

OKRA

Oklahoma Recycling Association

Board Meeting Minutes

11:00 a.m. - 1:00 p.m.
May 21, 2010

Williams Tower 1 1 W. 3rd St., Suite 110
Tulsa, OK

Present: Traci Phillips, Michael Patton, Ilda Hershey, Jim Bologna, Ellen Bussert
Phone: Chris Daniels, Susie Shields, Melody Martin

- I. Welcome – Traci Phillips
- II. Approval of Minutes – Motion to approve minutes from March 5, 2010 was made by Michael Patton second by Ilda Hershey.
- III. Committee Reports
 - A. Membership Committee – Ilda Hershey
Hershey passed out a member list. 70 paid members for 2010 including individual, non profits, corporate. She sent a letter and certificate to non profits and corporate. She also passed out a list of lapsed member 25. There was a discussion on how to contact those people.
 - B. Finance – Michael Patton
Patton thanked Ilda for her efforts on membership drive. OKRA took in \$2,338.89 from March 3rd to May 20th. Most of the money was received during a one month period.

As far as expenses, Patton said he wrote off membership dues that were pledged but not received. There were some processing charges from Pay Pal. IRS change cost \$50.00. BOK is now charging OKRA a monthly fee. Patton is going to visit with them about the possibility of a free checking account and if they don't give us one, he will look in to using another bank. OKRA expenses for this period were under \$500.00

New ending balance of \$6,132.17

Patton said that this shows a good financial picture. This report is where OKRA stands after ARD expenses and Seminar expenses were paid. Hershey asked if there was anyone who wanted to become a member, but that had not paid. During discussion it was determined that a membership check had been received from the Van Hinken's, that Bussert had mailed to Patton but he hadn't received. Patton would follow up on this.

Patton said he had sent off the extra paperwork for change in incorporation. The 120 period has started. IRS said we just had to do one thing – and it was done.

IV. Work Groups

A. Advocacy

Bussert discussed the desire of the Environmental Quality Board of the Oklahoma Department of Environmental Quality wanting to issue a resolution supporting recycling and a bottle bill.

Patton told the Board that candidates filing for political offices have to post an address. He asked if OKRA should we send them a letter saying OKRA is recycling and ask if they supported recycling. He estimated approximately 300 people had filed for office. He said the letter could congratulate the person for running for office. It could explain OKRA and say that OKRA is a resource for recycling if you need it. Phillips and Patton will write something and get it out. Patton made a motion to approve spending up to \$200 to write a letter to candidates, second by Ellen Bussert. The motions were approved. Patton asked for 300 brochures. Patton said he will get letterhead and envelopes made.

B. Education – Sara Ivey

Sara Ivey was unable to attend the meeting due to her (new) work assignment. She asked Bussert if she could take over PSA contest. Melody Martin will have contacts from around the state. Patton offered assistance from his public relations person, Daniel from the MET. Bussert said she would do it one year, but would like for someone to take it on the next. The Board asked Susie Shields to invite Kenneth Cole to come to the education meeting. Julian Gillette, a contact of Traci Phillips who works with Tulsa Public Schools, is to be invited to come to come also. Tentatively, there will be a meeting in June.

August 3rd SS asked if we could also invite people to come to green schools overview. It was mentioned the Kathy Taylor could help promote innovations in school.

C. Market Development –

Patton wants to arrange for a tour of a new plastic facility here in Tulsa. Wants to do a tour after an OKRA meeting, the business he would like us to see is called Upcycled Materials (grinder) unpcyclematerials.com. He also suggested the board visit Controlled Waste and American Waste Control. If people have a chance we could make a day of it. It was mentioned that OEMA (Oklahoma Environmental Management Authority) is getting in the curbside business in Mustang.

Hershey said that true market development is the full picture, it also means end users. OKRA needs to have a meeting with the State Chamber of Commerce and ask them to “fish for end users too.” The question was asked – could stimulus funding can help?

Chris Daniels said the City of OKC will use grant monies to open up 2 recycling facilities in downtown OKC. The centers will be at 5th and Hudson and the other one to be determined near the Deep Duce District. Phillips asked what they are doing to create incentives for the business. Daniels said they are in the process of trying to do that. Tom Anderson is the contact in the Mayor’s office. He also said that the US Conference of Mayors will be held in OKC. They want a strong recycling presence at the meeting.

MET received bins from ALCOA and got their 2nd batch all over the state. It was suggested that this be an article in the next OKRA newsletter. Not really market development, but collection development.

D. Materials Exchange – report from Kole Kennedy.

From Kole Kennedy “I will be in Indianapolis during our next OKRA meeting but I just wanted to fill you guys in on what progress we have made on RENEW. We have had an influx of new members from OK and have a total of 84 listings on the exchange. WOW!!! This is just a small little update but a very uplifting one. Tell everyone hello for me.”

