

OKRA

Oklahoma Recycling Association Board Meeting Minutes

11:00 a.m.
April 9, 2009

The White Owl
Tulsa, OK

Present: Traci Phillips, Michael Patton, Ilda Hershey, Kole Kennedy, Ellen Bussert

Absent: Ande Reed, Susie Shields, Garmon Smith, Mike Hixon, Kathy Moore, Trudi Logan

- I. Welcome – OKRA President Traci Philips thanked Ilda Hershey for all of her hard work on the membership campaign and the membership process.
- II. Minutes – Michael Patton made motion to approve the February 12, 2009 minutes. A second was made by Kole Kennedy.
- III. Committee Reports
 - A. Membership - Hershey
Hershey discussed the status of invoicing members and asked if board members that are advisory should receive an invoice. Consensus was that at advisory members should be encouraged to join. Susie Shields and Fenton Rood are lifetime members (no dues.) Bussert will ask Susie Shields about the status of DEQ paying membership dues. People who joined at the Oct 08 Seminar will be members until March 31, 2010. Ilda will send out an e-mail letting them know their membership will last another year. Michael Patton is going to send Ilda Hershey the names of paypal members that have come in over the last 2 months. Hershey is going to contact Emma to get pay pal notification. Corporate members will get a certificate, regular members will get an e-mail confirmation. It was suggested that the membership brochure be downloaded on web site. After this is accomplished Hershey will let everyone know. Membership brochure update - Hershey and Bussert will revise the current brochure to update company names, add OKRA accomplishments, State Recycling Goal, Community Seminar, Newsletter, and e collection.

B. Finance - Patton

Patton reported a beginning balance of \$2,252.79. For the reporting period of February to April 9th he reported a total income of \$295.00. Total expenses were \$502.00 new ending balance on 4-9-09 was \$2,045.79

Patton reported on the status of OKRA obtaining its 501 (c) (3) status. Our request was denied. He is going to resubmit 501 with a past year of budget and 2 future years. The IRS needs 3 years of financial records. His goal to get it done is by April 15th. Patton wants Hixon to review it.

Hershey asked at what point she could tell potential donors that OKRA is in the process of obtaining official non-profit status. Patton said once it has been mailed. Patton is to send out an e-mail to the executive board to let them know the revision has been sent to the IRA. Patton will make hard copy for President and Secretary files.

Expenses for the October 2008 Community Recycling Seminar was around \$ \$1,400. This does not include the donations from the DEQ for breakfast, DEQ Green Team for coffee and DEQ for Susie Shield's time. Income up until this date was approximately \$1,360.00. Patton said we received 68 paid registrations, although more people attended the seminar. Several of the attendees were not charged. There was some money contributed for sponsorship, but no numbers are available.

OKRA owes The National Recycling Coalition a balance of \$1,350. Starting this year, OKRA will only owe \$1,000 per year. A discussion was held about possible changes with NRC being bought by Keep America Beautiful. To log on the "members only" portion of the NRC website you may use the password **recycle**.

Our monthly expense for Red Earth Designs is down to \$30.00 per month.

It was suggested that a future agenda item be the policy for board members to spend OKRA money. A discussion was held about a basic spending policy. The question was asked, do we need to have an amount that can be spent without authorization? After a brief discussion it was decided that if you need approval to spend any money, all it takes is a quick e-mail to the executive board for approval. Or, two members of Executive Board can approve (president, vice president, secretary or treasurer.)

IV. Work Groups

A. Advocacy

This position is still empty. A brief discussion was held about possible candidates. Bussert volunteered to contact former workgroup chairman Richard Chapman to see if he thought Gil Luton would be a good replacement.

B. Education – Hershey

1. Solid Waste Trunk

Ilda Hershey said the solid waste resource trunks are virtually ready. She handed out forms to reserve a trunk. Trunks will be available for check out in Stillwater, Tulsa and OKC. The trunk is in a self-contained roll cart. There are 2 components to the trunk: recycling and closing the loop. There is a "Read first list" which has an overview of what is in the trunk with instructions and time line. There is a Quest for Less notebook in each one and Trash to Treasure activity book with overheads. All the supplies for each unit are included, so it does not need more resources. The second component has a *Close the Loop* display. With it is a folder about all the products made of recycled materials. There is a resource list of every single item and contact information to purchase. Finally, there is an evaluation form for the borrower to use. Hershey said she is writing a grant to do 4 more trunks next year. She will do an instructional letter to Kole (DEQ – OKC) and Shelly (MET – Tulsa). Inventory will have to be done after every return. There is also a mini table top display in it.

