

OKRA

Oklahoma Recycling Association

Board Meeting Minutes

April 2, 2012

11:00 a.m. –1:00 p.m. via WebEx

I. Welcome

OKRA President Traci Phillips welcomed everyone to the meeting. She said that the meeting was being held by Webex, to test out the technology to see if it could possibly be of use to the organization to make OKRA meetings easier for every one. Next, she asked for a call of the roll.

Present: Traci Phillips, Michael Patton, Susie Derichweiler, Melody Martin, Ellen Bussert, Kristi Shreve, Robert Pickens, Brian Figgins, Chris Feeney, Diana Askins

Not Present:

II. Approve Minutes from January 26, 2012 Meeting

The minutes were presented by Ellen Bussert, OKRA secretary. A discussion was held about noting the names of Advisory Council members who did not attend. The board decided roll should only be recorded for Board members and asked that names of Council members who did not attend be removed from the minutes. Ilda Hershey made a motion to accept the minutes with the proposed changes. A second to the motion was made by Melody Martin. The motion passed.

III. Committee Reports

A. Membership Committee

Membership Chairman Ilda Hershey reported the main part of the 2012 Membership Drive was coming to a close. She said the committee solicited to 38. Membership Committee member Robert Pickens sent letters to all of his vendors. Invitations to join were also sent to lists from Dianne Wilkins (DEQ) Star program, OK County Commissioners and all OSU Cooperative Extension agents. As of this date, there are 62 members in all categories. At the end of last year, we had 93 members. In terms of membership income, a total of \$ 5,726 has been collected this year. Last year, membership income was \$7,000 by the end of the year. Hershey said that next she is going to target lapsed members who haven't renewed. Her plan is to send them a gentle reminder. She will also be surveying the list serve and asking what benefits members would like to see. Currently, the plan is to do members only part on the web site.

B. Finance

a. Treasurer's Report

Treasurer Michael Patton said he sent out a financial activities page this morning. It covers about a 10 week period. A credit card policy from the MET was sent out to everyone. It contains 3 simple policies: what can be purchased, who is authorized to use the card, and what is the dollar limit. A brief discussion was held about what was an appropriate expense. Phillips asked if it was necessary to have limits if Treasurer is the only one with a card. Patton asked who is allowed to use it? He said there needs to be a second person allowed to use the card. He doesn't know how limiting the board should make it.

One of the reasons we got a debit card was to advertise on face book. What is a rational policy?

Hershey said she thinks it would be a good idea for secretary and treasurer only have access to use the card and all transactions need to be approved by the board. Patton said that his thought is the executive committee needs to be able to pick up small expenses.

He said some of the things we need to think about are do we have some limits? When is the card used versus using a check? Should the executive committee approve anything up to \$200? What is a reasonable amount of money that we can expend without it going to the Board.

Hershey suggested the treasurer be allowed to spend \$500 with secretary approval. Smith said that if you use the card for travel, it could be more than \$500. Patton said that he probably will not be traveling on it.

Patton said he will work with Bussert and come up with a policy to present to the board. He asked are we saying that a regular expense, already agreed by the board, can be written if available. If there is some reason to spend money that was not authorized, the secretary can approve up to \$500. Any other expenses must be approved at a special or regular board meeting. Phillips would like to have a motion on previous discussion.

It was decided that this is OKRA's acting financial policy until one is formalized.

IV. Work Groups

A. Advocacy

Advocacy Chairman Brian Figgins reported OKRA had its first legislative reception and said that he thought it went rather well. Approximately 20 legislators attended. Figgins thought there was a lot of great conversations with legislators who had never given any thought to the impact of recycling on the State. Ideally, he said, OKRA should follow up with them next year at a reception.

Jim Bologna said last week he was at the Capitol and talked to a couple of Legislators that remembered the conversations they had at the reception and what they had learned.

Hershey said she delivered follow-up letters and coasters to all legislators the week after the reception. She said she sent a different letter to those who attended to thank them for coming.

Figgins reported that one of the big impacts before the reception was that the Container Deposit Legislation was pulled. However, the information exchange at the reception was ground work for next year and to get them to consider that was OKRA is a voice for both industry and the community.

