

OKRA Board Notes – 1.11.2013, Up with Trees, Tulsa

Present in person: Traci Phillips, Michael Patton, Joe Carter, Ilda Hershey, Reece Tipton, Lynn Malley, Robert Pickens, Diana Askins

Present via Fuse Box, meeting number 18283387. Tracy Horst, Garmon Smith

Minutes approved, Ilda motioned, Joe Seconded

Committee Reports

Membership – Ilda reports

- Reminders will be sent to those whose membership expired
- Targeted groups will be contacted
- We need help with marketing. Ilda will send an email to the listserv of 600 to see if there is anyone who can help.

Treasurer

- Treasurer's Report emailed to all last night
- There's only been 5 weeks since last meeting, so not much income. Loss is due to checks to PSA winners.
- Michael wants to continue to use Paypal because of the good records it generates, even though there is a small charge per payment.
- Michael brought a check request form. Ilda asks that the check request form be put on Google docs.
- About \$3700 is coming in from OSU Ag Conference Services – after the reconciliation after the October Conference.

Education

- Committee is not chaired now. State Superintendent will be asked to appoint someone to OKRA Board. Once a chair is in place, that person can solicit committee members from the general membership.
- Ilda will write a job description.
- Michael will provide Traci with the contact info for the state superintendent and Traci will make the contact.

Materials Exchange

- Michael is working on this. He has contacted the Chamber. For the next meeting, he will bring in info on the regional ME.
- Traci suggests getting the Manufacturers Alliance involved and will reach out to them to have someone on the Board.

- Other states have a state employee to be the waste exchange coordinator but OK does not. We have no one going out to talk with companies on a consistent basis.
- We can/should offer to coordinate for the Chamber and the Manufacturers Alliance.

Ilda reported for Brian Figgins on Facebook

- We have 266 likes
- Most popular user age group is young adults
- We need to have a push to get more likes on FB

Website – Ilda reports

- Lots of updates: FAQs page updated, videos, PSA winners, sponsors are updated

Newsletter – Trudi not here, but it came out

Email inquiries – Ilda reports – 7 inquiries since the last meeting

2013 Conference – Ilda

- Thursday October 17th is the likely date
 - o No apparent conflicts
 - o We don't know when Fall Break / Homecoming are
 - o Wait til February to announce
 - o It would be good to have an OKRA Conference flyer to hand out at the SWANA conference in March
- Ilda will get a save the date reminder out
- Michael will have his graphics person make the flyer if Ilda will give him the details.
- Michael will pay for the printing
- Possible Keynote speakers
 - o Doug McKenzie - _ social media group??
 - o Scott Cassel - they wanted him last year
 - o Jerry Powell – editor of Resource Recovery magazine; spoke at the AR conference; no one in US knows more about recycling than him
 - o SWANA is having Chad Miller – he's from OK and likes to come back; writes a good
 - o Michael brings up that other states have elected officials speak so we might consider that. What about the governor?
- What about having two tracks in the pm?
 - o Corporate/business and education? Gives Green Schools a venue.
 - o Two years ago, a lot of people left at the beginning of the tracks.
 - o At another earlier in OKC, a panel discussion with the participants at the end was very animated.
- What is the purpose of the conference and who is it aimed at?

- Traci suggests tabling the discussion on the tracks til we know who the keynote speaker is. OKRA's mission is ... support communities, governments and individuals in recycling. So our purpose is to support people already in recycling roles. Ilda points out that OKRA added a K-12 membership category and maybe that needs to be revisited.
- When revisiting the idea of tracks, we might consider municipalities and businesses for the tracks.

Old Business

- Nominations committee – nothing done

New Business

- Melody has stepped down as VP. She can no longer participate as she was or hold an office.
- 2012 goals
 - o Meet revenue goals – done
 - o Attain non-profit status – not done – we have to reapply
 - Michael will check with the Center for Nonprofits in OKC about getting some help
 - o Explore relationship with national orgs
 - We are now members of NRC
 - We are still a member of Keep America Beautiful but not an affiliate
 - Our status is unclear
 - o Continue to work with DEQ to gather Oklahoma recycling data
 - Ilda says that is not happening. No one wants to give their recycling numbers. Many other states require reporting but companies do not always report accurately.
 - o Sponsor statewide fine arts contest – done through PSA Contest
 - o Continue working with SWANA – yes.
 - o Establish a working rel with OK tribes and have one Board Member – yea
 - o ___ - Traci is on the Board of DEQ Solid Waste Advisory Council – the Trash Board – she is there for OKRA.
 - o Have OKRA booth and activities at at least 12 activities – not very organized but done.
 - o Increase OKRA membership by 25% - no but we increased revenue by \$541
 - o Find a Chair for each committee – off and on
 - o Sponsor an activity to help members feel more connected – Conference
 - o Publish at least 3 newsletters – yes
 - o Review By-laws – No
 - o Publish membership directory for members only – started as a members only page that is not accessible yet.
 - o Review of financial compliance and solicit outside help if necessary – no
 - o Solicit more corporate members – yes
 - o Review What is OKRA – no

2013 Goals

- Have a discussion about What is OKRA (- Michael says that initially it was to establish relationships. That's what many states do. Our role is to be facilitators.)
- Social activity for members – 93 members
- Increased membership
 - o Retain 90% of members from 2012 and increase to 120 members
 - Net gain of 10 corporate members
 - Net gain of 10 governments/nonprofit
 - Increase OKRA revenue by \$541.00
- Increase relationships with tribes
 - o Strengthen and reach out to the tribes we are not connected with
 - o Traci says she went to the last OK tribal environmental conference
- Increase DEQs involvement in OKRA – add another Board member or in another way.
- Get out at least 4 newsletters
 - o Send the newsletters to the listserv
 - o Include elected officials in the distribution of the newsletter
 - Ann will explore the possible ways to get the newsletters out in a way that is more likely to be read.
- Review by-laws – Garmin will do/lead this effort
- Membership directory
- Review financial compliance
- Meet revenue projections
- Meet nonprofit status
- Continue to interact with national recycling organizations
- Conference goals
 - o have at least 150 participants
 - o cover costs, at least break even
 - o keep the conference affordable to all
 - o

Traci will get the list of goals in good form and get it out to everyone.

Schedule a time to discuss OKRAs mission

Is FuzeBox effective? Is more accomplished in f2f meetings?

Ilda suggests meetings on Fridays or after 2:30 M-Th. This would include Ellen.

March Board meeting will be Fuzebox on 3.22.2013

May Board meeting will be in Sapulpa with a tour of the Saint-Gobain Glass Facility.

Jan meeting will be Jan 25th – 12-1 – What is OKRA? On FuzeBox.