

CRRA TC Meeting Minutes
Saturday, November 5, 2005
Long Beach, CA 90806
9:00 AM - 3:00 PM

1. Introductions
 - a. In attendance: Alec Cooley – CCRC John Theroux – CDC, Dan Noble – CORC, Brian Hamlin – e-WH, Laura Anthony – GRC, Bob Nelson – LATC, Leslie Lukacs – VSERC, Judi Gregory - Staff, Barbara Spoonhour – CRRA, Bill Worrell – CRRA, Rick Anthony – CRRA, and Julie Muir – CRRA/TC Liaison
 - b. Technical Councils are groups of members that provide input on key policy issues and develop more services in specific areas of interest. TCs are the arms and legs of the organizations. This retreat is organized so that the CRRA Board and the TC leaders have a chance to communicate and plan for the following year.

2. TC Work Plans, Budgets, and Agreement of Responsibility
 - a. Work plans, budgets, and a signed copy of the Agreement of Responsibility are to be submitted to the CRRA TC Liaison by November 1st of each year.
 - b. CRRA TC Liaison will forward to the CRRA Board for approval. TCs cannot spend any money unless their work plan and budget has been approved by the CRRA Board and the TC Liaison has received a signed copy of the Agreement of Responsibility.
 - c. The work plan should describe what the TC plans to do in the next year.
 1. how they will meet the minimum requirements (see below).
 2. estimated dates of plan workshops or other activities (must submit a separate notification of workshop or other member activity to the CRRA Board for approval – see below).
 - d. Budgets should reflect how the TC plans to spend money during the next fiscal year (January – December).
 1. CRRA includes the TC budgets within its own budget.
 2. CRRA grants each TC up to \$2000 each year for operating and program expenses.
 3. The budget should reflect how the TC plans to spend the money and if it plans to receive any income.
 4. A separate budget must be submitted to the CRRA Board for approval for workshops or other activities.

5. Please remove the line item for ARC Services \$1260 from the expense and income rows of budget.

6. ACTION: Bill to send Julie who will then forward it to the TCs the TC Budget categories. Done 11/7/05.

7. ACTION: Julie to develop template for Work Plan and Budget for next year.

 - e. Revenue from workshops or other activities that are organized by a TC is handled according to each TCs charter.
 - f. ARC Staff services are available to TC.
 1. CRRA pays for and TCs receive accounting, membership, and phone referral services from ARC.
 2. In addition, CRRA pays for and TCs receive website development and Yahoo Group management assistance.
 3. Anything above these services must be paid for by the TCs. They can ask ARC for a quote.
 - g. Reimbursement procedure takes about one month.
 1. Send original receipts (make copies for yourself) along with the minutes that shows that your TC approved the cost and send to the CRRA office. ARC staff will send it to Bill Worrell, CRRA Treasurer, for approval and signature on check.

- h. CRRA has a colored copy brochure template available to all TCs for either membership brochure or mailing brochure announcements for workshops or other activities. These bring uniformity and identity to CRRA/TC. We have a lot of these so please use. Contact Judi Gregory and she will mail them to you.
- i. Agreement of Responsibility has been developed to bring some formality to the responsibilities of the TCs and CRRA to each other.
 - 1. The TC Chair will sign this form each year so they are aware of what they are responsible for each year as a TC of CRRA.
 - 2. **Everyone was agreeable to the Agreement.**
 - 3. ACTION: Judi will update the Agreement of Responsibility with the minimum requirements (see below) and will send it to the TC Liaison to send to all the TC Chairs for signature.
- j. Paying executive committee members clarification. We clarified that the TC can pay someone on the Executive Committee of the TC for work as long as it is not part of their normal duties as an officer of the TC.

3. TC Minimum Requirements

- a. We have been discussing on the TC Quarterly Calls and on the TC ExComm yahoo group what should CRRA require at minimum of TCs in return for the \$2000 annual allotment.
- b. It was decided that CRRA will require that each TC :
 - 1. Executive Council meet regularly with minutes to TC Liaison/posted to website
 - 2. Participate in the annual conference planning
 - 3. Provide at least one other member benefit each year. This might include:
 - Workshop
 - Organize tours or meetings for CRRA members
 - Input into CRRA Recyclescene
 - Develop policy or legislation
 - Provide training (for new members)
 - Summarize listserv topics related to your TC
 - o Online tools (practices, pilot write-ups, RFP's, ordinances, ideas on what other localities are doing, best practices)
 - o Training (for newbies)
 - o Active TC Yahoo group
 - o Participation in Training Certification Program
 - o Other ideas (as proposed by TC)
- c. ACTION: CRRA to develop process/plan to dissolve a TC if necessary.
- d. Our sponsors have expressed some needs that they would like CRRA to provide. Some of these needs would best be supplied by the TCs. These include tool kits, sample contracts, lists of pilot programs.
- e. ACTION: Judi to supply a more complete list of sponsor's requests.
- f. For future: Look into developing a similar agreement between CRRA and Chapters.
- g. ACTION: For communications committee to set up monthly information re: listserv usage instructions to moderators and users.

4. Workshops

- a. Workshops must receive approval from CRRA Board at least 90 days in advance.
 - 1. ACTION: Leslie to develop a workshop submittal form that includes the dates and potential list of sponsors and have it added to the website and workshop guidelines.
 - 2. It is best to get the workshop date approved by the CRRA Board even if the budget has not been completed.
 - 3. CRRA would like 90 days advanced notice, but also recognizes that it is not always possible.