Bologna talked about the recycling bill that is active now. SB1162 was passed unanimously in the Senate and referred to house. It was read a couple of times and then referred to rules committee. There have been a couple of amendments to it, but it is still viable. It established a study group to get a 50% recycling goal to the State of Oklahoma. Now it goes to the House floor. Once it gets through the house, it will go back to the Senate. If approved, it will then go to the Governor for signature. He said, all in all, this bill is a good thing for recycling.

The question was asked as to how the study group be appointed. Bologna said the legislation outlines 2 appointments each by the Governor, Pro Tempore, Speaker, glass industry, grocery association, OK Tax

Commission, DEQ, and the Oklahoma Department of Commerce. Susie Derichweiler asked if OKRA had a spot on the study group and the answer was no. He said that at first there was a spot on the study group for the MET, but it was struck down. The main thing about the legislation was the 50% goal.

Phillips said with a 50% recycling goal, the State will have a hard time achieving it. Patton said it is not 50% everything, just of 50% containers. That means we can have another bill for paper issues and organics. Bologna said this bill is really big on educating legislators on recycling. He offered to send an e-mail with the bill attached to everyone. Phillips thanked him and said it would be a good idea.

B. Education – Chris Feeney, Chair

- 2012 PSA Contest

Insert e-mail sent by Chris.

A brief discussion was held about things to do for next year. Figgins said he did some research about uploading video directly to YouTube. He said he found that you can not do it directly, but have to do it via the OKRA web page. Martin is going to check with Sonny Wilkerson to see how he did it with KOB. Chris Knight will be joining education committee.

- Green School recognition

Tracy Horst recently recieved the information from Howe High School. Phillips asked for nominations for schools.

Patton recommended Stuart Roosa Elementary, Claremore, for its recycling activities. Glen Abshere is the principal.

Derichweiler said it would be good if there was something on-line for schools to self nominate. A discussion was held on the nomination process and what the guidelines would be. Logan asked if the Board wanted her to add a blurb to that portion of the newsletter about how to nominate.

It was agreed that Derichweiler will accept nominations at greensusie@cox.net.

(Ilda had language about Green Schools that will be inserted here.)

Derichweiler will work on drafting a Green Shool nominations form. Logan will add something to the end of the last story on the newsletter.

Patton said that another other Green School nominations could be made to the participants of Recycle Mania. OU and TU did a great job with the contest this year. He asked what the reason OKRA should not nominate higher ed institutions. No decisions was reached.

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C. Market Development

Kristi Shreve gave an Electronics recycling fact sheet report. She said that she sent out the draft electronics recycling sheet early in the day. Tracy Horst said that the Choctaw Nation recycles anything that plugs in a wall. Horst volunteered to edit the recycling fact sheet. Melissa Adler said that the government programs

should be put on top. A brief discussion was held. Shreve said she thinks that consumers are more likely to go to a store vender, as opposed to a government program. Adler said she did not think recycling return preference is very definitive. Phillips cautioned the group and said we should be very careful about how OKRA projects the State program.

D. Materials Exchange

Phillips said that we have a vacancy for the chair of this work group. There was a discussion about what was needed, but no action taken.

E. Communication/Outreach

1. Facebook Update

Communications Chair Brian Figgins gave a face book update. He said that 151 people “like” OKRA on facebook. He said it is a good vehicle to get out the OKRA message. The OKRA facebook page can have multiple administrators and invited anyone interested in being one to contact him. Tracy Horst said that she was willing to send things to OKRA that she puts on her Choctaw Green Facebook wall. Figgin said that he would send out something on the list serve to invite people to go to our facebook to promote their Earthday events. Everyone participation in the meeting is to send Diane Askins one tip for Earth Day.

2. Website

Derichwelier reported that the migration to WordPress software was going well. A small group of people who will work on the website are going to have a walk through with Emma at end of April to learn how to use WordPress.

3. Newsletter

Newsletter Editor Trudi Logan said that she was finishing the newsletter today and will be sending to Ilda for proofing. Phillips asked if she had any ideas as to when the next newsletter will go out for planning? Logan said probably the last part of June. The Board thanked Logan for continuing to do such a great job on the newsletter.

4. Mail Inquiries

Ilda Hershey reported that there were 14 inquiries to the OKRA webpage since our last meeting. Many of those were about Earthday with questions such as “ Can OKRA come and talk to our 4th graders” or exhibit. Miss Lawton has volunteered to help make appliances.

