

OKRA

Oklahoma Recycling Association Board Meeting Minutes

11:00 a.m. – 1:00 p.m.
January 28, 2011

1102 S. Boston-Up With Trees
Tulsa, Oklahoma

Present: Tracy Phillips, Ilda Hershey, Michael Patton, Susie Derichsweiler, Ellen Bussert, Melody Martin,
By phone: Brian Figgins, Kathy Moore, and Jim Bologna
Absent: Sara Ivey, Christ Daniels, Trudi Logan, Kole Kennedy, Mike Hixon, Garmon Smith

I. Welcome – Traci Phillips.

Phillips thanked everyone for their time. She thanked Up With Trees for allowing the OKRA Board to use one of their conference rooms.

II. Minutes – Ellen Bussert

Bussert reported that the minutes from the December 10, 2010 meeting were not yet available. They will be sent out in the future.

II. Committee Reports

A. Membership

Hershey did a mass solicitation inviting people to join OKRA on the list serve and targeted response to K-12 recycling coordinators. She had one question about membership concerning the status of Oklahoma Environmental Management Authority (OEMA.) She was wondering if sponsorship of the website gave them sponsorship. After a brief discussion, the board decided that OEMA should be a member for their donation. Should we solicit for sponsorship again this year? The board agreed we should. Hershey will tell them yes, they are members for website sponsorship.

Phillips asked Hershey if she was going to solicit more corporate members this year. Hershey said yes, that was the plan. However, new board members should be tasked with helping to bring in new members. She asked existing board to send her names and suggestions. Actual names of members will be in next newsletter. Kathy Moore asked if Woodward had joined. Hershey responded that, no, they were not. Moore will ask them about joining.

B. Financial Report – Michael Patton

Patton reported the financial activity statement for the seven weeks from December 10th, 2010 through January 28th, 2011. The new balance is \$10,004.66. OKRA has \$7,325.98 in the checking account at Bank of America and \$2,718.68 in the OKRA PayPal account.

This statement only reflects money received as this above date. We have e-mails received this week reflecting additional checks in the mail for the following:

Choctaw Nation (Tracy Horst) \$250
Larry Burrow (Delaware County) \$25
Solid Waste Institute (Ken Purdy) \$75
Teresa Swoyer (Oteo-Missouria Tribe) \$25
Angela Heim (Oteo-Missouria Tribe) \$25
Verona Deer (Oteo-Missouri Tribe) \$25
Kurtis Gare (Tulsa Union teacher) \$5
Pam O'Halloran (Tulsa Riverfield teacher) \$5

He also said that he removed \$380 from both accounts receivables and income for ODEQ checks. The money did not belong to us and were sent to the seminar account. The E-mail on joining from Ilda generated a lot of memberships. He noted that in December OKRA had \$7,500 in bank. After the invitation went out OKRA's January amount was \$10,000.

A discussion was held on the status of the OGE check. Patton said we received it, will check bank statement to make sure it is accounted for accurately. Patton said he will start to deposit checks by ATM so that he can get a copy of the check.

Hershey noted that membership funds have kind of moved to a calendar year. That way, OKRA will have the bulk of new money in January and February.

Regarding the 501 C (3) status, Patton said that there was nothing to report. He has not had a response since he sent the updated information to IRS. Phillips thanked Patton for continuing to dog the issue.

IV. Work Groups

A. Advocacy

Container Deposit Legislation – Jim Bologna reported that Senator Wilson (D) is trying to run his own version of a bottle bill (SB140) and has virtually no chance of passing. Senator Bingman has submitted a shell bill to establish a Recycling Task Force. The purpose of the Task Force is to research ideas to increase overall recycling in Oklahoma and could possibly add credibility for future Container Deposit Legislation.

Kathy Moore asked the question, referring to CDL and the unredeemed deposit fund, "Where will the money that is collected go?" Bologna stated the unredeemed deposit fund will be dispersed based on how the final bill is written and will be up to the State of Oklahoma. A discussion was held on where the money might go, such as administrative costs and possibly environmental clean-up and education, but the legislators may want to use it to plug holes in the State budget. Bologna concluded with the importance of helping Oklahomans understand Container Deposit Legislation is not a tax, but a refund when beverage containers are returned for the deposit.

The Board was reminded that Hershey and Figgins have drafted an OKRA position statement on container deposit laws. Hershey asked when she should post the position statement. A general

consensus was after February would be good. Greisel and Hershey are on the SWANA Board and SWMANA has adopted a statement supporting container deposit legislation.

Patton asked for a bill number. Patton asked to be informed about which committee it had been sent to once it has been assigned.

A discussion was held and the decision made that we needed to have a press release about OKRA's position statement on container deposit legislation. It was decided that Hershey would ask Figgins to write a press release.

