

## CRRA DEVELOPMENT / COMMUNICATIONS COMMITTEE MINUTES

**Thursday, January 17, 2008**  
**10 -11 am**

1. (10:00 – 10:05) Approve minutes
2. (10:05 – 10:10) Web Administrator Contract
  - Prioritizing Projects for Remaining Portion of Contract – Laura is working on the conference web pages, it looks really good with the new logo and design. There was some concern on her part regarding her contract which ended on Dec. 31. Tracie will call Laura to let her know her contract is a month to month up to March 31, 2008, so she is technically still under contract.
  - RFP Hiring Process – So far we have not received any proposals. Tracie will be posting the RFP with Career Builders, which will bring in more proposals. Tracie recommended that we get a 3<sup>rd</sup> party who is not familiar with the organization to review the proposals. Bob Gedert mentioned it would be good to have someone familiar with web design to help with viewing the proposals.
3. (10:10-10:25) Membership
  - Tracie will ask Judi to send out an email to the listserv letting them know about the invoices that were sent out in December. Bob Hollis has still not received his invoices. Also, will ask Bill if he sent out any notices for members who have not renewed in a few years.
  - Ideas for Increase in Membership:
    - Bob Hollis has a list of over 1000 California Recyclers in a spreadsheet to private and government personnel, who we might be able to get more members from. Bob Gedert thought it might be a good time to not only ask about these people becoming members but to see if they would want to become sponsors of the organization.
    - Get up close and personal with past members. Set up regional meetings (Bob Gedert said they did 20 in Illinois) to discuss “how to change the organization”, which will give us feedback, but also allow CRRA to get these members rejuvenated to be a part of it again. This was a one time activity and provided some great feedback and new members. It also provided an opportunity to talk about other committees that they could participate in that they were not aware of. The only problem with this one is that it is very labor intensive.
    - Chapter Development helps membership, and should be something we focus on.
  - Members Log In Page – This page was done by Bob Hollis, just need to find out if Laura has page. Tracie to work on that and finding the other web pages Bob designed. One was for Web Project tracking and the Board log in page for contracts and such.
4. (10:25-10:30) Recycle Jobs website interlink with CRRA
  - Bob has the page all designed, the Job Posting form is at: [http://www.crra.com/member\\_job\\_posting.html](http://www.crra.com/member_job_posting.html). Bob can beta test it today and have it ready to go by tomorrow. We just need to figure out how to position it on the web site. The form is filled out and will be linked to Bob Hollis’ email. He will put the account together and send an email

explaining log procedures with password, etc. At that point the jurisdiction can place their own job requests online.

5. (10:30 – 11:00) Discuss how to bring in more money to be able to afford and bring other aspects to the organization.
  - Put together a Marketing / Development Plan breaking down all of the areas we currently receive income from (membership, grants, sponsorships, conference). Bob Hollis will put it together and send it around to the rest of the group to add in for the next meeting. At the next meeting we will finalize and put together our plan of action, at which time we can take it to the board.
  - Grants – board is interested, but we don't have a lot of time to apply for them. Bob Gedert will continue to look for opportunities.
  - Important to create relationships with CIWMB, DOC, DTSC, etc. to build bridges allowing us to ask for money and actually receive it. Need a professional portfolio so that we can ask these organizations to include us in their budget.
  - Send out information to our listserv asking each member to pass on to constituents that aren't a part of CRRA, which will help build our database and membership.
  - Review budget for conference – Tracie to send out to group.

**Next meeting:** Thursday, February 14, 2008 @ 10:00 AM

**Action Items:**

- Tracie will call Laura to let her know her contract is a month to month up to March 31, 2008 Exhibit Display and Materials – Where to go from here.
- Tracie will be posting the RFP with Career Builders Web Design – everyone take a page and review for changes
- Tracie will ask Judi to send out an email to the listserv letting them know about the invoices that were sent out in December
- Tracie will ask Bill if he sent out any notices for members who have not renewed in a few years.
- Tracie to talk with Laura about web pages that Bob developed.
- Bob Hollis to finalize the jobs web page with RecycleJobs.com
- Bob Hollis to put together Marketing Plan together and email out to the group within a week.
- Entire Group to review Marketing Plan and add items to fill in before next meeting.