

OKRA

Oklahoma Recycling Association Board Meeting Minutes

January 26, 2012
11:00 a.m. – 1:00 p.m.

OG&E Technology Center
Oklahoma City, Oklahoma

I. Welcome

The President Traci Phillips welcomed everyone and requested a Roll Call.

Present: Melissa Adler McKibben, Traci Phillips, Melody Martin, Ilda Hershey, Susie Derichweiler, Bryce Hulsey, Diana Askins, Kristi Shreve, Ellen Bussert, Mike Hixon, Jide Famuagun, David Greisel, Bryce Hulsey, Sonny Wilkenson

Phone: James Bologna, Brian Figgins, Michael Patton

Absent: Chris Daniels, Chris Feeney, Tracy Horst, Marc Jensen, Chris Knight, Trudi Logan, Kathy Moore, Melinda Mulcare, Patty Overman, Robert Pickens, Garmon Smith, Cindy Tether, Martin Whipple, Larry Wright, Dianne Wilkins, Fenton Rood, Wesley Dedmon, Janell Malone, Trudy Nevland, Norma Lynn Pascall, Michael Reyes, Bruce Stone, Lyntha Wesner

II. Approve Minutes

Secretary Ellen Bussert presented the minutes from the December 9, 2011 meeting. Kristi Shreve moved that they be approved and Melody Martin seconded the motion. The motion passed.

III. Committee Reports

A. Membership Committee

Membership Committee Chairman Ilda Hershey briefly talked about what the Committee is doing for the 2012 Membership Drive. Hershey said she sent out e-mails encouraging everyone to renew their membership and that people had already responded. A personalized letter for non profits/corporations has been developed. She will be sending out an e-mail to board to get suggestions for solicitations.

A brief discussion was held on what membership information would be at the Legislative reception. It was suggested that the power point presentation Figgins put together be played. The group asked Melissa Adler-McKibben to review it and throw in facts to enhance it. Hershey will bring the banner and newsletter to the reception.

Hershey continued and said the committee is working on changes for next year including improving the benefits and looking at having a “members only” portion of the web site. She said that we will probably be

switching over to software called WordPress. Last year, OKRA had 93 members, 2 student members, 3 K-12 coordinators, 15 industry members. (Show Chart.) In terms of rolling year membership, the committee is looking at software or having staff to do it. Garmon Smith, Robert Pickens and Ilda Hershey are on the Membership Committee and invited council and board members to join.

B. Finance – Michael Patton, Treasurer

Treasurer Michael Patton gave the financial report for the seven week period from December 9th through January 26th. Patton reported that OKRA has a lot of membership statements coming in as well as corporate members thanks to Ilda's nagging us. There was \$2,925 in income for the period and \$1,563.32 in expenses during the period for a positive \$1,361.68. This period does not include PayPal received after 5pm, but OKRA did receive payments from Chris Feeney and Keep Enid Green. They will be added to the next period income.

Patton said OKRA now needs to get a debit card in order to pay for online advertising through social media. He plans to get two cards (one for the Treasurer and one for the Secretary), but said OKRA needs a policy on how these can be used and what permission trail and documentation is necessary. Patton said that the Board needs to have a discussion on the policy on using debit cards. He said that he would like to have a written policy of how we use the debit cards. Phillips asked if by next meeting we can come up with parameters and draft out a policy. Patton said he has a policy at the MET. He will start with that and ask for suggestions.

Patton apologized for not being in attendance in person at today's meeting, but the City of Tulsa is having a trash crisis and the trash authority has called a special meeting for noon Thursday and the city council has called an emergency meeting for 3:00 p.m. as well. There are lawsuits, members recusing themselves, and paranoid citizen big brother charges being thrown around and that is just in the last 72 hours.

Phillips thanked Patton for his report.

IV. Work Groups

A. Advocacy

Advocacy Workgroup Chairman Brian Figgins said the Legislative Reception had been moved to February 21, 2012. He reported that he was still working on the posters for the legislative reception. Hershey said invitations are ready and now we have a date, she will be able to send them out on Monday. She will be E-mailing a reminder a week later, and then e-mailing a reminder one day before.

