

OKRA

Oklahoma Recycling Association Board Meeting Minutes

11:00 a.m. – 1:00 p.m.
December 9, 2011

1102 S. Boston-Up With Trees
Tulsa, Oklahoma

Present: Ellen Bussert, Chris Feeney, Tracy Phillips, Ilda Hershey, Chris Knight, Michael Patton, Melody Martin, Robert Pickens, Kristi Shreve

By phone: Brian Figgins, Kathy Moore, Garmon Smith, Martin Whipple and Jim Bologna

Absent: Melissa Adler-McKibben, Diana Askins, Chris Daniels, Susie Derichsweiler, Jide Famuagun, Tracy Horst, Marc Jenson, Trudi Logan, Garmon Smith, Patty Overman, Cindy Tether

I. Welcome

Traci Phillips opened the meeting at 11:00 a.m.

II. Minutes

Ellen Bussert distributed the minutes from the September 30, 2011 meeting. Hershey made a motion to add the 2011 Seminar Notes. Motion passed. The 2011 Seminar notes will be sent out electronically.

III. Committee Reports

A. Membership

Membership Committee Chair Ilda Hershey announced that the membership drive will begin in January and encouraged everyone to renew their memberships. She said that OKRA will be changing the membership dates to a rolling calendar in the future. The Committee is waiting for software or staff to do it.

There have been 3 new members since the last meeting. The current goal and focus is to increase corporate and industrial memberships. Membership total is at 82. Certificates are made and awarded to corporation and industrial members. Tracy Phillips said that in 2012 OKRA should develop a membership directory. She asked if Hershey would talk to Emma about adding a “members only” section to the website.

A discussion on “who is our audience” was held. Phillips asked membership committee to define. Specifically she wanted to know what type of members we have. She also talked about clearly defining what the member benefits are.

B. Finance Report

Treasurer Michael Patton sent a finance report out last night. The Software he used is Excell 2003. Some of the executive board members cannot access that version. He said that he will send it out in higher version.

Patton reports that it was a slow month, only 3 new memberships from the Oteo Tribe. Three people said on facebook they were joining, but haven’t joined.

Phillips commented that on individual members, it would be good to see affiliation such as tribe. A discussion was held on why people have individual memberships as opposed to group. It was determined that the problem was, people do not get as many benefits as a group member. Phillips asked Board Members from the city governments of Tulsa & Stillwater why didn’t their cities opt for non-profit membership. They responded it was easier for them to be individual members. Neither City has a city membership. The comment was made that it would be good for cities to list on their website that they are a member of OKRA – not just some guys who works for us is a member. Consensus was that as an organization, maybe we need to look at how we are communicating that message. Ilda is going to review the letter and see if she can incorporate the benefits of organizational membership into it. The Board agreed that OKRA should determine what would motivate a city to join as a member.

Paton reviewed the report and reported a new ending balance or \$13,559.60. A motion was made by Kristi Shreve that the financial report be accepted. A second was made by Chris Knight. Motion passed.

Patton concluded his report by saying there has been no change in our status with the IRS. He will keep us updated.

IV. Work Groups

A. Advocacy Report

Brian Figgins has been busy gathering information about a potential venue for the OKRA Legislative Reception. He has narrowed I down to the Oklahoma History Center and Faculty House. Both of these facilities are in Oklahoma City, near the Capitol. He said that catering will cost approximately \$20 per person.

At the Faculty House the rental for a reception is \$1,000. Hall Estill is a member and has offered to allow OKRA to use their membership, so the cost will drop down to \$250. The Faculty House has a 35 person minimum. Regardless of location, OKRA will have printing and postage expenses.

A discussion was held about signs and what type of hand outs should be prepared. Bologna said that we might also consider listing, the general type of legislation OKRA would support.

Bussert expressed her concern about the cost of alcohol. She recommended that there be a cash bar. A discussion was held, but no action was taken.

Patton made a motion that OKRA should allocate \$2,000 for all expenses related to the advocacy reception for the legislators. Hersey seconds the motion. The motion passed. Phillips said the chair of the committee should pick the location. Figgins said he would finalize details and will be sending out information via e-mail to the Board.

A discussion was held on potential legislation for upcoming session. Figgins did not have anything to report. Bologna said things were in the works behind the scene on legislation to support recycling, but he could talk about specific details. Patton recently spoke to a legislative committee. He said that through google searches, you can review some model recycling legislation from Tennessee. He said in Oklahoma, there are shell bills being filed right now. He does not know if any of them have a solid waste portion. He will not know about what is really in them until January and said OKRA cannot do anything about them until February.

