



OKLAHOMA RECYCLING ASSOCIATION

Board Meeting Minutes

Friday, July 24, 2020

- I. **Welcome** –Maureen Turner called the meeting to order at 10:02 am.
- II. **Roll Call and Approval of Minutes** – Present on Zoom: Jeanette Nance, Michael Patton, Ilda Hershey, Trudi Logan, Crystal Bennett, Kara Berst, Tracy Horst, Keima Kamara, Amanda Scofield, Maureen Turner, Bob Masterson, Michael Patton, Garmon Smith and Megan Waters. Ellen Bussert, staff, was in attendance.
- III. **Minutes** from the May 22, 2020 meeting were brought to the board for approval. Jeanette Nance moved to approve the minutes. Megan Waters seconded the motion. The minutes were approved.
- IV. **Committee Reports**
 - A. **Finance Report**

The financial report was e-mailed to the board earlier in the week. Interim Treasurer Sara Ivey was not present to give the report, so Maureen Turner gave it on her behalf. There was no income in the beginning of the 3rd quarter. The net change for the reporting period was - \$1,095.99. Ending balance is \$16,278.48. Maureen Turner reported the income trend over the past 4 years.

2019: Down 31.7%
2018: Down 2.9%
2017: Up 11.2%

The consensus of the board is that some tough decision will have to be made if this trend continues.
 - B. **Nomination Report**

Tracy Horst gave the report for the Nomination Committee. The members on the nominations committee are Tracy Horst, Sara Ivey, Jeanette Nance and Crystal Bennett. Tracy reported that the committee has met several times since the last board meeting and are working on a slate of officers for 2021. Members wanting to remain on the board were advised to let Tracy know. Elections will be announced and voted on. The current board ends December 31, 2020
 - C. **Membership Report**

Ellen Bussert gave the report for the membership committee. The Membership Committee requested the board’s opinion on giving OKRA vinyl clings to new memberships and renewals in 2021. After discussion it was decided the OKRA will use the outdated vinyl clings to distribute to members. The date at the bottom of the clings will be removed to make them useable. One of the 2020 Membership committee goals is to develop a “Members Only” section on the website. The Membership Committee asked for board input on having such a section. It was discussed to have a “member” only section on the website to have job openings, etc. to add value for the corporate members. Ilda Hershey wants it placed on hold until we have funding. Traci Horst wants to see if we have funding from DEQ. The discussion was put on hold.
 - D. **Conference Committee**

Ellen Bussert, Conference Committee Chair gave the report. A program draft was distributed. The program will start at 1:00 p.m. on October 7th and conclude around 12:30 p.m. August 8th. Chaz Miller will be the keynote speaker on Wednesday discussing China Sword and the market updates.

Crystal Bennett will moderate a panel discussion on the Municipal Challenges during and after Covid 19. Ellen Bussert is preparing a list of questions to be used in this session. Day two will begin with a panel discussion on finding ways to recycle glass in Oklahoma moderated by Megan Waters. Following the glass discussion will be two rounds of breakout discussions. The topics will be food waste, batteries, e-waste and glass. The second day will end with a keynote address about Extended Producer Responsibility. Tentatively Scott Cassell and Suna Bayrakal from the Product Stewardship Institute will divide up the last session.

Conference registration will be \$10 a day for Members and \$20 a day for non-OKRA members. Students and seniors will be \$5 a day. OKRA will have up to 500 capability on the Zoom meeting format. There are usually 100-125 attendees in person each year.

Bob Masterson brought up the idea of promoting the conference to colleges and charging the professor a classroom rate of \$25. Bob will reach out to his contacts at the colleges. Discussion was held on providing a certificate of participation to those who completed a post conference survey. Students will be encouraged to become a member. Offering the recorded zoom event for viewing for \$5.00 was also discussed.

Publicity opportunities were discussed. The conference will be announced through former conference members, OML notifications, e-mail, Facebook, OKRA list serve, local newspapers, cold calling and SWANA. A save the date will be sent to OKRA's networks.

