

Oklahoma Recycling Association (OKRA) Board Meeting Minutes

October 2, 2012, 11:00 a.m. –1:00 p.m.

Conference Call/Web via FuzeBox

I. Welcome – Traci Phillips, President
Meeting was called to order by Traci Phillips.

Roll Call: Robert Pickens, Michael Patton, Ilda Hershey, Traci Phillips, Melody Martin, Sara Ivey, Mike Hixon, (Tracy Horst and David Griesel joined us late)

II. Approval of Minutes

The minutes from the August 14, 2012 meeting were sent out prior to the meeting by former OKRA Secretary, Ellen Bussert. Micheal Patton asked that his quote from the beginning of the Treasurer's report be removed and that on page 3, under the discussion of the bags for the OKRA conference, that the authorized amount was \$1000.00 not \$100.00. Melody Martin said on page 1 under membership committee, the non-profit number should not be x (Ilda said the correct number is 4), and the next sentence in the paragraph should read "OKRA's initiatives are paying off". A motion was made by Michael Patton to approve the minutes from the August 14, 2012 meeting with changes, second by Ilda Hershey. The motion passed.

III. Committee Reports
A. Membership Committee

Membership Committee Chair, Ilda Hershey, reported that she has been keeping up with new members, but has not been able to work on a membership retreat for November since she has been working on the conference. There have been several new members, 1 new non-profit, one new government membership, the City of Moore, and a few others. More information on the new memberships is covered in the treasurer's report.

B. Treasurers Report

Treasurer Michael Patton sent out the financial summary for the period beginning August 13, 2012 and ending October 1, 2012. OKRA had \$3,551.00 in income for the period and only \$2.99 in expenses for a positive financial change of \$3,548.01. The only expense was a PayPal fee of \$2.99. Our income came primarily from sponsorships for the Conference. There were several new memberships also, including Call2Recycle, and Jason Hensel who is with the Tinsley Company and lives in TX. Mr. Hensel was listed as an individual member and should be changed to a corporate member. Alicia Gissendaner is running for Miss Broken Arrow and has a recycling platform. Ilda suggested that on the treasurer's report, it would be helpful to differentiate the types of sponsorship, such as conference sponsor, etc. Currently, OKRA has \$18,419.11 in the bank account and \$4,470.51 in the PayPal account for a new ending balance of \$22,889.62.

Melody inquired about the OGE sponsorship that was paid via OSU Ag. Ilda said that OSU Ag will pay for all of our conference expenses at OSU such as the catering bill, parking and facility charges, and the remaining balance will be paid to OKRA.

IV. Work Groups
A. Advocacy

No report from Advocacy.

B. Education – Chris Feeney, Chair

Education Workgroup Chairman Chris Feeney, did not send in a report. Following the meeting, Ilda contacted Chris and he had the following update:

PSA Contest Update – The deadline is October 31. I have had at least a dozen different schools ask questions, so it's evident that the information about the contest is out there. I plan to send a reminder message next week through the OKRA Listserv. I anticipate great participation. I would like to ask that we encourage each OKRA board member to contact their local high school quickly so we have representation from all corners of Oklahoma.

Traci mentioned that Fuze meeting has the ability to show videos, so this might be a good tool for judging the PSA contest; if people can't meet in person, they can see the videos online.

OKRA Recycling Awards for Schools – Traci said we need to have a school picked out for the next newsletter, but suggested we could nominate schools via email. There was discussion about what types of schools qualify and the agreement was that it can be any kind of school, vo-tech, or otherwise. Melody suggested Francis Tuttle, who has a yearly Earth Day celebration, and at the beginning of school they hung banners on the light posts that read “Our colors may be purple, but our campus is green”, and they have a campus recycling program. Traci said perhaps at the conference we could ask for nominations. Michael said there is a school in Fort Gibson doing an America Recycles Day event, but he didn't want to nominate them until after the event takes place. They are taking materials from Ft. Gibson to Tahlequah to recycle. Ilda liked the Francis Tuttle suggestion because it is in the OKC area rather than the NE, where most of the other winners have been. Melody said she will send out information about Francis Tuttle to the committee. Traci suggested that we could announce Francis Tuttle as the latest winner at the conference and ask for nominations for our next school. Michael moved to issue a \$100 check to Francis Tuttle Technology Center and feature them in the newsletter and make the announcement at the conference. Seconded by Robert Pickens. Motion passed.

C. Market Development

No report from Market Development

D. Materials Exchange

No report from Materials Exchange

Currently this Committee has an open Chair. It was suggested that an announcement could be made at the conference to see if there are people interested in serving on the various committees and once there are committee members, they could identify a Chair. This is the only open chair at this time.

E. Communication/Outreach

1. Facebook update – There are regular posts being made. Anyone can post to the page. Ilda said she will put a line in the conference program to like OKRA on FaceBook.
2. Website – Ilda said all changes that were requested at the last meeting have been made. But a calendar has not been added yet.
3. Newsletter – Trudi Logan, did not send in a report. Following the meeting, Traci contacted Trudi and she said: *The next newsletter will come out in early December, so that it can highlight ARD activities in OK.*
4. E-Mail Inquiries – Ilda Hershey – since our last meeting there have been 12 new inquiries, including the Miss Broken Arrow contender.
5. 2012 Conference – Ilda Hershey
Conference Registration & Publicity
 - 87 registered as of yesterday; 10 of which are exhibitors and 16 of which are presenters (so about 61 have paid). Goal is 140 paid.

