

# OKLAHOMA RECYCLING ASSOCIATION

Board of Directors Meeting Minutes  
Robert S. Kerr Environmental Research Center, Ada, Oklahoma

**Friday, July 13, 2018**

**Call to Order:** President Horst called the Board of Directors meeting to order at 9:30 a.m.

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

***Present:*** Tracy Horst, Robert Pickens, Kara Berst, Maureen Turner and Garmon Smith;  
via phone: Chris Feeney, Michael Patton, Jeanette Nance, Ilda Hershey

***Absent:*** Sara Ivey, Traci Phillips, Trudi Logan

***Others Present:*** Ellen Bussert, Kelly Bronnenberg, and Phil Cravatt via Phone: Keima Kamara

Director of the Robert S. Kerr Environmental Research Center in Ada, Oklahoma, Dr. Ann Keeley welcomed the Oklahoma Recycling Association (OKRA) Board to Ada. She recognized OKRA board member Garmon Smith and praised him for his 30 years of service to the EPA. The primary focus of the lab is groundwater research. She invited the board to stay for a tour of the facility after the meeting.

## **Approval of Minutes**

**MOTION** by Nance:

Move to approve the minutes from the May 11, 2018 meeting.

Pickens seconded. Motion passed without dissent.

## **COMMITTEE REPORTS**

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

Bussert reported that the membership drive had slowed down.

#### **1. 2018 Membership Drive**

We have 78 members as of 7/13/18

#### **2. Membership Committee Report**

The membership committee has reviewed the current membership benefits of 10 other statewide recycling or environmentally related organizations. Currently, OKRA benefits include: conference discounts, newsletter listing, member directory, member certificate, website listing, newsletter logo, website logo, website URL link and newsletter article depending on the level of membership. The membership committee surveyed the OKRA Board last month and asked them what type of benefits appeal to them. The committee received responses from two of the board members. Nance shared Keep Oklahoma Beautiful membership benefits. Patton said that benefits he likes from other organizations were regular e-mails and invitation to something. He suggested that OKRA consider move from a quarterly newsletter to once a year and send out e-mails every other month. He also suggested giving every member that joined a vinyl sticker with the OKRA logo and year. The OKRA Membership Committee liked giving vinyl OKRA logos out when people join or renew their membership. Bussert will visit with Logan about changing the newsletter to scheduled e-mails and the topic will be put on the agenda for the next meeting.

After reviewing the fees structures of other statewide recycling organizations, they decided that OKRA's are consistent. However, the committee is looking into an umbrella fees for additional people to be able to join under a member partner. They hope to be able to present this concept at the next OKRA board meeting.

3. **Membership Software Update** – Bussert reported that she opened another trial membership with Wild Apricot.

**ACTION ITEMS: The Membership Committee will report at the September meeting with suggested minor changes to the membership fee structure. Bussert will look into purchasing OKRA Logo membership vinyl clings for 2019. Bussert will visit with Logan about changing the newsletter to e-mail messages. Pickens will put together a draft explanation about how an umbrella fee would work for memberships.**

*Finance Committee:*

1. **Statement of Financial Position** - Treasurer Pickens went over the Statement of Financial Position as of May 9, 2018. Pickens said memberships coming in have been very strong.
2. **Membership by Level Report** – Have our first corporate gold membership from Republic Services. We continue to do well with membership this year. Membership committee is discussing the best way to allow corporate memberships to add additional employee memberships for easier tracking.
3. **2018 Financial Budget** – Pickens reported that the 2018 Budget is in a holding pattern. He cannot build the budget until he gets more input on what OKRA wants to do for the year. Horst said that discussion of the budget will be added to the Executive Committee meeting for April 5<sup>th</sup>. Brewer suggested that target goals for each membership level also be discussed.

*Bylaw Committee:*

Pickens reported that the Bylaws Committee did not have any new items for discussion at this meeting.

*Nominations Committee:*

The Nominations Committee did not have a formal report but will continue to work on board recruitment.