E. Communication Outreach:

1. 2010 Recycling Seminar

Ilda Hershey reported that the 201 OKRA Recycling Seminar will be Friday, October 15, 2010 at OSU in Stillwater. She said she would like to go over a concept map of what the seminar should be and would like to have another conference call for discussion. She said that she will send out a request on list serve to see who is interested in working on the conference committee. DEQ is not sure how much money they will have to help us out this time. A discussion was held on potential vendors. Jim Bologna recommended a reverse bending machine company. He said that he will contact them and get the information to Susie Shields. The Board asked Susie to put a SAVE the date on the web site. Hershey said that is has to say “Conoco Phillips OSU Alumni Center.” Another suggestion was for Chris Daniels should talk about what Goodwill is doing in OK. Legislation and landfill bans was suggested next.

Patton asked if OKRA was interested in having a panel of the Governor candidates come to speak. Shields suggested an alternative that the Governors candidates could send a statement of their recycling policies. OKRA could send a questionnaire to all of the candidates and publish them at the conference. Open up the drafting of questions to the list serve, from our members – what do you want to know about the candidates stand? Maybe send it out in August?

2. Newsletter

Send ideas to Trudi ASAP. Ask Trudi when her next deadline is for newsletter.

- Patton will get Daniel to write story about Tulsa area.
- “Retirement areas embracing recycling.”
- OU Lean Institute – recycling program this summer
- Law that got passed in the last session regarding use of cameras in scrap yards to help with theft issues. Contact the OK Metals Recycle Association. We should let our members know about it. (per Phillips)

3. E-mail inquiries

Since our last meeting, Hershey has handled 18 inquiries.

4. America Recycles Day

OKRA focus is now a Public Service Announcement (PSA) contest for high school students. OKRA can be a sponsor of ARD Banquet.

V. Old Business:

- A. Watts plant opening of plastics recycling facility. Nothing to report.
- B. Elect new Vice President - tabled
- C. Process - will arrange a meeting
- D. OU Lean Institute – it was recommended that OKRA invite March Jensen (who runs the OU Lean Institute) to be on the Board.
- E. Recycling Organization of North America (RONA) Update – Patton

Patton reported that 9 states have decided to join KAB. The others are unaffiliated. RONA is more focused on coalitions, not a structure of just states. Patton thinks there are advantages to joining national organizations. MP respects people that KAB hired. He is in favor of pursuing the relationship and at least having a conference. We need to set some time and have a conference call with them. A long discussion was held on what we need to do. Patton will get a date for conference call and notify everyone. Phillips wants everyone to be available. We need to think of the questions that should be asked to KAB. RONA – Patton moved that OKRA spend \$125 to become a member of Recycling Organization of North America. Patton will contact RONA and sign up OKRA.

VI. New Business

A. New Membership Dues

Hershey said that she will draft language for a Bi-law revision to reflect the changes in the membership dues for the group to review.

B. Tabled discussion on Advisory Council and Workgroup leaders.

C. I-TEC

Phillips is speaking about OKRA at the upcoming conference and asked the Board if they thought OKRA should exhibit. Shields said that she did it a couple of years ago and only 5 peoples stopped to visit. She felt like they only wanted technical info. Patton said that the MET does ITEC every other year. Consensus was it was not really worth it for OKRA to exhibit. It will be July 27 & 28th in OKC at the Crown Plaza. Martin said that OG&E always exhibits at ITEC and that she was willing to put out membership brochures at her booth. The Board thanked her.

D. Other Thoughts

The Oklahoma Sustainability Network conference is June 11-12th at the University of Central Oklahoma in Edmond.

Phillips had a thought. Usually OKRA seminars have been geared toward city officials. She asked does OKRA want to start targeting businesses and corporations and dialogue on how to start or enhance recycling? A 2 hour session over lunch would be ideal. OKRA could invite corporations/organizations to hear experienced panelist on how they started, what they do. Bologna said his company added site energy/recycling manager to his title. For him, the message was coming down from corporate to go to zero waste to the landfill. Phillips had thought of putting together panel, dates, and invitation list. OKRA could target companies with over 200 employees. Phillips asked the Board what they thought. Everyone thought it was a good idea. Maybe divide the state and looking at one seminar a quarter? Hershey said she thought it would be a good OKC / Tulsa event. Patton said he did not know what is really in this concept for businesses to come. He asked how we get them to drive and give up their time. Phillips suggested that OKRA start with one and see if we can get it to work. Martin said the Oklahoma Chamber of Commerce would be a good place to get the word out to businesses. She has been working with the Norman Chamber. Phillips asked JP and Martin if they would work on this concept. An idea brought up was with this year's seminar; send out a flyer to big companies to tell them about OKRA and the seminar. Phillips will send out an e-mail to generate more ideas.

Bologna had a comment about the term bottle bill. He said that supports of the concept are trying to soften the "bottle bill" title to beverage container return legislation. Bottle Bill tends to be negative.

VII. Next Meeting

The next executive board meeting will be: Monday August 2nd 11:00 a.m. – 1:00 p.m.in Stillwater at Hideaway Restaurant. Patton will join us by conference call.

VIII. Adjournment

Phillips thanked everyone for their time. Hershey made a motion to adjourn and it was second by Patton.