

# OKLAHOMA RECYCLING ASSOCIATION

## Board of Directors Meeting Minutes

**Friday, January 12, 2018**

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

**Call to Order:** President Horst called the Board of Directors meeting to order at 9:42 a.m.

**Roll Call:** Those in attendance and constituting a quorum were:

***Present:*** Sara Ivey, Robert Pickens, Trudi Logan, Jeanette Nance, Maureen Turner; via phone: Tracy Horst, Chris Feeney, Ilda Hershey, Garmon Smith, Michael Patton (arrived about 30 minutes late).

***Absent:*** Traci Phillips, Annie Napier, Kara Berst

***Others Present:*** Ellen Bussert, Trent Brewer, Daniel McCune, Keima Kamara

### **Approval of Minutes**

**MOTION** by Hershey:

Move to approve the minutes from the August 11, 2017 meeting.

Nance seconded. Motion passed without dissent.

**MOTION** by Nance:

Move to approve the corrected minutes from the December 8, 2017.

Pickens seconded. Motion passed without dissent.

### **2018 Goals**

Bussert distributed draft 2018 goals. After much discussion the board came up with two goals for 2018.

1. Maintain financial sustainability by increasing revenue by 10% in 2018 over 2017.
2. Strengthen committee/workgroup structure and take steps to bring in more non-board committee/workgroup members.

**MOTION** by Nance:

Move to approve the two proposed goals.

Turner seconded. Motion passed without dissent.

Notes on the 2018 Goals. Each committee/workgroup needs to come up with a list of committee/workgroup goals and a plan to meet those goals for 2018; including strategies for increasing revenue by 10% for committees that generate revenue, or ways to generate new sources of revenue, and how to increase non-board members on their committee/workgroup.

Brewer suggested that we put our focus on several core committees, and work to get them meeting regularly and doing work outside of board meetings so that board time can be used to hear proposals and vote as needed. After this becomes routine, we can turn our focus to getting additional committees and workgroups up and going again. The four core committees he suggested are: Membership, Nominations, Executive and Conference. For committees and workgroups that already are meeting and doing work outside of board time, they should continue with that work; ie: Advocacy, By-laws, Communication, etc. All committees and workgroups will stay listed on the website as is.

The board also discussed who should serve on the executive committee. The by-laws state that at a minimum the executive committee must consist of the president, vice-president, secretary, treasurer,

and immediate past president. In the 2016 election, we also had three board members listed on the slate as executive committee: Hershey, Napier and Patton. Hershey said historically we have had two additional board members listed as executive committee other than those specifically listed in the bylaws. For 2016, a third person, Annie Napier was listed because the intention was that she would shadow Ivey as secretary. Napier has only attended one board meeting since being elected to the board and has not done any shadowing of the secretary.

**MOTION** by Hershey:

Move to transfer Annie Napier from the Executive Board to the Advisory Council.

Pickens seconded. Motion passed without dissent.

The 2018 goals will be for internal board use only and will not be published on the website.

**ACTION ITEM:** Hershey will remove previous goals from the website.

## **COMMITTEE REPORTS**

### ***Membership Committee:***

Bussert reported that the membership report was sent out to the board. The report detailed the work done by the committee in 2017 and several recommendations.

1. Get new membership software. The committee is still looking into options such as Club Express and Findjoo.
2. The 2018 Membership Drive will begin in about 4 weeks.
3. The committee suggested streamlining the corporate memberships into three levels.
4. The committee has suggested giving corporations more incentives to become members such as recognition on the OKRA website and newsletter. Bussert has been working to get all of the logos and will get those to Trudi and Emma.
5. The committee also suggested allowing corporate members to submit a press release in the OKRA newsletter once per year and would like to establish a corporate award program that would be given out at the annual conference.
6. The committee is working on a membership postcard that could be given out at events as a simpler way to get new members. The tri-fold brochure will still be used also.

