

OKRA

Oklahoma Recycling Association

Board Meeting Minutes

11:30 a.m.
February 12, 2009, 2008

230 S. Knoblock Street
Stillwater, Oklahoma

Present: Traci Phillips, Ilda Hershey, Garmon Smith, Susie Shields, Ellen Bussert, Michael Patton, Trudi Logan, Kole Kennedy, Sarah Kimball

Absent: Kathy Moore, Mike Hixon, Chris Daniels, Ande Reed

Traci Phillips began the meeting by thanking everyone for taking the tour of the City of Stillwater Recycling Facility earlier in the morning. Those present commented about how they were glad to see it and thought it was worth the time to visit.

The minutes from the December 12, 2009 meeting were distributed and reviewed. A motion was made by Michael Patton to approve the minutes and seconded by Ilda Hershey. The motion passed.

Membership Report

Ellen Bussert reported that OKRA gained several new members from the Community Recycling Seminar. Until a membership chair is named, she volunteered to work on membership activities. Michael Patton passed out a list of members for 2009 & 2010. It was noted that Pay Pal members were not listed. A discussion was held on the need to have a membership list that could be accessed by the treasurer, secretary and membership chair. Phillips said Google has a way to keep a list where everyone can access it. An administrative password can be given out to the treasurer, secretary and membership chair, who will update information.

The group brainstormed ways to increase membership in 2009. A decision was made to hold a contest to see who could get the most new people to join between March 1 and April 2. Everyone who gets someone to join will be eligible to win a free aluminum can recycling bin. The person who brings in the most new members will get a complementary lunch at the White Owl in Tulsa with Michael Patton. Another idea was to hold a drawing at the SWANA conference and to give away a membership. The group approved both ideas.

Bussert reviewed how the membership drive was handled last year. She proposed that this year, invoices be sent to everyone who is already a member to encourage them to pay their membership. Additionally, a notice should be put in the OKRA Newsletter and on the list serve. Everyone was in agreement. Bussert said that she would try to start working on this.

Susie Shields will work with graphic artist to have a membership certificate designed.

Finance Report

Michael Patton distributed an OKRA financial statement from 12-15-08 through 2-12-09. The beginning balance was \$ 572.79 and the ending balance was \$2,252.79. Garmon Smith made a motion to accept the report as presented.

Patton reported there was not any update on the 501 C (3) application for OKRA. He and Mike Hixon have not been able to meet to work on it.

Patton reported the pay pal issues have been resolved. It was noted however, you have to be a Pay Pal member to use the system.

Patton distributed a draft budget for 2009. The goal for this year is a budget of \$ 8,000.00. In 2008, the budget was for \$5,600.00. We had a total of 43 paid memberships last year. Our 2008 membership goal was 52. A discussion was held regarding the line items. It was recommended that a total financial statement be made for the Community Recycling Seminar for the records. Based on the discussion, Patton said that he will make changes and e-mail them out to the Board for review.

Patton talked about what OKRA owed the NRC. He recommended that OKRA try to make some sort of payment. Ellen Bussert made a motion that OKRA make a payment toward its debt to the NRC to show good faith and our intention to pay it. Ilda Hershey seconded the motion. A decision was made to use one quarter of the balance in the bank to make a payment of \$400.00.

Advocacy

There was no report from the Advocacy work group. OKRA is currently in need of a chairman for this area.

Education

Ilda Hershey, education chair person, reported that she has a new student from the College of Education working for her. This student will continue refinement of the education trunk. Hershey said that she will draft an article regarding the trunk for the next OKRA newsletter, to let people know how it would work. There will be 3 trunks; one each at the M.E.T. (Tulsa), DEQ (Oklahoma City) and at OSU Extension (Stillwater.) Hershey will serve as the clearinghouse for check out and return. A refundable deposit of \$25.00 will be required to obtain the trunk. After the trunk is returned and checked, the money will be returned. There needs to be a person at the DEQ and MET who will be responsible for inventory.

Hershey asked for ideas about educational activities that could be placed in the trunk that used non-consumable supplies. Please contact her if you have any suggestions.