Bussert asked Ilda to send her a copy of the close the loop activity to use at Env Expo. She will have forms available to anyone who is interested in using it. Hershey is taking pictures of trunk for newsletter. Hershey said one of her sources for products was from Weisenbach. Their address is: www.recycledproducts.com. The Board gave **BIG Kudos** to Ilda for a terrific job!

1. New Chairperson

Bussert recommended the Board invite Sara Ivey to be chair of K-12 workgroup and to join board. She will report back. The first assignment for the new workgroup chair will be ARD Essay or Fine Arts contest.

C. Materials Exchange – Kennedy

Kole Kennedy reported that he is getting hits on the materials exchange website. Patton recommended that it is time to get media coverage from the Daily OK, Journal Record and OETA. Hershey will ask Red Earth Designs to put on link to the OKRA web page.

The address is: renew@zerowastenetwork.org.

It was recommended that the category of “materials exchange” be added to the membership brochure under the areas of interest. Kennedy will do an article for the OKRA newsletter.

D. Communications/Outreach

1. Newsletter

Trudi Logan would like to put out the next OKRA Newsletter the first put out first of June. She has asked for people to submit stories and pictures. Hershey said she will send a picture of the trunk.

Possible topics include: Results from events, new plastic lumber plant (AERT) take #2, plastic bags and film. Little blurbs on: kudos on recycling event YARD Dogs OKC, HPC, redesign, rethink, April 16th – refresh Tulsa (MP), TV effort – what is going on for collection.

2. Upcoming Events

May Fest – May 14 -15

D fest – July

Patton asked if anyone had an idea of What OKRA could do at these events to let him know. He said that each event had targeted demographics.

3. ARD 2009

Discussion was tabled until a time when Susie Shields could participate. In summary, the current thought is for ARD 2009 to be much simpler with an essay contest.

4. 2009 Community Seminar

It was reported that Shields might do it with help. Hershey and Kennedy said that they would help. Hershey will ask Shields if she will chair. Close the Loop might be a good theme. Experience on managing a recycling center would be a good topic.

V. Old Business

A. Plans were discussed to meet with advisory board around the end of May to the middle of June. Bussert will resend a list of the Advisory Board members to the Executive Board.

B. Review Goals for 2009 and member who is responsible.

OKRA GOALS FOR 2009

1. Meet revenue projections. **All - MP**
2. Attain non-profit status in 2009. **MP**
3. Maintain annual affiliation with NRC (an attractive member benefit). **MP**
4. 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. **EB**
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. **SI**
6. Continue to build a working relationship with SWANA. **MP. TP**
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. **TP**
9. Increase awareness of organic waste, including composting. **CM**
10. Have OKRA booth and/or materials at 12 events that promote OKRA membership, activities, and leadership to have a visible presence. **ALL**
11. To increase OKRA membership by 25 % in 2009. **ALL**
12. Increase the Oklahoma component in the OKRA Recycling Tool Kit. When complete, put tool kit on the OKRA web site. **SS**
13. Develop the workgroups to function and operate more efficiently. **TP, ALL**
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 09. **TL**

C. OKRA Phone Number

Patton reported that after research he determined the MET cannot answer a phone. Hershey said that she will take the calls at her office. She said OKRA could put the phone number on the website, not brochure. The message will still be her OSU greeting, but she will respond to OKRA inquiries. The Board thanked her for volunteering for the task.

VI. New Business

- A. State Recycling Goal Status
Bussert will set up a meeting with Scott Thompson and Fenton Rood from DEQ Land Protection to discuss.
- B. Oklahoma Today Article on Recycling
Phillips told the board that the article was out that quoted OKRA and talked about recycling efforts in Oklahoma.
- C. A discussion was held about the next location and time for a meeting. It was decided that there should be a phone conference on June 10th at noon. Bussert will contact “Freeconferencecall.com” to set it up.

The meeting was adjourned.