The reception will be at the Faculty House in Oklahoma City from 5:30 p.m. until 7:00 p.m. Figgins will be drafting an e-mail to board and council members. The purpose of the reception is to let Legislators know who OKRA is and what they are doing to promote recycling in Oklahoma. OKRA members will politely mix with legislators to keep them circulating. Posters will show important information we want them to retain. There will be name tags. Legislative analysts and the Secretary of Environment will also be invited. There will be a report at the next OKRA meeting. Phillips thanked Figgins and the committee for all of their hard work on making this event a reality.

There was not any report on legislation for the upcoming session. It was mentioned that there was some new shingle recycling legislation proposed. Phillips said there was a discussion at the last SWMAC about asphalt looking at recycling of asphalt and proper disposal.

B. Education – Chris Feeney, Chair

Education Chair Chris Feeney was not able to attend the meeting in person, and sent a written report in advance.

1. Feeney reported that the 2012 Forms/Rules are ready and that there are quite a few changes from last year. OG&E and Greenstar both agreed to sponsor the contest in the amount of \$600 each (total \$1,200.) Daniel Jefferies is working on a poster/flyer to be printed and distributed by Ilda at the EE Expo in Oklahoma City in February. Brian Figgins is working to determine a way for entrants to upload a video directly to the OKRA YouTube channel.

Feeney requests that OKRA allot \$600 for prize money/participation awards for this contest. He also requested that the 2012 forms be placed on the OKRA website. Hershey made a motion that OKRA provides \$600 for the contest. Martin seconds the motion and it passed.

Sonny Wilkenson said that Keep Oklahoma Beautiful is also doing a recycling PSA contest. Martin said the YouTube concept worked really well for KOB contest. Turn-around time is not as bad.

2. Green School Recognition

Kristi Shreve reported that the 3 most popular names for the program were:

- ❖ OKRA Recycling Award for Schools
- ❖ OKRA School Recycling Award
- ❖ OKRA Eco Reward

OKRA Recycling Award for Schools won. Monday Shreve is giving Park Elementary their award on Monday at 2:00 p.m. She said that she will send out information about the award to TV stations and newspaper. She asked for help to proof news release.

Hersey said that she created a page for the OKRA website to list winners. Eventually, she hopes to be able to add pictures. Phillips asked if anyone had a nomination for a school for the next newsletter. Bryce Hulse suggested Morrison High School for collecting 1 million cans. He is going to verify that they reached their goal.

Horst recommended Howe High School. Shreve nominated Howe for OKRA Recycling Award for Schools and a second to the motion was made by Askins. The motion passed. Horst will be the liaison and

write up the details for the award for the newsletter and present it to the school. Hershey said that she will send out a listserv notice about nominating schools.

Derichweiler said that the *Environmentor* is coming back. Oklahoma City University is going to publish it.

C. Market Development – Martin Whipple, Chair

Shreve said she took recommendations from last meeting on glass recycling sheet. As recommended, she moved facts to bottom. At the top list she placed the list of cities who will take glass. A section on what to do if you don't have glass recycling was added. She said she will send the revised version out to the board again. The next thing the Market Development Workgroup would like to do is to create a page for the glass recycling. Shreve said she will make a page and send it to Ilda to put it on website.

Shields said she would like someone to volunteer to update the recycling kit on the website. A brief discussion was held, but nothing decided.

D. Materials Exchange – Chris Knight, Chair

Kathy Moore was unable to attend the meeting in person, but requested that a composting page be added to the OKRA web site. A brief discussion was held. Hershey will tell Kathy she can add a page.

E. Communication/Outreach

1. Face book - no report

2. Website – Migration to WordPress software

Derichweiler said that she used WordPress on Green Schools. She said you can do just about anything on it and highly recommended it. Hershey got positive feedback about changing to word press. Hershey made a motion allocate \$1,000.00 to migrate to Word Press. Derichweiler seconded the motion and it passed.

Phillips asked them to set guidelines about making changes to website. She asked who has access to it. The chair of each workgroup will have access to their pages as well as the secretary and webmaster.

3. Newsletter

Phillips said that the last newsletter looked great. She asked if a date was set for the next newsletter.

Jide Famuagun suggested that OKRA have a blog. He volunteered to look into it and report back to the board.

4. E-Mail Inquiries

Hershey reported that there have been 12 inquiries since December 9, 2011. That averages out to about 6 per month for a total of 72 per year. She said she shares the questions with board and advisory council

members to provide the most information. She thought that this system was working well. Hershey said that she is behind on FAQ papers, but once membership is done, she will get back to that.

