

OKRA Board Meeting Minutes

Friday, March 31, 2017

2:00 p.m.

OSU-OKC: 900 N. Portland Ave., Oklahoma City, OK 73107

I. Welcome – Tracy Horst, President

II. Roll Call

Board Members Present: Tracy Horst, Sara Ivey, Robert Pickens, Ilda Hershey, Jeanette Nance, Garmon Smith, Maureen Turner

By Phone: Kara Berst

Board Members Not Present: Chris Feeney, Traci Phillips, Lynn Malley, Annie Napier, Michael Patton, Trudi Logan, Kathy Moore, Larry Wright

Advisory Council Members Present: Melissa Adler-McKibben, Alex Burks, Daniel McCune, Trent Brewer

OKRA Staff Present: Ellen Bussert

III. Approval of Minutes – Tracy asked if everyone had a chance to review the minutes. Robert made a motion to approve the minutes. Ilda seconded. Motion passed.

III. Committee Reports

A. Membership Committee – Ellen Bussert

1. 2017 Membership Drive - Ellen has sent renewal solicitations. To date, we have solicited 96 people/organizations and 52 have renewed. 14 were new. If any board members have personal relationships with any of the corporate or nonprofit members, and you would be willing to contact them about renewals please let Ellen know. Ellen passed around a sheet for the board to review who has renewed and who has not. In addition to reminding people that their memberships have expired, she will be contacting members who have not been active and encourage them to renew.
2. Volunteers to serve on membership committee. The membership committee that has lots of work to do. If you are interested in serving on this committee, please let Ellen know. The goal is to significantly increase membership. It is encouraging to already have 14 new members. Tracy said that based on previous OKRA goals, we have been trying to increase membership for quite a while. She asked why OKRA in years past continued to raise our membership goal without hitting our previous goal. Ilda said OKRA has never had over 100 members in any given year. Hopefully with Ellen's new OKRA position we can dedicate more time to recruitment and also require board members to invite new members to join. If you need brochures, let Sara know and she can get you some. Robert asked Trent's advice on what other statewide nonprofits are doing regarding membership and retention and what they offer members. The group agreed we also need to better utilize our Listserv to distribute information about what is happening in recycling

in Oklahoma. Trent said the OKCNP breaks up the state into three regions and has people dedicated to each region and they stay tuned in to the happenings. There was discussion of making updates to the OKRA website to make things easier to find. We agreed to put off work on updating the website until after we revamp membership.

3. Current members of the OKRA Membership Committee are Ilda Hershey, Robert Pickens, Lynn Malley, Chris Knight and Michael Trojhan. The goal is to significantly increase membership. This year, the membership committee is tasked with:
 - Review membership benefits and make recommendations to OKRA Board
 - Review membership fees and make recommendations to OKRA Board
 - Build 2017 corporate membership
 - Solicit new members during 2017
 - Update and revise the membership brochure
 - Discuss having a Members Only section of website for member-only benefits.
 - Identify a software program that would streamline membership management tasks (automate as much as possible the membership solicitation, renewal, invoice, and acknowledgement processes).
 - Contribute new ideas

The membership Committee will start meeting by conference call and e-mail in the next couple of weeks. If you are interested in joining the membership committee, please contact Ellen Bussert at okra.secretary@gmail.com.

4. Robert announced that since our last meeting OKRA has joined the OK Center for Nonprofits and plans to use a variety of resources available to us through our membership.

B. Finance – Robert Pickens, Treasurer

1. Treasurer’s Report (review of Q1 Financial Position Statement through March 31, 2017) – as a reminder, “new” means new member. For income, we have had couple conference sponsorships already come in. We are up \$875 over our expenses. Robert will put together a budget comparison for current year vs previous year. Ilda motioned to approve the financial report. Jeannette seconded. Motion passed.
2. Update on 501(c)(3) filing – Robert reported that as of today, Tracy has signed everything needed to file. Robert will take everything to our attorney next Monday and it will be sent off to the IRS. Robert said as a result of going through documents needed for the IRS, he discovered that we do have some work to do on the bylaws, but we will file as is and address those later this year. We will need to notify the IRS anytime we make changes to our bylaws after we become a 501(c)(3).

C. Nomination Committee – Ellen Bussert

1. Discussion on staggering terms - Tabled to next meeting.

IV. Work Groups – The board discussed the current workgroups as agreed as the last meeting. One item to remember going forward, all workgroups must get approval from board before moving on any action