5. 2012 Recycling Conference – October 12, 2012

Ilda Hershey led a discussion on possible speakers for the October 12, 2012 RecyclingConference. She threw out the following names for discussion:

Lisa Skumatz – pay as you throw increases recycling rates

Siiera Fletcher – product stewardship

Doug Moore – changing recycling behaviors. He spoke at an Oklahoma Sustainability Network conference.

A discussion was held on the fee stratcher. Hershey said OKRA has added free parking and raised the regular speaking fee. She said she would like to keep the registration cost the same, but increase the late registration by \$5. Phillips said that was fine. Hershey said the next step will be to meet with the conference committee inviting past committee members to participate again.

Phillips asked Hershey to send out a “save the date” communication. Hershey said she sent it out already. Phillips asked the Board about what they thought about doing a mailing. Hershey asked if she was speaking of an e-mail? Phillips said no, a post card or brochure might be something to think about.

Hershey asked the group again about what topic sounded good. Shreve said that she liked changing behaviors. Phillips agreed. This topic is applicable for everyone. Fenton Rood had said the DEQ could help fund some of the travel.

a. Upcoming opportunities for OKRA Exhibits (Earthday)

A discussion was held about upcoming events. The MET will have its annual Expo on April 18th. Hershey said that there were a couple of the inquiries OKRA hasn't been able to fill. Derichweiler said she is setting up a table at the University of Oklahoma Earth Day. Although she is not working it, she can set out stuff for OKRA. There is an event sponsored by the Chickasaw Nation on April 25th at the Grady County Fair Ground. The questions was asked if anyone was planning on attending it.

IV. Old Business

A. Recycling Priorities Plan – Ilda Hershey

Hershey said that OKRA conducted a survey at the EE Expo, SWANA and OKRA Seminar on recycling priorities. Now, she has to tabulate results. She said OKRA upgraded its survey monkey subscription to have more capabilities. There will be a monthly charge but OKRA will have access to more tools. If people want to use it for their work group or survey the entire group they can ask Traci or Ilda to get the password.

B. Tracking of recycle volumes at the state level.

Phillips said what she has heard back from DEQ, is that they cannot guarantee the information they collect can be kept confidential. So, she thinks this project is stalled. She said that the next step is to reconvene and go from there.

VI. New Business

A. Election of Board

An election has not been held in 2012. The Board talked about a timeframe for conducting the nomination process and election. Phillips suggested that a nominations committee work on it in the next month or so. Martin said that seemed reasonable. Last year, Phillips said an e-mail was sent out on survey monkey for the voting process. She suggested that we open up for nominations the same way this year. The goal would be to have the process complete by May 15th. She asked if everyone was good with that, and the Board members said yes. Shreve asked if it will include more board members. Phillips said technically, we can. If

anyone needs to access bylaws they are on the webpage. Hershey and Phillips will work together on sending out nomination information.

B. KOB Community Workshops

Martin asked about the potential of OKRA doing workshops with Keep Oklahoma Beautiful (KOB). KOB is planning on hosting community workshops in 5 communities. The topic at all of the workshops will be how we can get recycling programs going. The goal of the workshops is to increase recycling in communities. KOB is in the process of getting the agenda nailed down. Robert Pickens was asked if GreenStar was located in some of the communities hosting a workshop. He said he is available to participate in the Guymon and Clinton workshops. KOB is trying to finalize the dates of some of the workshops.

C. Webex

Martin asked the Board how they liked using webex. A brief discussion was held. Hershey said maybe the OKRA Board could meet via Webex every other meeting. Patton said that he likes it. It will cost about \$20 a month. The question was asked if work groups use it and the answer was yes. Phillips said for \$20 a month well worth the platform. A motion made by Hershey to purchase one year's worth of webex and use it for board meetings and for workgroup activities. The Board would reassess the value of webex in one year. The motion was second by Garmon Smith. Shreve questioned the use of it every other meeting. It was determined that it would be used at every meeting, but every other meeting could be a remote meeting. The motion passed

VII. Set next meeting date, location & time

The next OKRA Executive Board meeting will be Tuesday, June 5th 11:00 – 1:00 p.m. Kristi Shreve will check and see if she can host and will get back with Ellen Bussert. Bussert will announce the location.,

VIII. Adjournment

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