

Membership Committee Meeting
January 8, 2007
MRC/Eurich Offices
Minutes

Attendance: Anna Collinson, Dick Haines, Esther Seaver, Russ Cunningham (staff)

- Logo Contest
 - The Logo Contest details need to be finalized, so the initial announcement can be released by the end of the week (1/12/07). Anna will be working to complete this project.
- MRC Recycling Certification Program
 - Anna forwarded the idea to the Technical Assistance Committee, with no response to date. The Committee agreed that this is a good program to launch and should continue to pursue, hopefully with assistance from TAC.
- Recycle Zones
 - Carried over from last meeting's agenda, the committee reviewed Anna's Recycle Zones layout. The group discussed that this idea will need to be implemented over several years, deciding that a MRC networking mixer may be a good place to start unveiling the "Zone" concept and drawing in more people regionally, than having an event statewide.
 - Discussion also touched upon how best to attract and utilize grassroots members. The MRC has traditionally been a professional organization, and with the development of the Recycle Zone idea, could be better situated to draw in more of the public too. Dick Haines indicated that he already had a list of items that he needs assistance on, that would be great for grassroots members to participate in. The Committee will explore broader and general list of similar items were developed for all MRC to keep grassroots members engaged and participating in the organization.
- Other items:
 - Gaining more business involvement
 - See discussion under "Recycle Zones"
 - Benefits and purpose of grassroots members
 - See discussion under "Recycle Zones"
 - License plate
 - The Virginia Recycling Association is pursuing a state license plate for recycling. A contest is being held for a design for the plate, and the organization receives some dollars back from the state from the sale of the plate. Russ was asked to look into how MRC could do something similar in Michigan and will report in February.
 - Run for Recycling
 - The committee discussed the possibility of hosting other type events that will draw attention to the MRC and bring in funds. This idea was originally brought up by staff, Russ Cunningham. Esther has been a co-chair of a run in Midland, and will provide details of what is involved with such an event for the February

- meeting. This could be an annual event for the MRC, and could also be tied to the conference (rotating locations).
- Membership Activity Updates
 - Anna requested that staff report to committee each month on any membership activity that occurred during the past month. This includes renewals, new members, referral letters mailed, etc. This will assist the committee members in understanding membership issues and concerns. Russ agreed to provide the first report for the February meeting.

 - Membership Recruitment Campaign and Outreach Plan
 - Finalize plan to present to the Board in February. Anna will be drafting in the next few weeks and forward to Committee members and Board members. The initial focus will be on the recruitment incentive program and networking events. Some details of the plan will include the following:
 - Letters to prospective members
 - Brochure/flyer for membership
 - Recruitment incentive program
 - Regular press releases and other outreach to the public and members
 - Certification program
 - Recycle Zones implementation
 - Other

Next meeting: Monday, February 12, 2007 at 10:00 am MRC/Eurich offices