

OKRA

Oklahoma Recycling Association Board Meeting Minutes

10:00 a.m. - 12:00 p.m.
March 5, 2010

707 N. Robinson
Oklahoma City, OK

Present: Susie Shields, Traci Phillips, Ilda Hershey, Michael Patton, Ellen Bussert, Mike Hixon, Kathy Moore, Melody Martin, Kole Kennedy, Trudi Logan, Sara Ivey, Chris Daniels, Brian Figgins

Absent: Garmon Smith

- I. Welcome was given by OKRA President Traci Phillips.
- II. Approval of Minutes
Michael Patton made a motion to approve the minutes from the January 11, 2010 Executive Board Meeting. Kole Kennedy seconded the motion and it was approved.
- III. Committee Reports

A. Membership Committee

Brochure: Ilda Hershey distributed the latest draft brochure. Group reviewed the draft brochure and made comments. Ilda is going to wait 2 weeks (March 19th) for any additional comments, and then print.

Membership: Hersey passed out a list of 2009 members and everyone reviewed the names. She said that after initial renewal announcement, there was a flurry of people joining. Patton said that we need to look at the list and see who we don't have and make a targeted membership drive.

Phillips did a map in 2005 of where in the state membership were from. She is going to do another one to help determine where we need new membership. This will give OKRA better information about where are members are from, industry, age, etc.

B. Finance Committee

Michael Patton said that financial statements were sent out Wednesday, March 2nd. He expects more renewals to come in over the next few days. He reported that there was a mistake in the statement - Christine Smith at Ft. Sill should be for \$75 instead of \$25. He said that there were almost no expenses this time except he had to reimburse one person their deposit for the use of a resource trunk.

The new ending balance is \$4,290.85. Of that amount, 60% is in checking account and 25% of it is in Pay Pal. The remainder is in accounts receivable. We will always have 3 sources of money. The small print at the bottom of the statement shows people who said they were sending a check and did not send. Ilda will check with them.

Patton talked to Emma at RedEarth Designs about website fee and she said that we did not do anything in Jan/Feb so there was no charge. He said that he thought the OKRA Board needed to follow up on Ilea's good work on the membership campaign. He anticipates that we have a good financial statement next time. He said OKRA is getting approximately \$1,000 each month. A motion to receive the financial statement was made by Ilda Hershey and a second by Kole Kennedy.

Patton reported that the IRS sent an e-mail out on Wednesday with an update on OKRA's 501 (C) 3 status. There are just 3 things left for OKRA to do. Patton will go to Secretary of State's office to change the articles on incorporation after the meeting today. (Has a direct line to person who is handling our account.) He will

take care of the other two things immediately too. We are still pending and he will fill out a 999. Hopefully, we will be a non-profit by next year.

IV. Work Groups:

A. Advocacy

Hershey reported on the bottle bill work. Brian Figgins has been working on the OKRA Position Statement. A copy was passed out to everyone present. It was suggested that OKRA add an advocacy tag on website. Later, when bottle bill legislation or anything of interest is introduced, updates can be added. A discussion was held about process. The conclusion was that OKRA should take a vote of the executive board first. If adopted, it should be sent out to the membership for a vote. Patton made a motion that the OKRA Executive Committee approves this as a policy with additional language expressing support for a nation bottle bill language. The motion was seconded by Susie Shields. It passed by acclamation.

Phillips clarified that any position from OKRA should be brought before the board and voted on, before anyone publicized an OKRA view. Hershey asked that while we are changing the language to include national issues, should we make the language more timeless. The group agreed. Ellen Bussert gave a report on the Bottle Bill resolution suggested from the DEQ Environmental Quality Board. Bussert will send it out to the group. The resolution was tabled and will be reviewed again at the Environmental Quality Board June 15, 2010 meeting in El Reno.

B. Education – Sara Ivey

Sara Ivey brought the PSA's for the advisory committee to view later. She asked everyone to think about what we can do better for next time. She said that she thought getting the word out earlier would be good. Also, to make the length of time for applications to be submitted from announcement date a little longer. Last year we gave them a month to kind of "put the fire under them." This year, she thinks they should be given more time. There was a discussion on where it will be shown, which included suggestions of on local cable and city channels. The question was asked, can the contest be opened up to college age? There could be 2 different age categories. Concerns were shared about spending too much money. The Executive Board officially thanked OG& E for co-sponsoring the event. It was decided that instead of putting the PSA's on the OKRA website, they would be put on YouTube. Brian and Sara will do it. Patton suggested putting together a flyer or information to be put in the science fest packet. Patton suggested giving the committee some money to function and moved to make a budget of \$100 for the PSA contest. The committee told Ivey that if she needs more, she should ask.

C. Market Development – Chris Daniels.

Daniels said that there should be something more to report in the future. Goodwill in OKC is hiring 2 new positions, a coordinator for business development and a director for business, for their recycling center.

D. Materials Exchange - Kole Kennedy

Kennedy said that he was back and settled into the job. He said that not many more OK companies on the materials exchange yet since the last time he reported. He had no success stories, but he is getting more questions. The question was asked if there is there a need for money to market the service. Kole said no, and that he didn't think even a flyer would help. A discussion was held and he was asked if you could go to manufacturers association or get on chamber list. Another suggestion was to talk to the Journal Record or the DEQ Consultants Newsletter. Ilda has compiled a list of things to review and will share it with Kole. Phillips suggested that if he could find an association, probably environmental health and safety people would make good contacts. They also asked if the DEQ pollution prevention list had been used or the OK Star participants given the information.

