

Oklahoma Recycling Association

Board Meeting Minutes

Friday, May 19, 2017 (*Teleconference*)

I. OKRA President Tracy Horst called the meeting to order at 1:00 p.m.

II. Roll Call and Approval of Minutes – Ellen Bussert called the roll for the OKRA Secretary.

Present: Kara Berst, Chris Feeney, Tracy Horst, Trudi Logan, Jeanette Nance, Robert Pickens, Garmon Smith

Not Present: Ilda Hershey, Sara Ivey, Lynn Malley, Kathy Moore, Anne Napier, Michael Patton, Traci Phillips, Larry Wright

Advisory Council Members Present: Trent Brewer, Alex Burks

OKRA Staff Present: Ellen Bussert

There was not a quorum of board members, so approval of minutes was tabled until the next meeting.

III. Committee Reports

A. Membership Committee

Membership Committee Chair Ellen Bussert reported that OKRA membership has been increased by 14 since 3-31-17. After reviewing the list of corporate members who needed to renew at the March board meeting, several board members volunteered to contact a total of 11 corporate members to encourage them to renew. Bussert will contact the remaining 9 entities. She is in the process of reminding the individuals with expired memberships to renew. After that is complete, she will start working on the list of past members to encourage them to renew.

2017 Membership dues paid

As of 6-19-17

Type	Dues	Number	Amount
Student	\$1	7	\$7
K-12 Coord	\$5	2	\$10
Regular	\$25	29	\$725
Non-profit	\$75	13	\$975
Corp	\$100	7	\$700
Corp	\$250	2	\$500
Corp	\$500	3	\$1,500
Corp	\$750	1	\$750
Corp	\$1,000		\$0
Hon/Lifetime	\$0	2	\$0
Totals		66	\$5,167

The membership Committee met Wednesday, May 17th by phone. The members of the OKRA Membership Committee are Ellen Bussert, Ilda Hershey, Chris Knight, Lynn Malley, Robert Pickens and Michael Trojahn. The Committee reviewed and prioritized tasks for 2017, discussed recruitment of new members and expansion of corporate base, changes to the web page to make it easier to join or renew, and selecting a membership software.

It was decided that we need to revise our membership form. The committee will do some research and come up with suggested changes at the next meeting. One of the goals was to capture the highest membership level possible. For instance, the ABC flower company gets a membership for Petunia. Then they get a membership for Rose. Both are expected to represent their company. Instead, they should have gotten a corporate basic membership where both people could have membership benefits. This is over simplified, but the gist is to capture the highest membership level possible. If you have any suggestions, please e-mail someone on the membership committee.

A discussion was held on doing more with company logos from OKRA Members. Ilda Hershey is going to look into putting it on our web page. Ilda has some of the logos and will give them to Bussert. Bussert will contact the members who have not already submitted a logo and collect them. It was also suggested that the logos be put in the newsletter. The goal is to get them to the OKRA newsletter editor in time for the addition after the June issue.

The committee also talked about potentially investing in a membership software. The three things that were discussed were: 1. What is causing us the most trouble with our current system, 2. What answers do we need that they system does not provide enough of, 3. What do we want it to do. After reviewing a list, the committee decided to look into Club Express, Zen and Quick books. Bussert was tasked to contact OKCNP and see what they suggested. KOB uses quick books and has provided us with information. Bussert will do more research and bring it back to the committee. If you have any experience with membership software or thoughts about what we need it to do, please contact Ellen Bussert (okra.secretary@gmail.com)

The committee will try and meet monthly until tasks are completed. The goal is to have new membership materials for the 2018 membership drive. The Committee is in the process of setting dates for June and July to meet.

