

Oklahoma Recycling Association (OKRA)

Board Meeting Minutes

March 22, 2013 11:00 a.m. –1:00 p.m.

Conference Call/Web via FuzeBox

I. Welcome –Traci Phillips

Roll Call – Sara Ivey

In attendance: Traci Phillips, Tracy Horst, Sara Ivey, Michael Patton, Ilda Hershey, Robert Pickens, Ellen Bussert, Chris Knight, Kristi Shreve, Garmon Smith, Lynn Malley

II. Approval of Minutes – Sara Ivey, Secretary

Ilda had a few corrections: Scott Cassel, Jerry Powel Resource Recycling Magazine. 3rd page 4th bullet point Continue to work with DEQ to gather Oklahoma recycling data. Increase OKRA revenue by \$541.00. May board meeting will be in Sapulpa in Saint Gobain Containers. FaceBook likes is 266 not over 1000. Sara will send out updated minutes.

Ilda motioned to approve with said updates

Kristi seconded

Motion passed

III. Committee Reports

A. Membership Committee – Ilda Hershey, Chairman

A lot of members have joined or renewed. So far 50-60 confirmed members for 2013. Ilda just requested OML send out an OKRA membership announcement. Ilda will also ask all the people who have had inquiries if they would like to be members. Lynn would like to take OKRA membership brochures to the SWANA meeting – Michael Patton will give these to Lynn at the conference.

B. Finance – Michael Patton, Treasurer

a. Treasurer's Report

We have a lot of new revenue, mostly memberships and a rebate from OSU for the Conference. Corporate members include Republic Services, Goodwill, and OGE at the \$500 level, several others at the \$100 corporate level and many individual members. At least 50 checks cleared on this statement alone. Expenses included website charges, Red Earth did some web updating for us. We also had charges for our PO Box and Micheal called Fuzebox and was told that we will be charged if we use the toll-free phone line when calling in for meetings. The fee is approximately \$15.00 per meeting. Fuzebox also has a long distance number that everyone can use to call in and we will not get charged if we use that number. PayPal also has fees associated with every transaction and that amounts to about \$1.03 for \$25 membership fee. The fee is roughly 3% per transaction, but the convenience of being able to accept money this way is worth the 3% charge. Another expenditure this period was sponsorship for the SWANA conference. This is a reciprocal situation where we give SWANA money for their conference and they give us the same amount for our conference. The balance change for this period since the last meeting was \$6,598.66. \$18,836 is our current balance. This is an all-time high for this time of year. Kudos to Ilda for a big push for new and renewing membership!

IV. Work Groups

A. Advocacy – Brian Figgins, Chair

Ilda said based on email communications she knows that Melissa Adler- McKibben had given some good comments to the Advocacy committee. Ellen said there was one conference call between committee members (Ellen, Robert and Brian) which included discussion of the current legislation. Some research was done to see why

the legislation was introduced. Brian was looking into the issue further to see where the bill was going. We should continue to keep an eye on it.

B. Education –

Traci asked if Chris Knight was willing to head the education committee. He agreed.

- Green School recognition

Traci asked for recommendations for a Green School to highlight in the upcoming newsletter. Micheal said the University of Tulsa has stepped up their recycling efforts. They have bins in all the athletic facilities and at tailgate events. Also in all the dorms.

Chris said the Early Head Start program in Stillwater has a great recycling program. The committee agreed that the Early Head Start program would be our winner this month. Chris will find out who the check should be made out to and get that information to Michael. Chris will get the big check from Kristi Shreve for a photo op with the Early Head Start program. Sara will get the one from Melody to keep in the OKC area.

Ilda said the language on the website regarding the Green School recognition program need to be changed since we awarded a VoTech last time and a early childhood program this time. Currently the website says this is for k-12 programs. It was suggested to change the wording to “education institutions” rather than “k-12 schools”, which will allow us to recognize a variety of education programs making recycling strides.

Lynn has some videos of schools participating in the Green Schools Program for possible schools for next month. She will send to Traci to send out to the committee.

C. Market Development - Kristi Shreve, Chair

Kristi asked if anyone had any input for the committee. She is a stand-alone committee at this time. Micheal suggested meeting with the Tulsa Chamber to see if we can get them to track and recruit recycling business to Oklahoma. After meeting with the Tulsa Chamber, perhaps they might meet with the State Chamber for the same goal.

#7 PLA cups are a big concern for Ilda right now – there is confusion between these and PET and it is causing problems. Michael said this could be a growing issue.