- A. Advocacy – Daniel McCune reported that the workgroup has not had a meeting yet, but he will have one very soon. Daniel passed out an example of a “Legislative one pager” and it can be a working document that can be updated as OKRA’s priorities change. But it is a simply one page sheet that can be shared with anyone to help them better understand OKRA’s positions. We could also have a longer "policy" document that we could have to pass out when needed.
- B. Education – chair - Tracy will make sure Chris is willing to chair
- C. Communication/Outreach
 - 1. Facebook update –Tracy Horst reported that Facebook has had several popular posts recently. She would like to continue to boost posts and Jeanette mentioned that tagging agencies and other organizations that can share or like will also help to spread the reach of posts.
 - 2. Website – Ilda has made updates to the “Get Involved” page. Ilda has an intern that went through and found six pages of links that are broken and need to be repaired. Ilda said most of those have not been looked at since Susie did it several years ago. She will also update the membership list on the website and continue to update as our membership grows.
 - 3. Newsletter – Trudi published a newsletter back in February. Tracy suggested a new item in the newsletter could be having OKRA members answering some questions for the newsletter and being listed a contact person in the area.
 - i. Newsletter Policy – Ilda said that Trudi wanted to the board to consider our newsletter policy. Currently our policy says that members only can take out a "sponsorship" in the newsletter. Are we okay with only letting members do this? Do we want a lower rate for nonprofits? Trent offered advice on how to properly do the sponsorship piece. Trent will give us an example of a gift acceptance policy. The board agreed that we are open to allowing nonmembers to sponsor the newsletter but that they cannot advertise in the newsletter.
 - 4. E-Mail Inquiries – Ilda reported we have had 4 since February 10th
 - 5. 2017 Conference – Ilda Hershey
 - i. Budget – Ilda passed out the Conference Budget. She noted that the dollar amount listed will be the maximum for each item. Some may be less depending on variables. The projected revenue is based on past numbers of sponsorships and registrations.
 - ii. Registration fees- The conference planning committee met earlier this week and voted to increase the registration fees for members and non-members. Early registration fees will increase by \$10 per person and regular registration by \$20 per person. Exhibitor fees were increased a few years ago, so those were not increased at this time. The board discussed additional sponsorship opportunities for the conference

- iii. Promotions - Kara will be added as an OKRA Administrator to help with social media promotion, etc.
- iv. Sponsorships - Melissa will check with Patrick Riley to see what level DEQ expects to be able to sponsor this year. Tracy said the Choctaw Nation will sponsor, but she is not sure on the amount yet. Robert said AWC will sponsor again, but not until April. Robert gave Ellen a new contact person for Service Recycling, Ellen will try to reach out to them again. Ilda will send information to Kara about conference sponsorship. Kara will then check with the tribe to see if they are interested in being a sponsor for the first time. Ilda reported that we have a goal of \$8,900 in sponsorships. So far we have \$3000 committed. There was discussion about the potential of raising more funds from the conference that would allow the organization to grow. Robert and Tracy will talk to Republic about a "premier" sponsorship.
- v. Programming –
 - 1. Chaz Miller will be keynote. Ilda said that Chaz can talk about a variety of topics and we will decide after we get more of the other programming finalized.
 - 2. Other ideas for conference presentations that were discussed by the conference planning committee include:
 - a. A Government Sector which could cover: Govt. rulemaking, How to talk to your legislator, someone from OMES about recycling data.
 - b. PepsiCo on the go recycling
 - c. Staples on purchasing items with recycled content
 - d. Textile recycling panel
 - e. Non govt curbside recycling service – Keepin’ Enid Green, SHOW, Sue's in Gore, Republic for rural areas.
 - f. Household appliances
 - g. GP on paper products made from recyclables
 - h. Master Composter Programs
 - i. EPA Region 6 on education programs
 - j. Pharmaceutical recycling
 - k. E-Waste recycling
 - l. Goodwill and Habitat for Humanity Restore
 - m. State of Recycling
 - n. Mercury recycling or a stewardship panel
- vi. The board discussed having door prizes that are given out at the end of the day to encourage people to stay until the end.

D. Product Stewardship Group - Garmon has been connected to PSI thanks to Melissa. The first conference call he attended was on mercury thermostats and lamps. Garmon will send information about these programs to Trudi to be put in the next OKRA newsletter.

E. Composting - Champion - Lynn – not present

F. Materials Exchange - Champion - Ilda – nothing to report.

V. Old Business

- A. Update request for access to recycling data submitted to State of Oklahoma – Ilda Hershey – The letter has been drafted and is ready for Tracy's signature. The Board agreed it looks good so Tracy will send it out next week. She will let Ilda know what day it is sent and Ilda will follow-up two weeks after.
- B. OK County Cooperative Extension Master Composter Pilot Program – Annie Napier – tabled since Annie was not in attendance.

VI. New Business

- A. OKRA 2017 Goals – discussion – this item was skipped due to time constraints of this meeting.
- B. Board Training with OK Center for Nonprofits – Tracy would like the board to go through some board training provided by the OK Center for Nonprofits. We tried to find a date that everyone could attend, and could not find a date that would work through June. So Tracy will send a doodle poll to see if we can get a date that will work for everyone sometime later in the year. The Board decided to add it on to the end of a board meeting for efficiency. Trent will check to see if Jennifer is available after we find a date that will work for our group.
- C. OKRA Staffing - Ellen – Ellen asked to talk about her paid position. She said she had been asked by Tracy to reduce her hours and only work on membership. Tracy is concerned that OKRA is going to run out money to pay Ellen. There was a discussion on priorities for Ellen's time, attending meetings, etc. The board agreed that we need to have more income brought in to be able to afford having Ellen, but agreed we need to find that income because we value what Ellen has been able to provide through her paid position.
- D. Bylaws – revise when OKRA calendar year begins and ends – Robert discovered that OKRA has a conflict of interest policy – that needs to be signed by all board members. Those board members who were present signed a copy and Robert will get copies signed by all board members and officers so that we are in compliance with this policy.
- E. Upcoming exhibits and events
 - a. Staffing at MET's Enviro Expo – Ellen/Maureen. Maureen will put out OKRA stuff at this event. Ellen gave Maureen the OKRA banner. The OKRA information will share a table with City of Tulsa. Thank you Maureen.

VII. Set next meeting date, location & time May 19th 1-3 pm. At OSU-OKC.

Garmon announced that there will be a Household Hazardous Waste event in Ada tomorrow 4/1/17.

VIII. Adjournment 4:38 pm