OKRA 2017 Membership Committee - Tasks

- ❖ Solicit new members during 2017
- ❖ Build 2017 corporate membership
- ❖ Identify a software program that would streamline membership management tasks (automate as much as possible the membership solicitation, renewal, invoice, and acknowledgement processes).
- ❖ Review membership benefits and make recommendations to OKRA Board
- ❖ Review membership fees and make recommendations to OKRA Board
- ❖ Discuss having a Members Only section of website for member-only benefits.
- ❖ (Set a timeline for) Update and revise the membership brochure
- ❖ Contribute new ideas

B. Finance

A finance report was given by OKRA Treasurer Robert Pickens. The Statement of Financial Position reporting period was from April 1st through May 17th. Income to date for the reporting period of April 1st through June 30th is \$2,350.21. Expenses for that same period are \$1,162.15, giving a net change of \$1,188.06. Account balance of the time of reporting was \$26,885.49. Please see attached Statement of Financial Position.

Financial Summary Year to Date Totals:

Total Income: \$5,563.71

Conference Income: \$1,500

Donations: \$25

Membership Dues: \$4,038

Total Expenses: \$2,337.33

Net Income: \$3,226.38

The 2017 Membership Dues Paid breakdown by membership classification does not represent the actual revenue taken in for memberships since the start of OKRA's fiscal year 2017. Pickens said he believe the amount shown includes memberships paid in 2016 during OKRA's hiatus year, which should be broken out separately and stated as hiatus year membership carryover's into 2017 showing both 2017 membership totals and 2016 carryover membership totals. If this is not correct, we need to compare membership levels paid by classification for fiscal year 2017.

Membership Dues Year to Date Totals:

Student - \$3.00

K-12 Recycling Coordinator - \$10.00

Individual - \$675

Non-Profit - \$300

Government - \$450

Corporate Basic - \$600

Bronze - \$750

Silver - \$500

Gold - \$750

Platinum - \$0

Pickens gave an update on OKRA's 501 (C) 3 application. He said that OKRA has received a letter from the IRS acknowledging receipt of OKRA's application. If the IRS requires additional information, he will not hear from them for up to 180 days. If the application is complete, it should be processed in 90 days (middle of August.) If the IRS needs additional information, it could be quite a long time. Pickens will inform the board of any changes.

C. Nomination Committee

Ellen Bussert was asked at the March 31, 2017 to review current board election process and to make a recommendation about changing to staggered terms. Bussert said the last board election was conducted in December 2016. The current board was voted in for a 2 year term which will end December 2018.

According to the OKRA bylaws, an election is supposed to be held every year for the board of directors and officers. It says that board members are to serve a 2 year term. It says officers are to

serve a 2 year term. If we stagger the terms, with the present bylaws we could potentially lose half of the board each year.

The Keep Oklahoma Beautiful Board and the OK Center for Non Profits have 3 year terms with annual elections. That way, they potentially only lose one third of their directors each year.

Bussert recommended that OKRA should change its bylaws and go to 3 year terms. It could be set it up so that one third of the board terms will expire every year for the next 3 years. OKRA should have a set month that elections are held. Currently, OKRA calendar year is operating on a calendar year so elections should be every December. If the OKRA calendar year is changed, the date of the election should coincide with the last month of the OKRA calendar year.

The President should select a Board Governance Committee to review the process and make a recommendation to the board about the change. This committee would also need to write language for the bylaws. After OKRA receives its 501 (C) 3 status, the bylaws should be revised.

Bussert said the other option is to stick to 2 years terms as directed by the bylaws. If this is the way the board wants to go, she suggested that elections be held in December 2017. Eight people will need to volunteer to shorten their current term and have their name on the ballot in December 2017 for a 2 year term ending 2019. Election would be held the last monthly meeting of the OKRA year hereafter.

Tracy Horst asked for thoughts and comments after the report. Garmon Smith suggested that OKRA go to 3 year staggered terms. He said the church committees he has served on are based on 3 years. Jeannette Nance said Keep Oklahoma Beautiful's board has a term of three years.