Phillips said she thought that there would be a modification of e-waste bill to include TV's. Shreve suggested maybe OKRA could include information on current legislation in our newsletter and on the list serve this next session. Hershey said the list serve was probably a better vehicle because it goes out more quickly.

Phillips thanked Figgins for all of the work he has put into the legislative reception.

A. Education

1. PSA Contest

Chris Feeney, Education Work Group Chair, reported that the 2011 PSA Contest is over. There were 19 submissions and they are now posted on Youtube. The video quality or the entries was not great, but the kids put in great effort. He said it was kind of fun to look at all of them. The links to the winning entries are on the home page. He would like to get a little press on it in Beggs, Ardmore and Claremore. Feeney asked if anyone could help get them on the air. He also asked about how can we get checks to winners? Bussert volunteered to deliver checks to Beggs and Claremore. It was brought up that Norma or Regina from Ardmore Beautification Council and OKRA Advisory Council Members might be able to award the check.

Feeney asked if Beggs school check could go to theater, since they do not have a science club. The Board was in agreement that it was acceptable.

In reviewing last year's contest, Feeney said 8 of them followed the directions, well enough to receive funding.

He reported some lessons learned and things that would need to be changed for 2012.

1. A way to standardize the software used is needed. The Committee had a difficult time judging because the entries were all in different formats.
2. Information needs to get to the students making the videos. There was some criticism that information did not make it to the kids that were making the video, evident by entries not following the guidelines.
3. Location to receive entries. The timing was a problem for him to get them because they went to the PO Box in Tulsa, not to him. Although Patton checked the PO Box and sent entries to Feeney, it was not very accessible to Feeney and cause a lot of last minute hassle.
4. Deadline fell during Fall Break.

The Board expressed appreciation to Feeney for getting the PSA contest going and doing a great job. Phillips thanked him for his time and effort on the project.

2. Green School

Kristi Shreve made a recommendation that OKRA come up with new "handle" for the Green School Award. She volunteered to work with the Board and figure something out for the next Board meeting.

Phillips asked for nominations for the next "Green School." Shreve recommended that Park Elementary in Tulsa be nominated. She said that teacher Maggie Cooper worked with the students to have them set up a recycling business at the school. A motion to recognize Park Elementary in Tulsa was made by Ilda Hershey and second by Melody Martin. The motion passed.

It was brought up that a page for Green School recognition should be added to the OKRA web site. Shreve will write up summary of the Park Elementary Program and send it to Trudi Logan for the OKRA Newsletter and the Tulsa World.

B. Market Development

Martin Whipple, Market Development Chair, turned the floor over to Kristi Shreve to talk about her latest project. Kristi Shreve had put together a glass recycling information sheet. Shreve brought glass info sheet that she had been working on, and passed it out to the Board.

The top part of the info sheet is quick facts that OKRA can post on face book. After looking at her notes from last time, she saw that September is actually glass recycling month. She asked the Board if anything else needed to be included. In terms of inquiries we get on the website, Hershey said the biggest question is how a person can recycle glass in the community. It was suggested that on the OKRA website, the commodities should be listed and link it back to community website. It was reported that Okmulgee is opening a drop off sight soon.

Another suggestion was that it would be good to note that the public cannot take their glass to the processors directly. Going to see if she can get info from the processors about the criteria for what they accept. Shreve is going to create a PDF for the Glass Recycling Info Sheet. She was asking about what the next step should be. It was decided that OKRA should create a commodities page on the website and send out a list serve message that it is on the website. A discussion was held and it was decided that the next commodity info sheet will be electronics. Deadline for completion will be April.

Phillips thanked Shreve for putting together the glass recycling info sheet.

C. Materials Exchange

Chris Knight, Materials Exchange Chair, reported he got a link to OKRA's website approved to be on the City of Stillwater's website. He has made several phone calls into other individuals to speak with them about OKRA's materials exchange. He wants to encourage them to promote the OKRA materials exchange on their website. Shreve reported that it will also be on the City of Tulsa website in a month.

Phillips asked if we know how much activity is going on the Materials Exchange website. Knight said some, but not a whole lot. Phillips thanked him for his work to get the Materials Exchange work group active.

