



CRRA 2007 Annual Conference

"Navigate To Zero Waste"

Conference Planning Meeting

Thursday, February 1, 2007

11:00 – 1:00

Present: Leslie Lukacs, Richard Anthony, Michael Huls, Kim Crawford, Connie Faulkender, Tracie Bills, Rose Niemi, Annette Puskarich, Carolina Goodman, Dorlene Russell, Bert Ball, Bob Nelson, Rebecca Jewell, Gary Liss, staff: Judi Gregory, Steve Hamilton, Barbara Souza

Announcements:

Exhibit Hall location may move back to the tennis courts.

Committee updates

Sponsorship: Judi gave an update that we have 7 confirmed sponsors and have set up a c/c with CIWMB to work out their sponsorship. **ACTION: Connie Faulkender will talk with Chuck Seidler to move forward with DOC sponsorship in advance of printed promo pieces.**

Programs: Call for speakers has gone out twice. The committee is going to send specific emails on the tracks to help attract more attention. Deadline is Tuesday 2/6/07.

Keynote: Have developed potential speaker list and making contacts to those listed. Next meeting in 2 weeks.

Exhibit Hall: Reception and daily activities getting fine tuned. Bob Nelson is sending out an announcement to the TC's to get their input and ideas on what activities they'll be doing. Promo piece is getting done which will list out all the activities for potential exhibitors. Ahead of schedule on all timeline tasks. Primary concern is just finalizing the exhibit hall floor/tent in order to move forward. **ACTION: If you're interested in donating a raffle prize, please contact Tracie or Chris Moran.** Gary suggested a showing of "An Inconvenient Truth". Since we won't have video showings on the exhibit hall floor, the committee can look into doing this in a room.

Tours: The draft list of tours is finalized. The committee is finalizing a survey with the drafted list and will use the results to finalize the tours. The information will also help in determining if people are coming early, staying late and if bringing family. The survey information will be shared with the conference committee. Judi also shared that the conference rate of \$110 is guaranteed 3 days prior to and 3 days following the conference.

Promotions; Next meeting February 14 @ 3PM. The promotions committee is identifying “strategic partnerships” which would work with the conference to promote attendance to their member lists and will get a 10% discount. Two of the groups being looked at are “Take It Back” and “South Bay Business Environmental Coalition”. A hotel promotion piece is being developed. **ACTION: Connie will see if she can get the Riester outreach list for CRRRA to use in promoting the conference.**

Sunday Reception: The Cabrillo Marina Aquarium will be open for attendees to visit the exhibits until 7 or 8 pm. The beach will be the location for food and activities. Bert Ball will assist in working with the Dept of Parks and Rec. The committee is looking at doing a beach clean-up and activities related to the ocean. Michael suggested that the promo committee work with KCB, KLAB and ERF to do a promotion. Gary also thinks that we can get the community involved as well. **ACTION: Judi will arrange a conference call for the committee.** A suggestion to contact Don Olguin was made by Kim Crawford.

Awards Party: The committee met and wants to use the larger 5000 sq ft space on the upper floor ballroom. Themed Cabaret style entertainment. Would like to do an on-site food for a charge.

Awards: No report.

Mentorship: Bob needs to work with Barbara at ARC on the volunteer application. The committee needs to have a draft program to start plugging in the activities. **ACTION: Judi will send around a draft conference program to the committee.**

Before and After Committee & Networking: Almost the same committee as the tours. Once the fun tours have been identified and the survey results are reviewed the committee will look at developing networking and before/after activities.

Greening: Leslie is going to schedule a meeting of that committee the week of 2/12/07. The conference committee mostly all agreed not give an option to opt out for CO2, but include it in rate with a note of it being included and what it offsets. The greening committee will discuss this issue for registration information.

Certification: CRMTI developing three courses and CRRRA doing two of them.

Scholarship: Carolina is sending a sample scholarship form to the TC's to see if they will offer scholarships. Carolina is also going to send a request to environmental clubs. Michael and Carolina will meet to discuss various aspects: funding, volunteers....**ACTION: DOC is having a meeting with LACC and will discuss funding for the CORPS to attend the conference for training.**

Frugal: Put question on survey on cost saving ideas.

Additional discussion on the possibility of opening the exhibit floor to the public. Some of the committee members would like the option to have the public get access to the EH floor. Discussion on how to do this without potentially disrupting the paid attendees. Also noted that exhibitors prepare differently for a trade show versus a public show. ARC noted that discussing this with the exhibitors is important. Julie suggested possibly offering an exhibit hall tour at 1 or 2 specific times, for a limited number of people from the public.

Prior Action Items

- ∅ Action: Please send any potential local sponsor ideas to Judi at judi@ccra.com
- √ ACTION: Judi make sure to post greening guidelines to the listserv.
- ∅ ACTION: Committee chairs need to send timeline updates and completed items to Judi.
- √ ACTION: Judi to contact primary sponsors and get them to commit in time to be listed on the Exhibitor Prospectus.
- √ ACTION: Gary to send ECN info to the Keynote Committee.
- √ ACTION: Judi coordinate meeting with Tracie and ARC to discuss EH activities.
- ∅ ACTION: Leslie will check with SCS and Judi with the City of LA for a local media list.
- √ ACTION: Judi will speak with Stephanie Barger to see if she is interested in helping plan the event.
- √ ACTION: Conference committee to look at last year's award categories and send Jacy any ideas on changes.
- √ ACTION: Judi to check hotel rates before and after the conference.

Next Meeting: Thursday, March 1, 2007, 11:00 – 1:00