Patton said that as far as other legislation, no other bills he saw on the general list that has anything to do with recycling. He will continue to watch.

B. Education –

1. PSA Contest – Bussert said that she did not have a report. Someone suggested that this year's theme be "How to start a Recycling Program."

2. Solid Waste Management Resource Trunks – Hershey reported that they have added 5 DVDs to the existing trunk. They now contain copies of the Rotten Truth , Compost Truth & Consequences. Board told Hershey excellent work. She will put out a new press release since there are new items.

Patton recommended that we give out an award to schools that are recycling. OKRA needs to come up with a way to recognize or document achievements. Patton asked to put the item on the agenda for the April meeting. Phillips suggested one or two corporate sponsors could give a donation item to each school recognized. An idea was that OKRA could select a featured school and they win \$100.00.

A motion was made by Bussert that OKRA have a featured school for each newsletter. A short write up about the recycling program will be included in the newsletter and the school will receive \$100.00. Second was by Patton. Derichsweiler offered to make a form to use.

C. Market Development – no report

D. Materials Exchange – no report

E. Communications

a. Website – A discussion was held about the OKRA website and the group reached the conclusion that it really needs to be updated. Derichsweiler said that she really needed (and wanted) to update the tool kit, but didn't know where to get the Oklahoma information. She asked for help to identify OK contacts. A discussion was held about what would work for people in different parts of the state. One suggestion was to create a sub group of communications/outreach committee to focus only on website. Patton said that the board needed to put together a committee to deal with it and come up with creative ways to promote the OKRA website. He said that we needed to send out a message when there is something new. The first couple of messages could be about the map of recycling locations and the updated "frequently asked questions."

As a part of the discussion, Phillips said that the OKRA website has to be that place where people go to get information on recycling in OK. She emphasized that the committee needs to develop contents that people want to read. One suggestion was to use the list serve to generate ideas for promoting the web site. Phillips also suggested that OKRA join in a *Linked in* group.

b. List serve - Bussert reported that she sent out guidelines for using the list serve to the list serve members. So far, it has seemed to work.

c. Newsletter – Trudi Logan needs stories by February 4th. Articles to include: feature school (Susie), short recap on seminar and member list (Ilda), Styrofoam and box promotion (Daniel from the MET), Upcoming board elections (Ilda) PSA contest (Ellen.)

d. E-mail inquiries – Hershey reported that OKRA has had 7 inquires since the Dec 10th Board meeting. She thinks the response system is working. She said that it has been really good because she copies board members in the area or with the expertise so the person who asked the question gets several responses.

e. April 20th is MET's EE Expo.

A discussion was held about exhibiting at the Met's EE Expo. Bussert said that she would do it, but needed ideas about the booth and maybe something to pass out to the participants. Patton said she should plan for approximately 400 items. Hershey suggested recycled plastic shoe laces. Bussert will get with Hershey on selecting something with the mission of not spending a lot of money. Bussert will check with Jim Bologna to see if we can get a Dream machine to display.

f. 2011 Seminar – Oct 13th in Stillwater, Oklahoma

Hershey talked about the possibility of swapping sponsorship with SWANA. OKRA will give SWANA the bronze level. Hershey made a motion to support the SWANA conference with \$500.00 Patton second the motion. Motion passed.

V. Old Business

Hershey gave a report on 2011 OKRA board election. Many people nominated themselves or others. Committee was pleasantly surprised at the number of people who showed interest. A discussion was held on the time frame for voting. The ballot will be put out on Feb 7th to only members by e-mail vote through survey monkey. Members will have 3 weeks to vote. Derichsweiler made a motion to accept the slate as it stands. Patton second. The motion passed. Hershey was asked to remind people in the election correspondence that before voting is completed, they must pay their dues.

Starting the next meeting we will have a roll call. Make it clear that participation is important and adhere to bi-laws.

A brief discussion was held about meeting locations. The group talked about having meetings via Skype. This would be done with 2 meeting locations; one in Tulsa and one in OKC. The Board identified that someone needs to research the issue and to purchase cameras. Phillips volunteered to research the possibilities.

VI. Advisory Council

The Board quickly reviewed names on list. Kathy Moore recommended adding Craig Coker, someone from the Oklahoma Department of Agriculture. Also recommended was Dr. Keffy Desta from OSU Sustainable Agriculture. No decisions were made due to lack of time.

VII. Next Meeting

The next meeting will be Friday, April 1, 2011 from 11:00 to 1:00 p.m. at the 10th Floor Large Conference Room, Oklahoma Department of Environmental Quality. It is a bring your own lunch or order with the group from Markie's Deli. Details will be sent out with the meeting agenda.

VIII. The meeting was adjourned at 1:00 p.m.