

## CRRA DEVELOPMENT/COMMUNICATIONS COMMITTEE MINUTES

**Wednesday, February 1, 2006**

**10:00 – 11:00 AM**

### **Agenda**

Minutes approved from 1/4/06 & 1/10/06 meetings and 1/9/06 meeting with Laura

#### Review Action Item list

-Susan and Alec will be given a list of discussion items developed by the committees for the 2/6/06 meetings with DOC and CIWMB.

-Judi updated the sponsorship brochure for 2006 with minor changes to the sponsor benefits. Committee members will review and call for an e-vote to approve and forward to the CRRA Board.

-**ACTION:** Judi will discuss with Kym @ ARC re: canceling the AOL email address and Bob will set up a new email [CRRA@crra.com](mailto:CRRA@crra.com) for all general mail that will go directly to Kym's email. All future email addresses will be created using the @crra.com account

-Leslie and program committee will be finalizing conference tracks in March. **ACTION:** Upon finalizing, the conference program committee and the CRRA Dev/Com committee will hold a joint conference call to look at packaging and marking the conference tracks outside CRRA general membership. **ACTION:** Bob will send mailing lists to Kym for incorporation into the master CRRA Conference mailing list. Judi also sent Kym the Waste Expo list for inclusion.

-**ACTION:** Bob will send around information on the "fee for job posting" idea. He noted that it is probably not a viable option for CRRA.

#### Member recruitment update

Leslie will send around her ideas for email marketing and Judi will incorporate them into the drafted member recruitment plan and work with Bob to finalize document for Board approval at the March meeting.

**ACTION:** Leslie will contact Brian Hamlin and Dan Noble to invite them to join the committee and Rick Anthony has been in contact with Marialyce Pedersen.

#### Status of member survey

There has been limited input on the member survey. Judi will prepare a draft CRRA member survey, using the NRC template and those comments provided thus far by the CRRA Board. **ACTION:** Judi to send around draft to committee by 2/10/06.

#### Review redesigned website

The committee reviewed the updated website link that Laura sent around. Everyone agreed that it was very nicely done and a huge improvement over the current website. **ACTION:** Judi will send the Board the link for review, with a goal of getting the new website up in the next week.

#### Member directory

Bob has almost completed the directory, but is having some problems with the data merge. He expects to finalize the directory in 4-5 days and send it around to the committee for review.

Next meeting to discuss only protocol issues: February 23, 2006 @ 3PM

Next regular meeting: Wednesday, March 1, 2006 @ 10AM

**Action Items**

Leslie – Send email marketing campaign ideas to Judi for inclusion in Member Recruitment Plan.

Judi – Talk to Laura about sending link to Bob/Judi to proof updated pages.

Laura/Judi – Place budget on hidden link on website and include in next e-Recyclescene.

Judi – Send around EPA grant info to committee members

Bob – Look into setting up database for compiling grant information

**Future Meeting Items**

Review procedures for mail versus email for organization