- A lot of registrations will be received this week before the early-bird rate expires on Friday.
- We should continue to push publicity especially for early-bird registration.
- Long P.R. by OSU Communications should be ready today. Ilda will send it to board & council members to try to place in their local papers.

Conference Program Agenda

- All presenters and moderators are confirmed.
- Ilda has already registered all of presenters and will send them an email next week with final details (registrants will also receive an email).
- Ellen will be our Mistress of Ceremony!

Conference Lunch

- We are using another caterer this year, Meditations, which will be about 20% more expensive due primarily to gratuity fees.
- This puts us over \$5,000, which is the OSU limit for procuring a service without a bid. This means OKRA will have to pay the invoice instead of Ag Conference Services this year. Michael will bring checkbook for payment on Oct. 12; otherwise 4.5% surcharge if pay by credit card.
- We're planning on 45 minutes for everyone to get through buffet lines before the keynote starts; another 60 minutes for the keynote and Q&A, and then 15 minutes for caterers to clear tables before the next session.
- Lunch will be Crispy Chicken Marinara w/Melted Provolone, Penne Pasta, Italian House Salad & Tabouli, and dessert. There will be plenty of variety for vegetarians.
- The keynote speaker gift is a large grocery shopping bag made out of recycled juice boxes; all presenters will also receive an OKRA Waterstone coaster. Traci will present the gifts.

Conference Task List

- Volunteer tasks will be sent to conference committee members tomorrow (cc to Hixon). Everyone can take random photos to post on FaceBook.
- Michael will make sure the tote bags are at the registration desk before 8am.

V. Old Business

A. Recycling Priorities Plan –no updates. Traci and Ilda will talk to Fenton to see what the next step is.

B. Nominations Committee Report

Melody said there are several positions that need to be filled. Ilda will send Melody the list of members and she will send out a call for nominations. Sara is currently serving as the interim secretary. The last time elections were held was January 2011. Melody will consult the by-laws to determine what terms have expired and what positions we need nominations for and will send out the email with the call for nominations.

C. Fuzebox

Traci wanted feedback on this program. The cost is \$580/year, which includes 12 video feeds and unlimited call attendees. Anyone can host the meeting. This format has much more capability than we are currently utilizing. The host can make other people presenters, the group can view video together, and it has the capability of recording the meeting as well. We are getting a 30% discount for being a non-profit. Melody likes that you can use the browser and call in, or download the software. Melody moved to pay the \$580.00 to try FuzeBox for a year. Ilda seconded. Motioned passed

VI. New Business

A. MET Sponsorship

Michael said the OKRA sponsorship has been a big help for the MET's annual America Recycles Day banquet. Ilda motioned to continue to sponsor the MET America Recycles Day banquet at the bronze level of \$400. Melody seconded. Michael abstained. Motion passed.

Michael said the invitations will be going out soon. The event is November 15, 2012 at 6pm at the Hyatt in Tulsa. The event gives recognition to people and business making positive efforts in recycling and they are in need of nominations. Send an email to Michael if you have someone to nominate. Individual tickets are \$60.00 per person, which barely covers the caterer and the hotel. Michael hopes you will attend. Ilda suggested that the new marketing person at the MET send out to call for nominations to the OKRA listserve.

B. NRC Membership

Michael sent out the flier from the North American Recycling Coalition (NRC), which highlights the benefits of becoming an NRC member. OKRA was a member for a long time. We have officially joined KAB but not NRC. The fee is \$1000/year. One big benefit to OKRA would be potential national sponsorships. NRC is the only group in the nation that is lobbying on the national level. Michael is an individual member. Michael said the question is whether OKRA wants to help make things happen at the national level, and is it worth it for OKRA to join? In the past the cost was higher, but now there is only the yearly fee, with no individual membership fees. Michael said NRC could be an insurance policy of sorts to help keep the state organization going if anything where ever to happen to the state organization. Michael said OKRA received a grant for recycle bins a few years ago, and there are lots more opportunities out there. 21 states have joined NRC. Michael believes we should join. Traci said if we join, all of our members get access to NRC member benefits. The membership is by calendar year, but if we join now, we will get the remainder of 2012 and all of 2013. Texas and Kansas have board members and they would love to have Oklahoma join. They offer many webinars, and Michael believes they do some of the best webinars in the industry. If we join we need to be sure to utilize the membership. Michael moved to have OKRA join the North American Recycling Coalition (NRC) and agree to pay the \$1000 for membership. Ilda seconded. The motion passed.

C. ARD

Michael reported that America Recycles Day (ARD) has been around about 20 years now. It is one day to celebrate just recycling. That is why the MET has their banquet that day, and it is always right after the election and generates a good amount of press coverage. The national ARD website is registering ARD events. So far there are 6 registered in Oklahoma and about 900 nationally. Michael would like to get people to register their event if one is planned, and if you don't have an event already planned, try to do something so we can have more events in Oklahoma. Ilda has one in Stillwater she will add it.

D. Recognition for Ellen.

Ilda suggested that Ellen be recognized for her years of service as secretary and possibly get her something. Traci will work on what to get her. Ilda will check with Ellen to see if she is going to stay on as an at-large board member or in another capacity.

VII. Set next meeting date, location & time

The next OKRA Board meeting will be on Thursday, December 6th from 10:00 am until noon. It will be conducted by Fuze meeting again. Traci will send out an outlook request so everyone has it on their calendar.

VIII. Adjournment

Melody motioned to adjourn. Michael seconded. Motion passed.