTION: Susan, Leslie and Judi will find out more information and report back to the Board

g. Fraudulent checks

In January, 2007, a fraudulent check was cashed and shortly thereafter the account was closed. A new account was opened January 5, 2007 and then in early March two other fraudulent checks were written this new checking account

ACTION: contact police to file a report, remove all signatures from CRRA website, follow-up on issue for next meeting.

5. Review of Strategic Plan

No Action taken

6. Committee Updates and discussion

No action taken

7. Member Survey, Judi Gregory

Judi reported the survey will go out mid-April. Judi reviewed the survey with Board members to get input on adding/deleting items. It was suggested for one quantitative item to be increasing the '07/'08 membership by 5%, for TC membership to increase by 5% per year, for the overall rating of CRRA services (#9 on 2006 survey) to improve by 5% per year, for the average number of visits to the CRRA website (#10 on 2006 survey) to increase by 5% per year, for the satisfaction with CRRA membership (item #19 on 2006 survey) to improve by 5% per year, and for a number of no longer needed questions to be removed, including #13, 24, 25, 26, 27, 28, 31 & 37.

Meeting adjourned 4:20.

Status of old Action Items

- Rick – to ask NRC to help CRRA/RO's with corporate contacts for sponsorship
- √ Judi – Update IP
- √ Susan – Set up meeting space for March meeting
- √ Susan - prepare a letter in support of Fran Pavely.
- √ Judi - forward conference refund/credits to accounting
- Steve Hamilton - provide copies of standard review forms to the Admin committee and assist in developing procedures for future reviews.
- √ Judi - contact ERF and arrange sponsorship