D. Communications outreach

1. Facebook Update

Brian Figgins, Communications Chair, asked the Board if his work group could have a budget to use every month on communication expenses, specifically facebook ads. He suggested \$20.00 a month and said that he expects to have a larger need in January. OKRA will only be charged if their ad gets clicked. Patton moved that we authorize Figgins to spend \$100 on facebook. When that allotment is depleted, he can ask the Board for more funding for this project. Pickens made a second to the motion and the motion passed.

2. Newsletter

The Newsletter is being proofed today. It should go out sometime next week.

3. E-Mail Inquiries

Hershey reported that OKRA has received 10 e-mails since September 30, 2011.

4. 2011 Seminar

Hershey reported that the seminar cost would have been higher without the DEQ providing printing and make posters. Also, OKRA received a discount at the OSU Alumni Center. She said OKRA would have needed the extra \$2,000 if this had not been the case. She concluded by saying OKRA can do this because of all of the generous sponsorship.

V. Old Business

A. Advisory Council and Workgroup Communication Form

Martin and Bussert passed out the final draft of the Advisory Council and Workgroup communication forms. It was agreed upon to start using the forms. The next step will be to get it on Google docs. It was suggested that each subcommittee be put on a separate page. Martin and Bussert will continue to work on this.

B. Coaster Stones

Bussert reported on the cost of ordering coaster stones to be used to promote OKRA. The suggestion made at a previous meeting, was to put the OKRA logo and website on the stones. They would be given to legislators as an introduction to OKRA, and a subtle reminder how to locate OKRA's website. Patton moved OKRA spend up to \$600. The motion passed.

VI. New Business

A. Recycling Priorities Plan

Hershey passed out a draft copy of the Oklahoma Recycling Priorities Plan. Fenton Rood of the DEQ had contacted Phillips and Hershey and asked them to help him on this project. The next step is to fine-tune the goals with the public participation process. Hershey will be assisting the DEQ with the public participation portion of creating the plan. Hershey wants to know if we agree with them or if they should be changed. To start with, Rood wants the first one to be broad and general. He wants to funnel directions and initiatives, not paint ourselves in a corner. Hershey said that she needs feedback by Wednesday, December 14, 2011

Draft of Initial Recycling Priorities for the State of Oklahoma

- Improve public awareness of how important recycling is to Oklahoma's economy and how to participate in the recycling opportunities available in the state.
- Direct recycling commodities that are collected from Oklahoma communities (glass, metals, fiber, plastic, etc.) to Oklahoma industries for use as feedstock material.
- Promote use of recycled content in industry within the state and document the business significance of using local recycle feedstock.
- Create a framework to measure recycling efforts in Oklahoma by counting materials collected for recycling and devise a statute to ensure confidentiality of the data.
- Increase public education regarding resource conservation through partnership with the Oklahoma Environmental Education Coordinating Committee.
- Update E-waste statutes to include televisions.
- Encourage the development of infrastructure and equipment to collect, store, and ship recyclables to local manufacturers for in-state processing.
- Improve education to the generators of recyclables (homeowners, apartment dwellers, businesses, schools, institutions, manufacturing plants, etc.) to increase participation and improve the quality of materials set aside for recycling.
- Support the capture of organic waste (i.e. yard wastes, food wastes, paper wastes, certain types of industrial wastes) to be processed and returned to the soil as a useful supplement.

The group reviewed the document and discussion was held on expanding the second bullet to include more than glass. It was brought up that it was a priority. Comments were made that it should be more general. Another suggestion was that she should remove "our soil resources" and say "support capturing organic waste." It was recommended that the OK Environmental Education Coordinating Committee be added to the first bullet about education. The group decided that it needed to be organized by priority tasks. The group suggested making the top 3:

1. Job creation – help to change the message
2. Commodities
3. Measurement (if you aren't measuring it, you can't manage it.)

B. Other Business

1. Patton said the M.E.T. has a new baling center on 11th street. He invited anyone interested to stop by and see the baling operation there.
2. Phillips said that the DEQ had been talking to her to brainstorm how OKRA can help the DEQ report on dumping at clean-up sites. Basically, it would be for OKRA to help monitor illegal dumping. Shreve recommended that the Board put an article in the OKRA newsletter about the DEQ program, or put information about it on the OKRA list serve.

VII. Next meeting, date and time

The next Executive Board meeting will be on Thursday, January 26th from 11:00 a.m. until 1:00 p.m. Martin volunteered to host the next meeting in Oklahoma City at the OG& E Technology Center. The OG&E Technology Center is located at the corner of Wilshire and Central. Directions will be sent out before the meeting.

VIII. Adjournment

The meeting was adjourned at 1:00 p.m.