

**Membership/Outreach Committee Meeting**  
**April 9, 2007**

**Minutes**

**Attendance:** Tracy Artley, Claire Galed, Esther Seaver, Anna Collinson, Russ Cunningham

- **Monthly Membership Activity Update**

Russ provided the monthly membership update as follows:

- 90+ past members have been called over the past two weeks
- March renewals second notice will be going out week of 4/9
- 138 prospective member letter went out, based on referrals from current members
- The companies listed on the Michigan Recycled Materials Market Directory will also be contacted. This is about 200 additional prospects.
- Two new members joined: Veolia Environmental Services and Unicor.

Staff has not received a direct response to the Membership Recruitment Campaign, and the committee was encouraged to participate and start recruiting and promoting the campaign to the membership.

- **Logo Contest Updates**

About 17 entries for the Logo contest were received and reviewed by the Committee plus two additional “judges”—Bill Gurn and Beth Clawson. The group discussed the top three selections and determined the finalist that would be forwarded to the Board for approval. The selected logo will need some modifications, but overall the group liked the modern look that is a departure from the current logo. The new look will be unveiled at the Conference in Novi, and the committee will pursue having buttons or stickers created to promote the new look.

- **Awards**

The committee reviewed the draft award nomination form. The form looked great and was created in part by Amy Shindorf. With a few corrections, the form was forwarded to the Board for discussion. The deadline will be April 27<sup>th</sup>, and the Committee will meet on Monday April 30<sup>th</sup> at 10:00 am to determine winners.

**Next regular Committee meeting: June 11, 2007 at 10:00 am MRC/Eurich offices**