D. Materials Exchange – Michael Patton

Micheal said he had trouble finding resources for Oklahoma. He said the waste exchange information on the DEQ website was hard to find, he found it on the pollution prevention page, and the link did not work. Micheal said the information he could find regarding Oklahoma is very outdated. He looked up the Waste Exchange Network – which is primarily aimed at brokers. Micheal said he needs to spend more time looking into this. He is going to meet with the Tulsa Chamber to see what commodities are available here in the state. Ilda said the link on the OKRA website is still active and works. Sara said the DEQ link is on the Land Protection main page under RENEW Waste Exchange and the link is active. Michael said perhaps he was having computer issues. Traci will call the manufacturing alliance.

E. Communication/Outreach

1. Facebook -

- Ilda did a contest on FaceBook and we had 30+ new likes, so that was fun.

- The MET has been buying FaceBook ads, spent \$86 for 2-weeks and got lots of impressions and likes. Based on keywords that fit the MET's needs and it was very successful.
 - Kristi said she thought there was a previous discussion about doing that very thing, but we aren't sure if that ever happened.
 - Tracy said we have 266 likes, and our report said we had over 1000.
 - Tracy also said she has been having trouble with the Choctaw Recycling FaceBook page, when you "share" something it doesn't always reach all of your subscribers. You have greater reach if you do a status update instead. This issue has popped up in the last few months. They aren't sure why.
 - Kristi said there was a FaceBook change recently and now anyone who "Likes" OKRA (or any other "Page") only receive about 25% of posts. FaceBook is trying to get more personal, individual to individual contact, and not fill up newsfeeds with information from pages. Tracy suggested OKRA posts go as status updates rather than sharing for more reach based on this new change. Kristi said it is slightly complicated to make the change to receive all of OKRA content. You have to go to the page you like on Facebook (like OKRA) and click on settings and click on add to interest list. This will allow you to receive everything OKRA posts rather than the select 25%. This only applies to pages or anything you have to "like" as opposed to your FaceBook "friends". Ilda is going to add Kristi an administrator on FaceBook so she can help explain this process to those who have "liked" us on FaceBook and walk them through the steps needed to get all of our announcements.
2. Website – Ilda Hershey – The only big website change was the Join and Renewal Form had some problems and a member was upset with the issue. Emma, our web developer has fixed the problem, so hopefully there aren't any more issues.
 3. E-Mail Inquiries – Ilda Hershey – There have been 13 inquiries since our last meeting.
 4. 2013 Conference – Ilda Hershey –
 - OSU Ag Conference Services cannot do our conference for the 2013 year.
 - The C3 group was suggested as a replacement and the cost would be about \$2,100.00 for the same services we received from OSU. The additional cost would be about \$300. Ilda would like to go ahead with them and get started by sending out a "Save the Date", as well as begin recruiting sponsors and decide on speakers.
 - Ilda asked for input on possible speakers (See Ilda's report for the entire list of suggestions, sent out 3.22.13 by Sara Ivey titled ProgramIdeas)
 - Michael said he would love Jerry Powell and Ellen agreed he would be a big draw. Ilda asked what topic we would be interested in having him talk about. Micheal suggested the Global Recycling efforts, market updates, or what's new in recycling. Ilda wanted to know what our attendees would be most interested in. The group said we should find out what topics he has presented on in the past to see what might be of the most interest to our group. Ilda will contact him and find out possible topics.
 - Ilda wanted to know who our second choice would be for a keynote if Jerry Powell is not available. Michael said the new president of National Recycling Coalition, Mark Lichtenstein, is really good and NRC has big changes going on right now.
 - Ilda asked for other topics to include for the program. Ilda asked if Robert might still be available to talk about Single-Stream, Dual-Stream and Multi-Sorting. Robert said the acquisition from Waste Management has gone through and he has offically accepted a

position with WM and will continue to oversee Oklahoma. So he would be available to do a talk on this.