Robert Pickens said that he thought 2 years is a good length of time to serve. He is concerned that if the terms were any longer, people would not agree to serve on the board. He said that you could have the President and Secretary serve the same time period and the Vice President and Treasurer the following year and time period.

Trent Brewer said that a common board model is to have a board chair serve for a year term and a chair elect serve and be in place for the next term. He suggested OKRA consider setting up a Governance Committee to help manage the process of selecting and maintaining a board.

No decisions were made. Tracy Horst said that we would discuss having a Governance Committee at the next meeting.

IV. Work Groups

A. Evaluation of work groups was tabled for a future meeting

B. Advocacy

Daniel McCune was unable to participate in the meeting due to telephone issues. However, he e-mailed his report to be included in the meeting minutes.

Hello All,

For some reason, my phone will not connect to the call in number. I will have to check with my cell phone provider. Here is an update from the Advocacy committee.

I tried to set up a meeting with the advocacy committee, but only Michael and Ilda responded. I do want a broader range of potential one-pager items, so even if you are not technically on the advocacy committee, please email any ideas to me. I am going to contact each person who volunteered for the committee by phone and will have a preview version for the next board meeting.

As for the state recycling report, my understanding was that the advocacy committee would be the actionable body for any decision the board made as to our next step. However with Ilda not being in attendance, and my not getting through by phone, I guess it will have to be tabled or if any of you have the idea for the next step, I will act accordingly.

Again, sorry that I have TMobile.

Daniel McCune

C. Education

Chris Feeny agreed to be chair of the Education Work Group after the March OKRA Meeting. He did not have a report and said he was at a little of a loss not knowing who was interested in serving on the committee. Bussert said she would go through the database and provide him with a list of names and the contact information of people who said they were interested in serving on this work group.

D. Communication/Outreach

1. **Facebook update** –Tracy Horst reported that there were 758 total page likes and she appreciated everyone’s support in posting items.
2. **Website** – Ilda Hershey was not present, but sent a report.

Please check the changes I’ve made to these pages and let me know of any corrections:

- <http://www.recycleok.org/okra/> - Added 2017 members \$75 & above (all levels will be recognized in the next newsletter).
- <http://www.recycleok.org/okra/get-involved/> - Separated out the Standing Committees from Workgroups.
- <http://www.recycleok.org/okra/resources-tips/> - Added KOB’s bin loan program (I have a list of broken OKRA resource links to fix here but haven’t gotten to that yet).
- <http://www.recycleok.org/okra/about-us/> - Check to be sure I’ve hyperlinked your correct email address; let me know of any changes to the Advisory Council list.

3. **Newsletter** - Trudi Logan said that she sent out a call for articles with a deadline May 29. Trudi Logan said that she has received something from Keeping Enid Green. Jeanette Nance said Keep Oklahoma Beautiful would send the article that ran in the Norman Transcript about Green School Summit. Bussert said that she had asked Daniel McCune to write an article about what the advocacy work group was doing, or what they wanted to do. Garmon also indicated he had flyers that he wanted to submit to Trudi regarding the Product Stewardship options.

4. **E-Mail Inquiries** – Ilda Hershey reported that she had fielded 11 Queries to info@recycleok.org since 3/31/17.
5. **2017 Conference** - Ilda Hershey was unable to attend the meeting and sent a written report.

The Conference Planning Committee has met on 3/27 & 5/16 and:

- Assembled a draft program (which I will send separately to **active** board/council tonight). Explain it is still rough and very much subject to change, but we feel it's a good start.
- Discussed and worked on conference fees, solicitation strategies, giveaways/speaker gifts/door prize ideas.
- Narrowed down a theme to two options; please ask the board for their preference:
 1. Recycling Right: Reducing Contamination
 2. From Fad to Frequent: Steering Oklahomans toward Recycling Regularly
- Eventbrite credentials are needed so we can upload registration info and practice using the program on our own (without using a contractor like C3Group). Does anyone have the log-in info from last year's conference?

