

CRRRA DEVCOM COMMITTEE MINUTES
Friday, October 20, 2006
10:00 – 11:00 AM

Present: Bob Hollis, Tracie Bills, Todd Sutton, Judi Gregory (staff)

Absent: Leslie Lukacs, Laura Anthony

Approve minutes from 5/10/06 meeting

Postponed until next meeting

Discuss call in options (800 vs toll)

Members will check with employers and phone service to see about toll-call charges. **Action: Judi will set up next Board call as two dial in #'s**, one with toll and one with #800 and will have ARC bridge calls with conference service. **Action: Judi will also check into additional conference call services including webinar services.**

Elect Chair

Todd Sutton will chair, and if the Board approves allowing advisors to chair committees, then Bob Hollis will co-chair the committee with Todd. **Action: Judi will put the issue of advisors acting as committee chairs on the next Board agenda.**

Review/update committee description paragraph

Action: Judi will update the committee description and resubmit to committee for review next month.

Review. prior year tasks and update annual workplan

The committee discussed keeping Communications & Development together or splitting them apart. The consensus was to keep them together since they go hand in hand like sales & marketing. The prior year committee gave a brief overview of the committee projects. **Action: Judi will pull the Development and Communication workplans together into one document and prioritize projects. Action: The committee will review the document prior to the next meeting. At the next meeting tasks will be assigned**

The committee made recommendations to the budget of :\$5,000 for operating expenses, \$11,000 for Web contract, \$4000 for web improvements/additional staff. **Action: Judi will submit the draft budget to David Krueger for inclusion in the draft budget.**

Action: Judi will review and update the web administrator contract for action at the next meeting.

Action: Judi to send links to the committee members on e-voting websites. Committee members will review. Action: Judi to send Tracie the election timeline information.

Next meeting: Friday, November 17, 2006 @ 10AM

Additional or Future Discussion Items

Communications Committee:

To improve communications materials and policies in support of development and member satisfaction:

The Communications Committee is responsible for oversight of Recyclescene (the organizations newsletter), electronic communications such as website and listserv, printed communication such as brochures and letterhead and all other media outlets. Currently the communications committee is working on a complete revamp of the CRRA identity, and updating of all communication pieces. The committee is also looking at restructuring the newsletter, increasing electronic media tools, and also searching for a newsletter Editor.

Communication Committee Chairperson: Bob Hollis, Ph: 916-941-9053, Email: rhollis@carnegiepartners.com

Development Committee:

Is focused on intermediate and long-term strategies to increase both membership and funding from outside organizations:

The Development Committee is responsible for fundraising and member services. The committee develops annual fundraising campaigns, including revenue targets and potential funding sources. The committee also works to expand and communicate the benefits available to members, survey the members and develop strategy for member recruitment. In addition to the above tasks that are currently all being reorganized and developed, the committee is looking into the potential for grant funding from various philanthropic organizations.

Development Committee Chairperson: Bob Hollis, Ph: 916-941-9053, Email: rhollis@carnegiepartners.com