E. Communication Outreach

1. Ilda Hershey gave a review of the 2009 Seminar. She said that participants responded that they liked the seminar, facility, speakers and that there was a good list of topics covered. The most popular dates for next year were Oct, Nov, or Dec. She sent an e-mail out to board with possible dates. Hershey strongly recommended that the Seminar should not be during school session. Hershey is going to look at other dates in October. Parking is the big issue. In addition to the Conoco Phillips Alumni Center, she will also look at the Wes Watkins Center. The Executive Board commended Hershey for the great job she did.

2. Newsletter recently put on web site. Bussert encouraged everyone to pass out newsletter to people and encourage them to join the list serve.

3. ARD and Web site discussion was postponed until the Advisory Council meeting.

4. Ilda Hershey reported that there were 20 inquiries in the last 2 months. She is trying to spread them out to Board members geographically or by expertise for additional input and response. It was confirmed that the OKRA Executive Board has not checked with OKRA Advisory Council Members to see if the expertise we identified is what they perceive is their expertise.

V. Old Business

Ilda Hershey gave an update on OKRA attending the Watts Plastic Facility grand opening. She said that Al Drinkwater responded back, but did not give a definite date of an opening ceremony.

VI. New Business

A. Elect new Vice President

Phillips said that she would like to establish a better process for inviting people to join the board. She would like OKRA to establish a process and introduction of a candidate. As President, she appointed the Secretary (Ellen Bussert), Treasurer (Michael Patton) and Membership Chair (Ilda Hershey) to look at recommendations on bring new people on the board.

B. Patton gave a RONA update. OKRA has been invited to become one of the first members. He would like for this topic to put on the agenda for the next meeting. Cost for OKRA for one year is \$500. Below is the information he sent out to the Executive Board

The Recycling Organizations of North America (RONA) is kicking off its initial membership drive and I hope that the Oklahoma Recycling Association (OKRA) will consider being one of our first members. After considerable discussion, the board concluded that it was time to move forward, given the fluid and uncertain circumstances surrounding the National Recycling Coalition's (NRC) financial difficulties. RONA's board had concluded last fall that it would be wise to adopt a wait and see approach and allow time for NRC to right the ship.

It was not and never has been our intent to undermine NRC. Rather, we have always been concerned that a void would develop because there might not be a voice or a network to advocate or facilitate communication among recycling professionals throughout North America. Relative to that point, we wish to emphasize that our decision to move forward does not at all preclude us from moving forward with the NRC when and if it makes sense for us to do so.

In fact, one of RONA's fundamental goals is to bring together all those within the recycling industry and community to provide a credible voice and build on our collective successes. As an organization of organizations, we believe that a collaborative effort among business and industry; state, provincial and regional organizations; professional and trade associations; and specialty councils (like college and university, markets, organics or hazardous wastes).

Initial membership in RONA is very reasonable for an organization of OKRA's size. Rather than go through the list of current and proposed benefits, I have attached our membership brochure and our recent release explaining our aspirations and plans for the future. We believe that our voice will be a much stronger one if we can engage a broad spectrum of organizations from all across North America. During our organizational work I have been most encouraged by the renewed interest that has been exhibited by organizations that, for whatever reason, have not been part of our national network. This is an opportunity for a new beginning in that regard and the founding board members of RONA are excited about the possibilities that come with that.

Our website, www.recyclingorganizations.org also has information that would be helpful in providing additional background for your discussions and deliberations. Please feel free to call or write back to us with questions or inquiries. I would also be happy to talk or meet with the board or any appropriate committee.

Thanks, Michael.

Marjorie Griek
Founding Member
Recycling Organizations of North America
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- C. OU Lean Institute – Hershey will review for next meeting.
- D. Phillips had a dialog with the OK Metal Recycling Association. They are interested in seeing how we can help each other out. As long as there is not opposition from the board, she will meet with them.
- E. Phillips said that she would like to get the tribes together that are interested in recycling. Patton asked if OKRA was a part of the ITEC Conference and the response was no. Melody Martin will check with ITEC to see if OKRA can get with them. Hixon had a contact with a tribal person in the Shawnee area now working for a tribe. OKRA has never done it before, but there was interest. Concept is an initial dialog to let them know who we are and figure out how we can work together. Martin said that maybe we could get on the agenda to let them know who we are/ Phillips said she really wanted to get a dialog going to see what tribes are recycling and how OKRA can help facilitate recycling efforts.

Sustainability Awareness Coordinator T. O. Bowman, Oklahoma Department of Central Services, talked about the State of Oklahoma's sustainability projects. The Department of Central Services (DCS) Office of Facilities Management (OFM) manages 21 buildings (approximately 2.1 million square feet) and grounds. Notably: State Capitol (Installed geothermal/hybrid system in early 1990s), Governor's Mansion & Grounds, Capitol Complex, State Capitol Park 100 acres), Kerr-Edmondson buildings in Tulsa, Wiley Post Historical, & the Veteran's Memorial.

The State Buildings Recycling program is to be launched (revived) on April 22nd. State Surplus will be collecting items. They will be starting with the Capitol building and adding one building at a time. The recycling event will be on the south plaza. Most State buildings only recycle paper, but DCS wants to expand collection to cardboard, plastic, aluminum. He gave a short overview of SB 833 Energy Efficiency Plan and said this gave him the authority to move forward with the program.

No other new business.

VII. Next date May 7 from 11:00 until 1:00 p.m. at the MET. In Tulsa

VIII. Shields made a motion to adjourn and it was seconded by Hershey.