

**Membership/Outreach Committee Meeting**  
**March 12, 2007**

**Minutes**

**Attendance:** Anna Collinson, Amy Shindorf, Claire Galed (phone), Russ Cunningham, Nancy Hawkins

- **Monthly Membership Activity Update**

March renewals were mailed out 2/7/07; to date 22 of 84 renewals have been received, There are still 26 outstanding renewals from Fall 2006. One “new” member has joined and was mailed new member packet information. Staff has created mailing list from Michigan Recycled Materials Market list with about 100 potential leads and will be mailing out soon along with conference registration brochure. The 35 or so referrals provided by members from last fall will also be mailed information. Anna also added that Tracy Artley’s staff developed a list of all college and universities that staff should also send information to. Anna will draft a cover letter to send to these potential members. Staff presented a draft postcard to be used by Membership Committee for all renewals. Amy and Anna will review draft text and make modifications, if necessary and return to staff. The postcards will be signed by Membership Committee at each monthly meeting.

Staff was directed to: provide monthly update to membership committee chair prior first, and then it will be forwarded to Exec Comm and Membership Committee. Staff was also directed to follow-up on status of the 26 outstanding renewals from fall renewal mailing and make contact as needed. Staff was also requested to monitor response rate from the 100+ new leads mentioned above and make sure that follow-up contact is made either via phone or postcard reminder prior to May 1 to encourage attendance at conference.

- **Logo Contest Updates**

Deadline for the contest is March 15<sup>th</sup>, and to date, only 1 entry has been submitted. The Committee and staff decided to pursue professional submissions so there is a new logo to be unveiled at the 2007 conference. Nancy will contact Eurich graphics person and Anna will contact other graphics folks. A selection panel will be put together, pulling in several additional Board members, and a recommendation will be put in front of the full Board at the April meeting.

- **Marketing and the MRC**

Limited discussion took place and will be continued at next meeting. Kelly Ignace and Anna Collinson had a conference call several weeks ago to share ideas about marketing and branding. A lot of interesting ideas were discussed and will be addressed at the next committee meeting.

- **Website & License plate**

Anna asked to be updated on status of potential new website and the implications it may have to pursue the state recycling license idea discussed at previous meetings.

- **Awards**

A large part of the discussion focused on awards, added to the agenda by Nancy Hawkins. At the last Board meeting, it was generally agreed that the awards process needs to be revamped. This committee will help to establish new awards criteria and assist with the selection process for the 2007 conference in Novi. Examples from other recycling associations were discussed, specifically the Carolina Recycling Association and their use of “Spotlight Awards”. These awards allow submissions for successes that have occurred throughout the year that are worthy of recognizing such

as an event, a program improvement, etc. The other idea discussed was using the 25<sup>th</sup> year as a theme for the awards---highlight 25 awards, honor the past 25 years worth of award winners, etc. The submission process will also be revamped to include some sort of site visit for confirmation, and the award application will be reviewed. The Board will be notified of this, and will be welcome to participate, however the Membership/Outreach Committee will serve as the coordinator of this process. Future awards should also be sure to tie into the proposed Recycling Certification program that is currently in development between this committee and TAC.

**Next meeting: April 9, 2007 at 10:00 am MRC/Eurich offices**