



## Board Meeting Minutes

Friday, November 13, 2020

- I. **Welcome** –Sara Ivey called the meeting to order.
- II. Present: Crystal Bennett, Kara Berst, Ilda Hershey, Tracy Horst, Sara Ivey, Keima Borsuah, Trudi Logan, Jeanette Nance, Amanda Scofield, Maureen Turner, Megan Waters. Staff = Ellen Bussert, Shavara Johnson
- III. **Approval of Minutes** –  
Minutes from the September 25, 2020 meeting were brought to the board for approval. Maureen Turner moved to approve the minutes. Megan Waters seconded the motion. The minutes were approved.
- IV. Committee Reports
  - A. **Finance Report**  
Sara Ivey reported that in the 3<sup>rd</sup> quarter, most of the activity was conference related. There were 2 new memberships. In the 4<sup>th</sup> quarter she noted that OKRA was spending and did not have any income. The balance of the checking account was \$13, 722.63. As of this date, OKRA has not received any reimbursement from the DEQ grant. Bussert reported that she still needed to summarize the conference expenses and revenue.
  - B. **Nomination Report**  
The members on the nominations committee are Tracy Horst, Sara Ivey, Jeanette Nance and Crystal Bennett. Tracy Horst was traveling and gave her report over the phone. She reported the OKRA officers slate was:  
Keima Borsuah – President  
Maureen Turner – Vice President  
Crystal Bennet - Secretary  
Sara Ivey - Treasurer  
  
A motion to accept the slate of officers as presented was made by Tracy Horst. Megan Waters seconded the motion. The motion passed.  
  
Tracy said that Ilda Hershey and Garmon Smith were stepping off of the board.  
  
Potential new members on the OKRA board are: Eric Hemphill, Graham Brannin, Natalie Mallory, Natalie Evans, Laura Townsend, Paul Street, Case Side, Eric Pollard, Bret Scovil and Michal Barton.  
  
Board members to serve another term are: Kara Berst, Tracy Horst, Trudi Logan, Bob Masterson, Jeanette Nance, Michael Patton, Amanda Scofield, and Megan Waters.  
  
Horst was not able to report back on interest of the candidates and asked that OKRA call a special meeting in December to vote on the remaining board members. Bussert was asked to send out a doodle poll to help identify a date the week of December 7 – 11.

### C. Membership Report

Ellen Bussert reported that the members of the Membership Committee are Ellen Bussert, Chris Knight, Ilda Hershey, Bob Masterson and Kelly Bronnenberg. She presented the Membership Committee's 2020 goals and their status.

Review of 2020 Goals

#### 2020 OKRA Membership Committee Goals

- ❖ Conduct a Membership Drive (Jan - Feb) [done](#)
  
- ❖ Build 2020 Corporate, non-profit and government Membership (all year)
  - Increase Corporate Membership from 24 to 30 [17](#)
  - Increase Higher Education from 3 to 4 [2](#)
  - Increase Non-profit Membership from 17-18 [13](#)
  - Increase Government Membership from 5-8 [7](#)
- ❖ Every Board member recruits a new OKRA Membership or membership renewal - [tabled](#)
- ❖ Update Membership Brochure (draft ready for SWANA meeting in March) [in process](#)
- ❖ Evaluate the membership form and fine-tune the language. [done](#)
- ❖ Contact all Oklahoma Recycled Content Manufacturers and ask them to join OKRA - [tabled](#)
- ❖ Explore "Members Only" content for the website and make recommendations to the Board [Will use for Conference recording](#)

The Membership Committee came up with the idea of giving out labels for recycling bins with OKRA's logo on them to give to new and renewing members. Bussert said she would work on that right away.

Looking at Membership benefits, the committee decided to send out a survey to corporate basic partners and above. The purpose of the survey was to evaluate our existing benefits and to see if there were any benefits that could be added to enhance membership. The survey would be sent to current members and expired members.

### D. Conference Committee

Bussert reported that there were several tasks that still needed to be completed for the 2020 conference. She said these tasks include creating a final financial report, sending out thank you notes and gifts, and putting the conference recordings on the OKRA website. She hopes to put together a new committee and start meeting in February of 2021.

A discussion was held on getting conference sponsorships. Maureen Turner said that many budgets are due in December. It was recommended that the conference committee send out e-mails in November to past sponsors to ask them to think about sponsoring OKRA's conference in 2021. General recommendation was the support prices in 2020 were a little too cheap. It was also recommended that we ask people to bump up their sponsorship to the next level. Bussert will take all of this information to the conference committee.