V. OKRA Goals 2020

The OKRA goals were reviewed. Jeanette Nance made a motion to approve the goals. Tracy Horst 2nd. Motion approved.

VI. Work Groups

A. Communications /Outreach

1. Advocacy- Michael Barton – Nothing to report. Ellen Bussert was asked to contact Michael to see if he would like to continue as Chair.

2. Facebook

Keima Kamara reported that the OKRA Facebook page has a 5 rating and is getting great comments. According to the analytics 1197 Followers and 1,033 have liked the page. There were 6 posts in June and 5 posts in July. Keima asked for ideas for future Facebook live sessions. Suggestions given included: Happy Hour Chats once a month on Wednesdays, Broken Arrows New Recycling Program. Upcoming OKRA Conference.

3. Website

Maureen Turner is working on updating “Frequently Asked Questions” with a fixed header. An addition to the resources on the OKRA website will be a page with compost information and resources. Ellen Bussert reported that in the past 30 days there were 484 sessions, 793-page views and 1.35-minute view time.

4. Newsletter

Trudi Logan said that she put out a call for articles for the next edition of the OKRA Newsletter coming out mid-July -August. Deadline to get articles in is Friday August 7th.

5. E-Mail Inquiries

Ellen Bussert reported that OKRA has received 11 e-mail inquiries since the last board meeting.

6. OKRA List Serve

Ellen Bussert said that in June and July 2020 OKRA published 11 announcements. The breakdown of subjects are as follows:

OKRA – 2

Events – 7

Job Announcements -2

Bussert asked that if anyone came across some good information, to forward it to her for the list serve. OKRA members can post the information by sending it to: okrecycles@recycleok.org

B. Product Stewardship

1. Garmon Smith reported on the June 24th meeting of the Safe Disposal of Pharmaceuticals and Medical Sharps in Oklahoma Committee. Product Stewardship Institute (PSI) provided review of the work group. An updated map of the 200 pharmaceutical collection sites is now available. There are some gaps within the state of Oklahoma. PSI's work is approved for next year. The Oklahoma information is available on PSI's website. Ellen Bussert will add it on the OKRA website. The workgroup's main accomplishments were creating a one-page flyer for safe sharps disposal in OK and creating a one-page flyer for safe disposal of pharmaceuticals in OK. These can both be found on the website

Here is the website: <https://www.productstewardship.us/page/safe-disposal-pharms-medical-sharps-oklahoma>

Here is the map (also found on the website): <https://deq.maps.arcgis.com/apps/webappviewer/index.html?id=14c3f70ed8214ab9ac86633b009ea9ab>

- ## C. Education and Outreach – Tentatively, a Lunch and Learn on glass recycling is scheduled for November 2020. It was suggested it be done around November 15th – America Recycles Day.

VII. DEQ Grant Proposal Update

Ellen Bussert reported that the grant proposal was submitted in June. She said the DEQ is reviewing the contract. She said that it looks promising for funds, which will include the conference and the OKRA website. We will place this information in our newsletter.

VIII. New OKRA Logo and look

A discussion was held on changing the OKRA logo. Ellen Bussert had sent out a revision of new logos to the board. Consensus was to keep the historic logo. Maureen Turner will use that to put together a branding kit. The purpose of a branding kit is to establish color, style and use of the logo and OKRA publications. This will give OKRA a more professional and consistent look.

- ## IX. NRC - ROC Monthly Call Participation – Ellen Bussert has been listening in on the Recycling Organizations Council (ROC) meetings. The emphasis on their message has been on buy recyclable products. Ellen has been getting tips from them. She said the last meeting centered around their financial situation, which is not in good condition.

- ## X. Old Business – None

XI. New Business –Next meeting September 25th 10 a.m.- 12:00 p.m.

XII. Adjournment

A motion to adjourn was made by Jeanette Nance. Megan Waters seconded the motion. The motion passed. The meeting was adjourned at 12:00 p.m.

Minutes were submitted by OKRA Secretary Crystal Bennett