

CRRA DEVCOM COMMITTEE MINUTES
Thursday, May 24 2007

Present: Todd Sutton, Leslie Lukacs, Bob Hollis, Judi Gregory, Laura Anthony

Listserv Protocol

Bob updated the listserv protocol. This will get forwarded to the CRRA Board. **ACTION:** Todd will finalize document and send to Judi and Laura who will coordinate placement on the listserv and website.

Membership Discussions

Todd sent the updated membership graphic. This information will be placed on the updated draft membership page and posted to the website. **ACTION:** Laura post updated member webpage.

Bob created a draft online membership form which will make it easier for people use. Bob suggested adding a "Mail Invoice" as an option. The committee reviewed the web format and discussed some further ideas for development. **ACTION:** Bob will update and coordinate finalizing it with Laura.

ACTION: Judi will coordinate a meeting with DevCom and Program to discuss membership structure, TC structure issues.

Website & PR

Bob shared ideas on optimizing google placement using some of the tools available. There are ways to do this for free and for a fee.

Bob suggested developing a logo and Press page for public access. Create a logo with "Member of" Available for members to download and put on their webpage with a link. Also need to create language for use of logo.

Fundraising

Bob shared information on 1% For the Planet as an option to raise funds for CRRA. CRRA could do an email notice to donating companies once a year to request they choose CRRA as one of the recipients. The background materials were sent to the Board. Todd is going to send a motion to the Board on this item.

Next meeting: June 28, 2007 @ 10:00 AM

Reviewed Action Items (√: denotes completed)

ACTION: Judi will draft a letter and send draft letter to expired members to the committee with deadline for review. The letter will include a link to survey on why not renewing.

ACTION: Judi will draft a letter addressed to local government to subscribe to CRRA membership and send a draft around to the group.

ACTION: Bob will look into lists of government by next meeting. (4/26)

ACTION: Bob will talk with Bob Nelson about TC and Chapter development. (4/26)

ACTION: Judi send committee suggested contents of a e-binder. (4/26)

Free Membership

A person contacted CRRA about the inability to pay for membership. The committee talked briefly and agreed that this is an admin issue. **ACTION:** Judi to forward this to Admin.