Michael Patton suggested that the Education workgroup organize an essay contest next year. The topic would be "Why Recycling is Important to Oklahoma." Prizes would be given to the winners. The education workgroup was asked to come up with the parameters of the competition. It was suggested that it be the focus of OKRA activities for the 2009 American Recycles Day. The group agreed it sounded like a great idea.

Market Development

Chris Daniels is the chair of this work group. There was no report.

Materials Exchange

Kole Kennedy is the chair of this work group. He reported that he is still busy promoting the concept and that he did not have a whole lot of new things to report. A suggestion was made that he gets an interview with the Daily Oklahoman to talk about what he is trying to do.

Communications

Ande Reed did not submit a report.

- Newsletter
Trudi Logan said she needs people to send her their articles by Friday, February 20th. She is in the process of putting out a newsletter. Here are the story ideas and authors.

Overview of Community Recycling Seminar – Mike Hixon (photos Susie Shields)

Stillwater Recycling Facility Tour – Ellen Bussert

Materials Exchange update – Kole Kennedy

Resource Trunks – Ilda Hershey

OKRA Membership Renewal – Ilda Hershey

ARD Winners – Susie Shields

Green Schools – Susie Shields

State of recycling markets – Michael Patton

- America Recycles Day in Oklahoma
Susie Shields recommended that we not do the activities OKRA has traditionally done for America Recycles Day. She strongly believes we should do away with the pledge cards. She recommended that we move to a high school essay contest and some type of conference. (The essay contest was discussed during the education work group report.)

The Oklahoma Recycling Took Kit is still incomplete. Shields doesn't want to put it on the OKRA website until it is finished. She said that she is waiting for Fenton Rood and Michael Patton to send her their assigned portions.

As far as another seminar, she does not want to organize one by herself. DEQ Land Protection Division Director Scott Thompson was really pleased with the 2008 seminar and would like to do one every year. He is looking into the possibility of contracting with OSU Extension to help OKRA put on the seminar.

Old Business

- Ellen Bussert needs to set up a meeting with the OKRA Advisory Board. The purpose of the meeting is to reconnect with the experts and see if they are still willing to serve.
- OKRA needs to communicate with the DEQ to check the progress of tracking how much is being recycled in Oklahoma in anticipation of trying to meet the State Recycling Goal.

New Business

Garmon Smith said that he thinks OKRA should have a telephone number. A discussion was held about the pros and cons of managing the calls and responding to them. The group was divided in their opinion. The question was asked if the MET could take calls for OKRA and Michael Patton responded that it was not possible. Garmon Smith volunteered to check into an economy phone option. He had heard about a plan that was \$39.00 for the 1st year and \$20.00 each year after that. He will report back at the next meeting.

Next, the Board Members reviewed the 2008 Goals and updated them. The following draft was made.

OKRA GOALS FOR 2009

1. Contact the DEQ Land Protection Director to learn the status of tracking what Oklahoma recycles and how close Oklahoma is to the determination of a state recycling rate.
2. 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.
3. Continue to build a working relationship with SWANA.
4. Establish a working relationship with Oklahoma Tribes. Identify and recruit one board member from this audience.
5. 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.
6. Increase awareness of organic waste, including composting.
7. Have OKRA booth and/or materials at 12 events that promote OKRA membership, activities, and leadership to have a visible presence.
8. To increase OKRA membership by 25 % in 2009.
9. Increase the Oklahoma component in the OKRA Recycling Tool Kit. When complete, put tool kit on the OKRA web site.
10. Develop the workgroups to function and operate more efficiently.
11. Sponsor some type of activity 51% of membership participates in and does so that they will feel more connected.
12. Publish at least 3 OKRA newsletters in 09.
13. Meet revenue projections.

The next OKRA meeting was set for Thursday, April 9, 2009 at 11:00 a.m. The Executive Board will meet at the White Owl (Restaurant) at 1335 E. 15th Street in Tulsa.

Garmon Smith invited the Executive Board to hold a meeting in Ada and to visit their recycling facility.

The meeting was adjourned at 1:30 p.m.