5. 2012 Seminar

Hershey reported that the Seminar Committee decided on Stillwater and that they are shooting at Friday October 5th. Robert brought up some concerns about the date chosen. (Ask Ilda for Roberts's comments.) He asked if we should re-evaluate. She said that there are dates available at the Wes Watkins Center and the expenses for both facilities are about the same. Wes Watkins Center is available on Oct 5th, 11th and 12th. Both facilities are available on October 12th. Concerns were shared that the week of October 3rd gets into football and Homecoming. The question was asked if there was any reason why it shouldn't be backed up into September. A discussion was held, and it was concluded that Friday, October 12th would be the best date. Hershey asked about how she should proceed.

6. Upcoming opportunities for OKRA Exhibits (EE Expo)

Hershey is exhibiting for OKRA on Feb 3rd at the EE Expo in Oklahoma City.

7. Earth Day

A discussion was held about what OKRA should do to promote recycling during the Earth Day season. It was decided that OKRA should put out something once a day for a couple of weeks in April. The goal is to keep it local, with Oklahoma facts. It is a good time to remind people OKRA had the solid waste display they can borrow. Askins said that she will be happy to put things on face book. She needs people to send her facts. It was recommended that we solicit ideas on the OKRA list serve.

Horst said that she was doing an Earth Day event with the Choctaw Nation. She will be able to put recycling information in teacher packets. Phillips thanked Horst and said that it would be great. Horst said that she would need 30 copies by April 1st.

Derichweiler recommended that we have an OKRA page with hand outs people can print off. A short discussion was held about how to go about this task.

V. Old Business

A. Recycling Priorities Plan

Hershey passed out a sheet for people to take home and review. She asked for comments. Phillips – part of this is in working with the DEQ helping them fulfill their reporting requirements to the Oklahoma Legislature. The DEQ folded the 3 reports required into one Recycling Priorities Plan. Hershey emphasized that DEQ is looking for input from OKRA. It is important to provide feedback. The benefit for OKRA in participating in this project is a more cohesive relationship with DEQ.

Hixon asked if the priorities on the plan are these in order. Hershey said yes, that they were in the latest order they were given to her, in but it can change. They are also listed on the Land Protection Page of the DEQ website. Someone said that the plan needs to add the Oklahoma Department of Central Services.

Phillips said she had a meeting yesterday with DEQ Patrick Riley, Greenstar, and Oklahoma Recyclers Association. The purpose of the meeting was to discuss how to measure recyclables across the state. (It is listed as item #4 on recycling priorities plan.) Here are some points from the meeting.

1. Confidentiality of information has to be resolved before the plan can move forward.
2. Patrick Riley is checking to see how much time he will be allocated to work on this task.
3. So how many responses (data) can be brought back and analyzed. How do we encourage everyone to submit data? Scrap metal representative do not want it mandated and do not want to be asked to submit numbers.
4. OKRA said they would be willing to spend money on hiring a 3rd party agency to collect information. Problem, it becomes public information once it gets into DEQ hands. How can it remain proprietary information? A number of \$10,000 to pay for it. Looking at annual numbers, yet to keep it vague using terms like ferris, non-ferris, white goods, paper, and plastics.

5.

A discussion was held about how confidential information could be kept. It was decided that OKRA has to wait until DEQ comes up with some answers before we can move forward. Hershey will contact NRC to see how they handle this. Someone asked if the DEQ had looked at other states to see what they are doing to collect information. Hershey said no, the DEQ has not.

Bryce Hulsey brought up the idea to have an OKRA license tag to raise money. There was a brief discussion about it.

VI. New Business

It is time for OKRA to renew its membership (partnership dues) with Keep America Beautiful. Phillips asked if there were any issues with renewing OKRA's membership. No one voiced any opposition. Hershey moved that OKRA renew its membership with a second by Derichweiler. The motion passed.

Ilda introduced Sonny Wilkerson from Keep Oklahoma Beautiful and asked him to share his thoughts. He said that KOB would like to collaborate more with OKRA.

VII. Set next meeting date, location & time

The OKRA Legislative Reception is on February 21, 2012 at the Faculty House in Oklahoma City.

Next Board meeting will be on Monday, April 2nd in Stillwater. Hersey volunteered to check with Chris Knight about meeting at City Hall. Location will be announced.

VIII. Adjournment

The meeting was adjourned at 1:15 p.m.