**WORKGROUPS**

*Communications/Outreach*

Hershey announced the final theme of the 2018 conference is “Recycling Avengers: Keeping it Green & Clean.” One of the local legislators (Rep Corey Williams or Senator Tom Dugger) is going to be invited to give a welcome. This will increase the number of legislators that attend the conference and hopefully raise awareness to a legislator about OKRA. Dylan de Thomas has been confirmed as the keynote speaker. For the breakout session at 11:00 a.m. “Recycling Away From Home” we do not yet have a confirmation from Chris Weber, but she thinks he will send someone if he cannot come. Hershey has not been able to contact Kristen McCormick from Shikoba. Bussert will help track down contact information. Bussert suggested Candice Taylor from Thlopthlocco Tribal

Town to talk about their casino recycling program. Horst said the Thlopthlocco Tribal Town is a part of the Creek Nation and she knows James Williams, an Environmental Specialist for the tribe. She will get Ilda his contact information. Hershey asked Maureen Turner if she would present at the 3:00 p.m. session “Education & Outreach Strategies” to talk about how the City of Tulsa is educating citizens in a new way to know what to recycle. At 3:30 p.m. there will be a video of the Diamond Sponsor. Hershey offered it to OSU, but they declined. A discussion was held about who should be asked next and the group agreed upon Waste Management. Nance offered to make the first ask. Hershey will resend her the solicitation letter. From 4:00 p.m. – 5:00 p.m. there will be a tour of the OSU Recycling Center. Hershey said OKRA is still planning on doing MRF tours in the fall.

Turner said that if a speaker backs out at the Expert Roundtable Discussions, she will get a speaker to talk about branding your recycling.

Avenger Recycling will be incorporated into the center piece theme. This will include Captain Cardboard, Super Can, Paper Bale, Plastic Man and Steel Widow.

Bussert has sent out a call for pictures of the crazy things in the recycling bin. So far, two pictures have been submitted.

Hershey said that there are currently 3 sponsors, with more to be added.

\$1,500 OSU Facilities  
\$ 500 OSU Extension  
\$ 500 Cram A Lot

Event Bright (Registration) launch is set for August 1. Hershey asked everyone to push out publicity now. On July 10, she sent an initial solicitation for the conference. She asked that everyone send it out to their circles and let Kara Berst know when and where it was sent. This concluded the conference report.

#### A. **Communications**

1. **Facebook Update:** There have been 16 posts since 5-11-18.
2. **Website** – The Website Redesign Committee reviewed several websites and came up with a list of features and items they liked and disliked. The list will be compiled, and after review from the committee, send to Red Earth Design.
3. **Newsletter** – Logan had told Bussert the next newsletter would go out after the conference. Bussert is supposed to visit with Logan about involving more members who have said they were interested in serving on communications/outreach workgroup and also about moving to an e-mail system of sharing news.
4. **E-Mail Inquiries** – Hershey reported that she had fielded 8 inquiries since 5/11/18. The list serve had 4 inquiries and Facebook had 4 inquiries.

B. **Advocacy**– Bussert reported there was not a chairman and no meetings had been held. Although it had been a suggested goal for the group to develop a survey to send to candidates, it was decided that there was not enough time to take on that project this year.

C. **Education**– There was nothing new to report at this time.

**Old Business:**

- A. Board Retreat** – Horst reported that the OKRA Board retreat will be on July 27<sup>th</sup> – 28<sup>th</sup>. She is looking at two different hotels in Oklahoma City near Quail Springs Mall. She is working with Trent Brewer and the Oklahoma Center for Non Profits to secure a facilitator so the board can do some strategic planning.

**Tentative Agenda:**

**Friday, July 27<sup>th</sup>**

**2:30 p.m. – 3:00 p.m. arrive and check into the hotel**

**3:00 p.m. – 6:00 p.m. work session**

**6:00 p.m. depart for Top Flight Golf for social time and dinner**

**Saturday, July 28<sup>th</sup>**

**7:00 a.m. breakfast**

**7:00 a.m. – 11:00 a.m. Continue discussion and planning**

**11:00 a.m. adjourn**

**New Business:**

Bussert asked if any Board members would like to attend the OML conference in OKC to work the booth. She will send out an inquiry to ask for volunteers.

The next OKRA Board meeting is Friday, September 14, 2018 at the Tulsa Recycle & Transfer, 1150 N. Peoria Ave, Tulsa, OK 74106. Following the meeting there will be a tour of the facility.

**MOTION** by Turner to adjourn the meeting.

Pickens Second. Motion passed without dissent.

Meeting adjourned at 11:10 a.m.