The board thought that with the looming membership drive, we should keep the levels as they are and work on streamlining them for next year. Turner would like all future committee recommendations to include an explanation on why this recommendation is needed.

Bussert said the membership committee will meet again in a few weeks. **ACTION ITEM:** Bussert will research membership software options.

### ***Finance Committee:***

Treasurer Pickens went over the Statement of Financial Position as of January 10, 2018. Pickens said that Membership by Level has not changed since the December meeting, so he did not generate a new report.

### ***Bylaw Task Force:***

Pickens reported that the Bylaws Task Force had nothing new to report.

### ***Nominations Committee:***

Ivey went over the Nominations Committee Report that was sent to the board. The nominations committee met earlier this week and will focus on the following tasks in 2018:

1. Increase nominations committee members to fulfill by-law requirement. Ivey asked if anyone present would like to join the nominations committee. Horst and Pickens said they would serve on the nominations committee.
2. Develop new strategies for board and committee/workgroup recruitment.
3. Propose a slate of board candidates and officers to fill vacancies as terms expire.
4. Make recommendations to the board on changing the by-laws to reduce the minimum number of board members and executive committee requirements.
5. Review and make a recommendation to the board on board member terms.
6. Research and propose new board policies on: Conflict of Interest and Disclosure, Letter of Commitment, and Confidentiality.
7. Focus our efforts on a few core committees: Membership, Nominations, Executive and Conference.
8. Research and recommend a policy for committee reporting and attendance requirements.
9. Define the role of the advisory council and identify and fill any gaps as needed.

There was discussion about the secretary and treasurer positions, which only have one year terms as defined in the bylaws.

**MOTION** by Smith:

Move to reelect Ivey and Pickens to another term of Secretary and Treasurer respectively.

Seconded by Nance. Motion withdrawn.

There was discussion of the role of Advisory Council. Hershey made a recommendation to keep the name as the Advisory Council and said their role has been in advisory capacity as people we can reach out to when we have a question in their area of expertise.

**ACTION ITEMS:** Nominations Committee and Bylaws Task Force will work together to come up with a proposal for the board regarding changes to the bylaws concerning minimum number of board members, board terms and executive committee requirements. The Nominations Committee will present an official action to the board on the expired Secretary and Treasurer positions at the March board meeting. The Nominations Committee will review the current language used such as: committee, workgroup, task force, advisory council, etc. and make a recommendation to the board on which of those we continue to use and a definition for each.

***Governance Committee Discussion.***

This item was removed from the agenda.

**WORKGROUPS**

***Review Workgroups, Committees and Champion Causes***

Bussert distributed the list of existing Committees, Workgroups, Ad Hoc Committees and Champion Causes, their members and roles, as identified by reviewing historical board meeting minutes.

***Goal setting and action plan for workgroups***

Each group will identify goals and a plan of action and present it to the board.

***Recruitment of new members to workgroups***

Each group will identify current members and fill gaps in membership by seeking new members that have specific experience or expertise.

Most of this discussion happened during the goals and committee reports earlier in the meeting.

**ACTION ITEM:** Each Currently Active Committee/Workgroup/Ad Hoc Committee/Champion, etc. Chair will present goals and a plan of action to the board at the March board meeting or as soon as possible thereafter.

Workgroup Reports had been removed from the agenda to allow more time to discuss goals and review committees and workgroups. However, following workgroups had reports to present:

***Communications –***

1. **Facebook update** – no update.
2. **Website** – no update.
3. **Newsletter** – The last newsletter was sent on 12/28/17.
4. **E-Mail Inquiries** – Hershey reported that she had fielded 1 Inquiry since 12/8/17.
5. **2017 Conference** – Ivey was asked by Hershey to present the 2017 Conference Survey Results. Since this item did not make it on the agenda, Ivey was unprepared to present. Hershey reported that she polled the board by email for 2018 conference dates.