- Ilda asked if there are any other topics that would be good, or any to avoid? Micheal said container return legislation is a hot topic, but will probably just make people mad, so perhaps not cover that topic right now.
- Micheal suggested Stan Slaughter for a very entertaining lunch program. Stan teaches about recycling through songs, primarily aimed at k-12. Rotten Roll is one of his composting songs. It would be very different from what we have had during lunch before. Lynn said Ann Zimmerman is a similar person from Salina Kansas who might be another option. Michael will check with Stan Slaughter on price and Lynn will check on price with Ann. Everyone thought this type of edu-tainment would be a good change for the lunch program.
- Ilda said The Marriot (Norman NCED) has offered to present on behalf of business who recycle.
- Kristi would like to see another presentation from a recycling business in OK.
 - Robert said John Boone with Northern Oklahoma Metals would be good, and he is local in Stillwater. This would be good for municipalities.
 - Tracy had suggested the MADD textile recycling program. Micheal said American Textile Recycling is the for-profit partner with MADD. They are a company out of Houston, Texas, that sorts and sells donated clothing through their thrift shops and finds a partner charity to give a small amount of the profits to. The textiles that cannot be resold in thrift shops are recycled as shop towels, rags, etc. Micheal would be more interested in the group that buys the textiles to make the shop towels and rags rather than company that collects donated textiles. This program is direct competition for Salvation Army and Goodwill. Robert and Chris said they would like to see a presentation from the Arkansas company that buys the textiles.
 - Ilda wondered about any other OK companies that use recycled materials in their products. Robert said he could contact GP Harmon (Muskogee) to see if they have speakers available this year. They were contacted last year, but they had a conflict and could not come.
- Ilda said another speaker who has offered to present is the Carton Council. Their business is wax-coated milk and juice containers. Robert said he accepts them in their dual stream program. Tracy said the Choctaw Nation only gets them accidentally, not purposely, but they get a fair number. Michael said it will probably be big business in the future. Robert said we need to find outlets for the product first, so that it does not put stress on programs that do not accept this material at this time.
- Ilda wanted to know what the thoughts were on having break-out tracks. Last month the consensus was having afternoon breakout sessions led to people leaving the conference early. Ellen suggested perhaps have tracks in the morning right after the keynote, and then no tracks in the afternoon. Ilda said if we do break into tracks, we could do two based on the room availability we will have. The suggestion was a Business Track, and a Municipality Track and we would cover education (via the music program) at lunch time.

- Ilda suggested the next registration form should have checkboxes to see what type of attendees we are getting (educators, municipalities, businesses, etc.) so we know what topics would be of most interest.
- Ilda proposed a \$5 increase in registration fees. Fees have not been raised in quite a few years. Ilda motioned to approve changes in registration fees. Micheal seconded. Kristi wondered if the raise in the exhibitor fee would be a concern. Ilda said since we are limited on space for exhibitors, she did not think it should be an issue.
- Conference Planning Committee Volunteers- Ilda will ask for volunteers soon, prior to the next board meeting.

V. Old Business

- A. Melody has resigned due to work conflicts at OG&E and Tracy Horst has kindly accepted the Vice President position.
- B. Bylaw Revisions – Garmon has not had a chance to make all the bylaw changes, but he is working on it. Give him another month or so.
- C. OKRA’s mission statement and 2013 goals. There were minor changes made to the mission statement. Micheal moved to adopt the changes to the mission statement, Robert seconded. The new mission statement will be added to the bylaws. Ilda will make the update on the website. 2013 Goals – Ilda motioned to approve the updated 2013 goals. Robert seconded. Motion passed. Ilda will add the goals on the website.
- D. Solid Waste Advisory Council – Traci’s term is up and she said she would be willing to serve another term. She is waiting to hear if she has been accepted for a second term.

VI. New Business

- A. Listserv and Newsletter article etiquette - There was an incident where there was a submission for a newsletter article that was actually an advertisement rather than an article. Kristi said Diana’s group had worked on a policy for advertising in the newsletter. Diana should have all of that information. Ilda will get that information from Diana. Advertising costs should be included in all the newsletter issues. Ilda said there should be a member and non-member rate for advertising. If this situation arises again, Trudi can let the person submitting the “article” that it would be better suited as an advertisement and what OKRA prices are.
- B. KAB – Our membership is almost up and need to decide if we want to continue to be members of KAB. Traci though the fee was about \$1000. Do we want to continue this membership? Did we get our money out of this? Most people thought it gave us exposure, and clout. It also keeps us in the loop on the national level. Choctaw Nation is in the process of joining as an affiliate. Garmon said we originally joined when the NRC went under. Now NRC and KAB are joined. There are grants available only to affiliate members. The consensus was we need to continue our membership. Garmon motioned to renew our affiliation with KAB. Ilda seconded. Motion passed.

VII. Set next meeting date, location & time – The next meeting will be in person at the Saint-Gobain (Verallia) Glass Plant in Sapulpa. Date was tentatively set for Friday, May 17th depending on the availability of a meeting room, etc at Saint-Gobain. Krisit will contact Joe Carter to check on availability and details. We can coordinate lunch, meeting and a tour. Details to follow.

VIII. Adjournment