

OKRA

Oklahoma Recycling Association Board Meeting Minutes

11:00 a.m. - 1:00 p.m.
January 11, 2010

The M.E.T.
Tulsa, OK

Present: Traci Phillips, Ilda Hershey, Michael Patton, Ellen Bussert, Jim Bologna, Mike Hixon, Kathy Moore, Garmon Smith

Absent: Susie Shields, Sara Ivey, Chris Daniels, Trudi Logan, Kole Kennedy

- I. Welcome was given by OKRA President Traci Phillips.
- II. Approval of Minutes
Ilda Hershey made a motion to approve the minutes from the November 2, 2009 Executive Board Meeting. Michael Patton seconded the motion and it was approved.

III. Committee Reports

A. Membership Committee

Ilda Hershey, Membership Committee Chair, reported that she is working on an up-to-date membership list. Currently, she does not have one. She has reviewed and made changes to the OKRA brochure. She is waiting for Bussert and Smith to provide comments to the draft. The group has a conference call scheduled for later in the month. Bussert recommended that the school membership fee be \$5.00 instead of \$10.00. The group was in agreement.

In addition to updating the membership brochure, Hershey is working on the 2010 Membership Drive. She will send out an invitation to join or "re-join" to the 631 people on the list serve. Memberships expire March 31st every year. If anyone joined at the end of 2009, it carried over and is good for 2010 membership.

B. Finance

Patton reported that OKRA has had \$4,669.93 in the bank. (See attached report.) He said that most of the revenue was sponsorship for the PSA contest and Seminar. He reported that he is waiting on about 5 different checks to come in from the Seminar. Hershey will check to see if they paid at conference and report back to him.

501 C (3) Status is still pending. We are waiting to hear back from the IRS on our most recent application. He expects that we will hear from them soon.

Patton reviewed information regarding OKRA's Pay Pal account. Until he gets direction from the board, he will leave money in Pay Pal. Patton said that there are some expenditures that can be paid by pay pal. Phillips suggested that OKRA look for ways to earn interest.

Pending expenditures are the prizes to students who won the ARD PSA contest.

A motion was made by Hershey to accept report. It was approved.

IV. Work Groups

A. Advocacy

A report was given by Jim Bologna regarding the status of a proposed Bottle Bill. He said that both Representative Mark McCullough and Senator Brian Bingman are on board to author a bill. The deadline to submit a request for a bill is January 14th. He thought that by January 19th, he should be able to get a reference number. He said that it would be using a lot of the wording from the Tennessee Bottle Bill and that we can learn a lot from the Tennessee process. The Tennessee legislates no mandates for redemption centers on convenience store grounds. He encouraged people to read it at: <http://www.tnbottlebill.org/Assets/SB1404.pdf> In general, Bologna thought that the Legislators were very optimistic about its passage. Phillips told the group that OKRA needs to discuss now what things the organization thinks should be included in the legislation.

Steve Edwards is the point person for this Bottle Bill Campaign. Bologna said that OKRA needs to talk to Steve Edwards with their input. A discussion was held about the need for a position statement. Hershey is going to ask Advisory Council member Brian Figgins to collect information to start the process.

No one had any information on current legislation. Bussert said she would ask Fenton Rood for list of legislation that impacted recycling. She also said that at the next Solid Waste Management Advisory Council meeting on January 21st, the Council would be reviewing rules for computer recycling. Patton said that he was going to an INCOG Legislative reception and might learn of any pending legislation that would be of interest to OKRA.

B. Education

Bussert reported that Sara Ivey was in the process to let the students know that they won. After she notifies the winners, she will request checks and make arrangements for the checks to be presented. After a brief discussion it was agreed that the work group should set dates for next year as soon as possible and get the word out state-wide. A suggestion for the theme next year was "How would you promote materials exchange?"

C. Market Development

There was no work group report. It was mentioned that Advanced Environmental Recycling Technologies in Watts, Oklahoma would have a grand opening soon. It would be nice for OKRA to have a presence and show support. Hershey was asked to contact Al Drinkwater about grand opening and to see if it appropriate for an OKRA member to attend. Also, she would ask Drinkwater to send a press release for OKRA to put in newsletter.

D. Materials Exchange

There was no report from the work group. Bussert said that she had contacted Kennedy, as requested by the board, and asked him to submit a short written report when he was unable to attend meetings.

E. Communication Outreach:

Hershey reported on the December Seminar. Overall, she was pleased. The Board thanked her for all of her hard work and credited the success of the event to her.

Hershey said that the DEQ still owes \$369.87 that was originally pledged.

Patton said he thought the location of the OSU Alumni Center was great, the food was great, and the sessions were pretty much on-time. Having Venders in the same room worked out well too.

Bologna suggested for next year that Tamara (reverse vending machines) could be exhibitors. Hershey said that she liked using the OSU AG conference services. I made it very easy. Next yea, she suggested that there should be a large OKRA banner outside the building. She will write up a summary of the 2009 seminar for OKRA newsletter. Also, the board wanted to include Patton's 2010 forecast.

The board asked Bussert to follow up with Scott Thompson to see if the DEQ would want to sponsor the OKRA Seminar again. The group brainstormed and concluded that OKRA might try to get some more corporate involvement next year. There is definitely a need for more processors to participate. One suggestion was Jim Buckman for LaFarge. It was decided that everyone should look around for corporations trying to have green initiatives and to invite them. Patton recommended some type of recognition for their accomplishment during the conference.

Website Update

Patton had looked at the OKRA website and said that all of the links worked. It was determined that the ARD PSA's need to be put on website. Expenses associated with the website are \$450.00 per year. More then 1 – 2 hours of work per month is an extra amount. Hershey said it was a good investment to

have a webmaster. Patton said it costs \$30 to renew “.com” for website. He suggested that we might look into purchasing the domain for multiple years.

DEQ Inquiries

Hershey reported that she had 12 during the period of October - December 2009. The Board thanked Hershey for taking care of this. She is still waiting to put together a frequently asked question page.

The OKRA Advisory Council meeting will be on March 5, 2010 at the DEQ in Oklahoma. Board members were encouraged to send ideas to Bussert to put on the agenda.

The board reviewed the 2009 OKRA Goals and drafted the 2010 OKRA Goals.

OKRA GOALS FOR 2009

1. Meet revenue projections.
2. Attain non-profit status in 2009.
3. Explore and determine relationship with National Recycling Organization.
4. Continue to work with DEQ to encourage the tracking of the state recycling goal.
5. Sponsor a statewide fine arts contest for high school students for America Recycles Day. Plan and conduct a state wide essay contest for high school students.
6. Continue to build a working relationship with SWANA.
7. Establish a working relationship with Oklahoma Tribes. Identify and recruit one board member from this audience.
8. OKRA – meet with DEQ Solid Waste Management Advisory Council to talk about recycling issues. Ask Council for input on contents of next community recycling seminar.
9. Increase awareness of organic waste, including composting.
10. Have OKRA booth and/or materials at 12 events that promote OKRA membership, activities, and leadership to have a visible presence.
11. To increase OKRA membership by 25 % in 2010 and increase the members on the list serve by 25% (now 641 people.)
12. Increase the Oklahoma component in the OKRA Recycling Tool Kit. When complete, put tool kit on the OKRA web site.
13. Develop the workgroups to function and operate more efficiently. Find a chairperson for each committee.
14. Sponsor some type of activity 51% of membership participates in and does so that they will feel more connected.
15. Publish at least 3 OKRA newsletters in 2010.

(The OKRA Secretary had to leave and no minutes were taken after this point.)