

Membership Committee Meeting  
February 5, 2007  
MRC/Eurich Offices  
Minutes

**Attendance:** Esther Seaver, Tom Stevens, Claire Galed (phone), Dick Haines (phone), Anna Collinson (phone), Russ Cunningham (staff)

**Monthly Membership Activity Update (Russ)**

Russ provided his first monthly membership update and reported the following information:

*Renewals*

- 61 of 279 members from 2006 are at various levels of renewing for 2007
- March renewals scheduled to go out on 2/7/07 for members in the following categories-4 S, 9 LB, 13 SB, 4 LG, 17 SG, 5 NP, 16 I, 6-A = 74 total or roughly \$10,500

*Prospective membership initiatives*

- Contacting 38 new prospects obtained by referrals and staff recommendations
- Creating an updated list of the MI Recycled Materials Market Directory to cross-reference with our existing membership database
- Initiating contact with the 900+ fellow members of EMS related associations

**Logo Contest Updates (Anna, staff)**

The logo contest promotions have started as of late January through an email to the membership and front page coverage in the recent MRC Update. No responses or inquiries at this time.

**Membership Recruitment and Outreach Plan Review and Edits (all)**

The Committee reviewed the draft strategic plan prepared by Anna Collinson. Discussion followed to firm up the details of the membership recruitment campaign. The plan was approved by the group and will be forwarded to the Board at the February meeting.

**License plate (Russ)**

Limited information was gathered about this program, however it was revealed that the process requires 20,000 signatures and State legislative approval. The group recognized that despite the large number of signatures required to create a new plate, this may serve as a promotion tool for the MRC by directing the public to the MRC website to support recycling by signing in support of a new license plate. Russ will look into how the current website could accommodate this, and what the specific signature requirements are for such a process. Update to provided by Russ at next meeting.

**Run for Recycling planning information (Esther)**

Esther Seaver provided an outline of necessary steps to host a "Run for Recycling" type event, based on her previous experience coordinating a similar event in Midland. The group reviewed the information and would like to pursue this type of event in the future.

**Networking event discussion (all)**

At the last meeting, the group discussed hosting a networking event this spring, prior to the conference, Due to timing and lack of volunteers to spearhead an effort, this will be revisited at a later date.

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