**ACTION ITEM:** Ivey will present 2017 Conference Survey Results at the March Board Meeting.

**Old Business:**

**Electronic Vote on 2018 OKRA Board Meeting Dates**

Bussert reported that an electronic vote of the board was complete and the 2018 Board Meeting dates have been set. They are: January 12 (OKC), March 9 (OKC), May 11 (Tulsa), July 13 (Ada), September 14 (Tulsa), November 9 (OKC). The March 19<sup>th</sup> meeting will be held in OKC at the DEQ.

**ACTION ITEM:** Ivey will make sure the calendar reminder is updated to reflect the DEQ location.

**Resource Recycling Conference Report**

Turner and Ivey reported that the 2017 Resource Recycling Conference as one of the best they had ever had and they appear to be moving in the right direction for future conference. Some of the hot topics were: China (National Sword), MRFs contracts, Legislation, Education and Outreach, and Measurement.

**Measurement Matters Summit**

Turner and Ivey reported that the Measurement Matters Summit will be held February 27<sup>th</sup> – March 1, 2018 in Chattanooga TN. This event intends to come up with a standard way for solid waste and recycling measurement. <http://www.measurementmatters.net/>

**ACTION ITEM:** Ivey will send out information about this event.

**New Business:**

**2018 Board Retreat**

There was discussion of the board meeting sometime in 2018 for a strategic planning session.

**ACTION ITEM:** The Executive Committee will discuss this further.

**OK Non-profit Advocacy Day at the Capitol March 21, 2018.**

McCune reported that he would be happy to attend on behalf of OKRA and would like others to join him.

**MOTION** by Nance:

Move to have an OKRA presence at OK Non-profit Advocacy Day at the Capitol and pay \$25 for OKRA to have a table at the event

Logan seconded. Motion passed without dissent.

Discussion of what our message and strategy would be for this event. **ACTION ITEM:** The Advocacy Workgroup will meet and present a proposal to the board on strategy, message, and materials needed for this event at the March Board meeting.

### **Increasing Facebook Activity**

Hershey said the Communications Workgroup would like more frequent and more regular postings to our Facebook page. Hershey said they will first invite board members to help with postings, then advisory council members, then paid members, then people from the listserv, and then contract with a professional for paid postings. Hershey said she would take the role of approving scheduled posts as she does for several other Facebook accounts she manages for other organizations. Horst would like to see us identify people within the organization that would be willing to help with posts before we spend OKRA funds for this purpose. Bussert had already reached out to Keep Oklahoma Beautiful and they had submitted a proposal for \$250/year to produce three posts per week for OKRA. After discussion, Nance said that KOB would like to withdraw their proposal. Pickens was the one who originally suggested we increase our social media outreach. He said that the objective is to get the word out about our organization so that we are the go to source for recycling issues in the state of Oklahoma. He believes that right now, organizations such as KOB and the MET, receive more recycling inquiries than OKRA does. Pickens suggested that if we hire a professional that can devote the time and effort necessary into reaching a larger audience, in all 77 counties of the state, then we can be the go to source for recycling issues in the state. He also suggested that we go beyond Facebook and increase our presence on multiple platforms of social media and this could be used to drive membership, conference attendance, etc. Nance said that she reports regularly to her board on social media statistics and has seen a dramatic increase in KOB's reach and impact since devoting more resources to social media. **ACTION ITEM:** Bussert and Turner will work to get several proposals for social media before the March board meeting.

### **Feed Bag Recycling**

Bussert said that Feeney and Kamara were supposed to discuss this topic. Feeney did not realize they were supposed to discuss this. Ivey said that Fenton Rood would like to be included on this discussion. **ACTION ITEM:** Feeney will set up a time for discussion with Kamara and Rood.

**Next Meeting: March 9, 2018 at the DEQ in OKC.**

Meeting adjourned at 11:34 a.m.

Minutes submitted by Secretary, Sara Ivey. January 16, 2018.