- b. Must include CRRA logo on advertisements and promotions and/or indicate that your TC is a TC of CRRA by including after the TC name, “a technical council of California Resource Recovery Association”
- c. ACTION: Communication’s Committee to devise method of how we formalize this policy. (branding, templates, language, graphics?)
- d. ACTION: Judi & Kym, get standard list of prices for ARC to perform workshop duties.
- e. Must coordinate sponsors with CRRA. TCs need to follow CRRA Sponsorship Policy (below). Need to make sure TC sponsorship does not take away from sponsorship of CRRA as a whole. Need to prevent miscommunication with sponsors about benefits of being a sponsor. TC’s should keep Governmental Affairs Liaison informed of all interactions with DOC, CIWMB and EPA. CRRA and TC’s should have further discussion on how to coordinate sponsors and “share the wealth. How can TC’s develop benefits that are important to ALL potential sponsors.

CRRA Policy States:

- Contact of President’s Circle Sponsors requires prior Board approval.
 - Contact of other potential sponsors requires prior Board notification (through CRRA office at least 15 days in advance of intended contact. Office will contact President or designee - fundraising chair- who will in turn Email to Board members). The Board will coordinate with the Conference Committee regarding overlap of sponsorships with workshops and CRRA general funds.
 - When Technical Councils receive commitment of funds from a sponsor, either verbal or written, a thank you letter will be sent to the contact person at the sponsoring business or agency, signed by the person who negotiated the sponsorship (who should be a member of the CRRA Board or Technical Council leadership).
 - The letter should document the specific details of the sponsorship agreement (including the cash or in-kind value), should specify any benefits to be received by the sponsor in return (eg, registration to events, exhibit space, advertising, etc.), and should include an indication of the portion of the sponsorship which is tax-deductible (ie., the amount received which is in excess of the value of any benefits promised).
 - A copy of the letter should be sent to the CRRA office for invoicing, along with any specific information regarding provisions for billing.
 - Sponsorship money not received within 60 days following the date promised or the date of the event, whichever is later, will receive a second billing.
 - Sponsors will receive recognition in event publicity and in *Recyclescene*.
- f. When CRRA Program Committee or CRRA Board has an idea about a potential workshop they can suggest it to the TCs
 - g. It was stressed that although we did not want to have 10 workshops a year due to members restrictive travel budgets, there is great value in having face to face meetings on issues. One solution is for TCs to have regional meetings, networking opportunities, and dialogs that do not require a lot of costs. Try to identify hot or emerging issues as the discussion points to encourage attendance and membership. (Member benefit)
 - h. Develop plan for marketing workshops outside of membership.

5. Membership Recruitment

- a. External membership drive was discussed. Each TC was encouraged to keep its own list of non-CRRA members for potential recruitment and marketing. Discussed how financial incentives did not entice TCs to do more recruitment activities.

- b. Internal TC membership drive was discussed. The TC presentation at the luncheon at the LA Conference was very helpful. It brought awareness to the CRRA Members about the TCs. We should do more communication about the TCs on the yahoo groups.
 - 1. ACTION: Julie to work with TCs on TC awareness emails to CRRA yahoo group.
- c. TCs are encouraged to send representatives to the 6 Board committees and in particular to the Board's Development committee where membership issues are discussed. The application is on the CRRA webpage.
- d. Membership survey – CRRA's Development committee is planning a CRRA Membership Survey. ACTION: If your TC is interested in adding questions to the Survey, please contact the Chair – Leslie Lukacs.
- e. ACTION: Development and Communications Committee: Update the membership section of the website.
- f. TC's should discuss strategies for developing SoCal membership.
- g. Recyclescene could spotlight TC's activities.
- h. ACTION: Judi to send a copy of the member recruitment plan to Julie for TC distribution and suggestions.
- i. ACTION: Development Committee, look into an umbrella/organizational membership structure.
- j. ACTION: Development & Communications: Can TC's sell space on the website for products & services?
- k. Membership Recruitment Ideas
 - a. Social Activities (pre/post mixer)
 - b. Mentorship program
 - c. World Café (table hopping)

6. Conference Planning

- a. Discussed the critical need to have a financially successful conference. CRRA's business model dictates that we make enough profit off our conference to run our organization. CRRA depends on a successful conference.
- b. TCs are required to assist in the planning of the conference. Each TC must send one representative to the Conference Program Committee and is encouraged to send one other to the General Conference Committee.
- c. Conference is about room nights (and you thought it was about sessions and speakers!). We have to develop creative ways to get people to spend the night at the Fairmont (only \$129 a night – a great price for the Fairmont).
- d. TCs can add value to the conference by doing workshops and other activities.
- e. TCs will not necessarily be given a track. TCs should submit ideas to Leslie (Conference Program Chair) via the call for concepts process. Leslie will work out the program and work with the TCs on their concepts and ideas and places that need to be filled in.
- f. TC involvement is also needed on the Awards committee.
- g. Include in your work plans ways to market your sessions and other activities to the CRRA membership and to those outside of CRRA. (TC's could market sessions to separate databases like how VSERC sends separate mailing each year. List all sessions that might be useful to a certain industry ie: Waste Haulers) We really need to sell member and non-members why they should come to the CRRA Conference (and spend the night at the Fairmont).
- h. Consider using your TC money (and put it in your work plans and budget) to offer scholarships to students (CCRC can help you distribute announcements and find applicants) or members who find the cost to attend the conference prohibitive. You could also require in exchange for a scholarship so many hours of work on a TC project.

Ended on time at 3:00 pm.