

# National Recycling Coalition

DRAFT | November 19, 2018

## COMMITTEE PRIORITY SUMMARY

### I. Bylaws Committee – Stephen B., Chair (Nestor)

- A. Election Procedures
  - 1. Amend language to allow even turnover of board members each year
  - 2. Review New York requirements for notification and update as needed
  - 3. Review two-year off requirement
- B. Organizational Procedures
  - 1. Review updated New York requirements for any needed changes to bylaws

### II. Communications Committee – Mary M. & Kerrin O., co-chairs

- A. Clearinghouse/Library – needs people & outreach plan
- B. External Communications
  - 1. Taking a public stand – Rapid Response team, RR Op-ed, Bottle Bill & other big issues
  - 2. Social Media – Drive people to a new and improved website with resources, updates, sponsorship, webinar & event list, advertising, social media training
  - 3. Poll members periodically to check goals, objectives
  - 4. Communicate directly with members and potential members about NRC activities, issues, ideas
- C. Internal Communications
  - 1. Include Marjie on every single email
  - 2. Renew Board meeting agenda with action or discussion items, action vs. consent – written committee reports required
  - 3. Use Google Drive and Google Calendar (or similar) for working groups and documents

### III. Executive Committee

- A. Training/orientation
  - 1. Slate development Committee appointment, oversight
  - 2. Finance Committee oversight
  - 3. Policy Committee oversight appointment, oversight
  - 4. Organizational oversight – Committee Liaisons
  - 5. Strategic partnership development
    - (a) Resource Recycling - Conference
    - (b) E.P.A. – Grants and development, working group
    - (c) Zero Waste - Conference
    - (d) The Recycling Partnership – Conference, other
    - (e) Industry Group – increased collaboration, messaging

(f) Keep America Beautiful - ARD

6. Nurture and grow relationship with ROC

**IV. Fundraising Committee – Susie G. - chair**

- A. Create fundraising structures, strategies, support
- B. Develop sponsorship program guidelines, benefits, tools
- C. Support asks
- D. Research other potential fundraising mechanisms (industry partners / discounts, eg)

**V. Markets Council/Committee – Wayne G. - chair**

- A. Market workshops development and planning
  - 1. More regional forums/workshops in 2019 – promote 6 weeks out
  - 2. Engage all regional, state affiliates and partners – NERC, SERDC, etc.
  - 3. Work with Fundraising Committee to clarify strategy, benefits and sell sponsorships
- B. Explore, recommend, oversee new Market Development initiatives
  - 1. Market Development Toolkit
  - 2. Recycling Jobs Task Force
  - 3. Quarterly market calls
  - 4. Reinvigorate / establish new regional groups i.e. MACRO, southwest, northwest, etc.

**VI. Membership Committee – Bill T. & Justin S., co-chairs**

- A. De-couple NRC affiliation from NRC membership - Define the difference in status and benefits
  - 1. Affiliates
    - a) Events in state
    - b) Webinar service
    - c) NRC direct member discount?
    - d) Address issue with NERC, SERDC etc.
  - 2. Direct members
    - a) Reduced rates for events etc.
    - b) SWAG
    - c) Discount if RO affiliated?
  - 3. Better define levels of membership – 3? Affiliate, direct & multi-state
- B. Better define and sell (promote) benefits of membership – advocacy, newsletter, awards, access, loyalty, education, network, discounts, services, scholarships, mentorship, RO
- C. Attract more affiliates
  - 1. clarify relationship and responsibilities
  - 2. leverage ROC and affiliates for growth
  - 3. Adopt an SRO program?

**VII. Conference Committee – Leslie L. & Gary L., co-chairs**

- A. Resource Recycling Conference

1. Develop plan to meet needs of 2019 and 2020 Conference
  2. Develop a multi-year plan to assume ownership of a national event for 2021
  3. Awards Committee
  4. Scholarships
- B. Zero Waste Conference – explore opportunities of hosting this conference
- C. National Market Development Conference – explore hosting conference in Puerto Rico