**V. Work Groups**

**A. Communications /Outreach**

**1. Advocacy-** Michael Barton – No updates.

**2. Facebook**

Keima Borsuah reported that the OKRA Facebook page has 47 new followers out of a total of 1,252 followers with 1,089 likes. Our Facebook page has a 4.6 rating. We are getting great comments. 1,026 have liked the page. There have been 22 posts since the last board meeting. There will be a Facebook live event at 2:00 p.m. to highlight the activities around the state which promote America Recycles Day in Oklahoma November 15<sup>th</sup>.

**3. Website**

Ellen Bussert that there was not a lot to report on the website. Now that Shavara Johnson is Communications Director, we should be making more consistent improvements and adding information.

**4. Newsletter**

Trudi Logan said that she put out a call for articles today for the next edition of the OKRA Newsletter. Deadline for submission is December 1, 2020. She said the main focus of this newsletter will be the conference.

**5. E-Mail Inquiries**

Ellen Bussert reported that OKRA has received 12 e-mail inquiries since the board meeting last September.

**6. OKRA List Serve**

Ellen Bussert reported that we posted 6 times on the listserve.

**B. Product Stewardship**

No Report

**C. Education and Outreach**

A discussion was held about glass being the topic of the first lunch and learn. Ivey said that she will contact someone from the Pennsylvania program to see if they would be interested in speaking at it. Due to all of the craziness, the Education and Outreach committee has not been able to meet.

**VI. OKRA Technical Council members Robert Pickens has sent information to OKRA about a successful glass recycling project in Pennsylvania. The information had been sent out before the board meeting to everyone. It was decided that probably a lunch and learn session would be the best option at this time to promote glass recycling.**

**VII. OK Compost Conference**

The 2020 Virtual Compost Conference was a successful event with roughly 50 attendees per session. Our small and mid-scale sessions seemed to be the most popular, although we got the most questions from our large-scale and cannabis presentations. We attempted to offer a chance for discussion through our coffee chat, and although few attended outside of planning members, it was a huge success in terms of productive and engaging conversation with our speakers and we hope to incorporate some aspect of that in future conferences.

**VIII. America Recycles Day November 15, 2020**

Bussert reported that Governor Stitt issued the proclamation on America Recycles Day in time to do some promoting. It was sent out to our members and on our list serve, posted on Facebook. There will

also be a Facebook live event this afternoon to talk about organizations around the state that are hosting events for ARD 2020.

**IX. NRC – Zero Waste Conference**

OKRA is not a member of the National Recycling Coalition. However, we participated as a sponsoring organization to promote the Zero Waste Conference that will be held December 1-3. As a result, we were given a free registration to attend the National Recycling Congress on December 3<sup>rd</sup>. Amanda Scofield volunteered and will report back to the board.

**X. SWANA Annual Conference March 23 – 25**

Bussert said that the dates for the Indian Nations Chapter of SWANA would be March 23 – 25. The conference will be at the Hard Rock Hotel and Casino in Catoosa. She asked if the board would approve the same amount as we had given in 2020, which was \$500. SWANA reciprocates and sponsors the OKRA conference for \$500. She said that we would not have to pay it until January 2021, but it would be nice to let them know that we were doing it. Garmon Smith made a motion to sponsor the SWANA 2021 conference and to pay in 2021. Maureen Turner made a second to the motion. The motion was approved.

**XI. Meeting Dates for 2021 – all meetings will be held from 10:00 a.m. until 12:00 p.m. unless otherwise posted.**

The following dates were selected for OKRA Board meetings for 2021

- January 15
- March 12,
- May 21
- July 16
- September 17
- November 12

A motion was made by Maureen Turner to adopt these dates. Crystal Bennet made a second to the motion. The Motion was approved.

**XII. Old Business – None**

**XIII. New Business –**

The Met, an OKRA member, contacted Bussert and asked if we could provide something for their American Recycles Day Facebook live event. Ilda Hershey made a motion that OKRA donate 2 memberships. The motion was seconded by Megan Waters. The motion was approved.

**XIV. The next meeting will be January 15, 2020. OKRA will need to see if a decision is made about extending the Open Meetings Act to allow them to meet virtually. The location will be sent out with the notice of the meeting.**

**XV. Adjournment**

A motion to adjourn was made by Jeanette Nance. Maureen Turner seconded the motion. The motion passed.