If you need any background info to speak from (for instance if someone asks what the previous themes were or what the 2017 registration fees are), refer to the attached Program Ideas doc, which is a sort of clearing-house doc of conference planning work so far.

Thank you! -Ilda

In response to Hershey's request, Horst led a discussion about potential themes for the 2017 Annual Conference. There were positive comments about both of the titles. They were: 1. Recycling Right: Reducing Contamination. 2. From Fad to Frequent: Steering Oklahomans toward Recycling Regularly. After a brief discussion the group decided to slightly alter the 2nd choice. The consensus was: From Fad to Frequent: Recycling Regularly.

Hershey asked if anyone knew the credentials for Eventbrite. She has not been able to access it. None present had them.

E. Product Stewardship Group

Garmon Smith reported that the work group has not met. He said that he sat in on a drug take back seminar and it was very informative. Smith said he was going to talk to the DEQ about information on thermostat and mercury thermometer recycling to put on the OKRA website.

V. Old Business

- A. OKRA 2017 Goals – tabled for a future meeting
- B. Board Training with OK Center for Nonprofits **August 11, 2017**

Tracy Horst said that the Board Training was scheduled for Friday August 11, 2017 at 10:00 a.m. The training will be conducted by Jennifer Meckling.

VI. New Business

A. Bylaws tabled until next meeting.

B. Resource Recycling Conference – Minneapolis Aug 28-30/2017

OKRA has a free registration and it has been offered to the board members. Garmon Smith said he will consider going.

C. SWANA Conference Sponsorship – reciprocal arrangement with OKRA

In April, OKRA received an invoice for sponsoring the 2017 SWANA Conference. This brought to light that OKRA historically has sponsored SWANA, but did not have official authorization from the board to do so this year. The cost of the sponsorship was \$500.00. A discussion was held on the history of this arrangement. It was reported that OKRA was listed on the program and publicity for SWANA's conference this year. A discussion was held about paying for this year since the conference was over, and OKRA did get the recognition. Robert Pickens said he thought it good business to discuss every year and not automatically renew any sponsorship or expenditure without thought. After a brief discussion, it was agreed upon that it should be voted on this year. The question was asked if a board member authorized the sponsorship without bringing it to the board. This issue will be put on the next meeting agenda.

At the next meeting, Horst asked everyone to be prepared to list the non -profit organizations that OKRA might be a member or sponsor one of the conferences. Names that were mentioned were Keep Oklahoma Beautiful, the MET, Arkansas Recycling Coalition, SWANA, Resource Recycling and the National Recycling Coalition.

D. Upcoming exhibits and events

A discussion was held about up-coming events. It was suggested that OKRA exhibition at the Oklahoma Municipal League Conference September 15-16 to pass out information about OKRA and talk to people about recycling. The conference will be in Tulsa this year. Tracy Horst said she will put together a schedule for people to work at the booth.

E. OKRA Exhibits –

Ellen Bussert spoke to the board about the need to update its exhibits and have something smaller than a 4' x 8' banner. The group discussed table top displays, roll out screens, business card, post cards and a new brochure. Jeannette Nance and Ellen Bussert will brain storm before the next meeting and provide suggestions.

VII. Set next meeting date, location & time

Discussion on process to set meeting dates. It was requested by Lynn Malley and Ilda Hershey for discussion. The current process was that whoever was at the meeting would set the next date. The people who were not there, were not able to provide input. It was suggested that the people at the meeting select 3 dates. Then, the date and times would be sent out to the entire board in a doodle poll. The board members presented selected June 7, June 14th and June 21st for the next board

meeting. Ellen Bussert will send out a doodle poll with the deadline of May 26th. Tracy Horst said that the Executive Committee would come up with tentative dates for the remainder of the year.

VIII. Adjournment

The meeting ended at 2:35 p.m.

Sara Ivey

6/9/17

OKRA Secretary

Date