



## Board Meeting Minutes

Friday, March 12, 2021

- I. **Welcome** –Keima Borsuah called the meeting to order and welcomed everyone.
- II. **Roll Call and Approval of Minutes** – Board Present on Zoom: Michael Barton, Sara Ivy, Jeanette Nance, Michael Patton, Kara Berst, Tracy Horst, Keima Borsuah, Amanda Scofield, Megan Waters, Natalie Evans, Trudi Logan, and Bret Scovill. OKRA Members Ilda Hershey, Josh Boyer, Jon Barton and Tanner Atkinson were also in attendance. Ellen Bussert, staff was also there.
- III. **Minutes** from the January 15, 2021 meeting were brought to the board for approval. Jeanette Nance moved to approve the minutes. Sara Ivey seconded the motion. The minutes were approved.
- IV. **Resignation of OKRA Board Members**

Keima Borsuah announced that two board members resigned. Eric Hemphill is taking a job with Bridging the Gap in Kansas City. Maureen Turner has been given more responsibilities as adverse weather events coordinator and more staff. She wanted to give someone else the opportunity to serve on the board who had the time. The board acknowledged the contributions of these 2 people and thanked them for their service.
- V. **Vacancy in the Vice President Position**

Keima Borsuah asked if anyone was interested in serving as vice president to fill Maureen Turner’s spot. After no one volunteered, Borsuah said that she recommended for consideration Amanda Scofield and Megan Waters. She said both people were very capable and willing to serve. An electronic vote will be taken to elect the winner. The new vice president will be announced after the voting deadline. The vote will be ratified at the May meeting.

A discussion was held about bringing on new board members. Ilda Hershey recommended her replacement at OSU Kristina Blaser since she and Eric (who both represented universities) were no longer on the board. Sara Ivey asked if there was someone from the City of Tulsa that worked for Maureen that might be able to serve. This information will be sent out to the nominations committee for further action. Bret Scovill asked if a private sector would be eligible to be on the board? He recommended Pam Battle. He pointed out that most of the people on the board were government people. Sara Ivey said people from the private sector would be welcome.
- VI. **Committee Reports**
  - A. **Finance**

Sara Ivey gave the report for the first quarter. She asked everyone to look at the check & Pay pal register first. She pointed out that there had been lots of membership activity and a lot of income from memberships. She said OKRA also received reimbursement from the DEQ grant for August, September and October 2020. She said the biggest surprise was a gift of \$2,500 from the Talbot Family Charitable Foundation.

On the expense side, she said that OKRA renewed its membership with the Arkansas Recycling Coalition (\$125) paid the annual fee for the P.O. Box (\$162), paid Facebook to boost a few posts, paid Red Earth Design for website maintenance, paid wages for Shavara Johnson and Ellen Bussert, and made a payment to the Pennsylvania Resource Council of \$200 for the lunch and learn speaker.

Ivey reported that the income for the first quarter was \$14, 989.55 and expenses were \$4,131.01 with a change of \$10,858.54. She said that OKRA has much more money in the bank account than we have had in many months, and as treasurer, she is very relieved about that.

Ivey reviewed the 1<sup>st</sup> quarter financial summary. She pointed out again that the income was from the DEQ, the donation and membership drive. She said OKRA’s biggest expense was labor for the two contract employees.

Ivey reviewed the budget. She said this was something new this year to OKRA, but she had been asked to do it. She pointed out that we did not make much on the conference, but we did make some money. The donation that was made put us way over in that category, which is a nice thing. Memberships are not quite where they should be, but we are hoping to improve that. There is plenty of money left in the DEQ contract for labor and advertising, but it has to be spent by June 30<sup>th</sup>. At some point, we may charge for attendance to lunch and learns. We are still debating on that or if we should continue to make them free.

Ivey said that she we defer to Ellen Bussert for the OKRA membership report.

A motion was made by Natalie Evans to approve. A second was made by Megan Waters. The motion passed.

## **B. Nominations Committee**

**Tracy Horst** said that the nominations committee did not have a report to give since it was already discussed. Sara Ivey said that they would meet to identify some new board members to replace the ones that have resigned.

## **C. Membership Committee**

Ellen Bussert gave the report for the membership committee. The members on the OKRA Membership Committee are: Keima Borsuah, Kelly Bronnenberg, Natalie Evans, Laura Green, Chris Knight, Bob Masterson, Michael Patton, Eric Pollard, Bret Scovill. She said the committee has met a couple of times and developed the following goals.

- 1. Conduct a membership (renewal) drive January – February**
- 2. Develop and implement “Each One Reach One” Campaign for new memberships**
- 3. Develop outside the box incentive for membership**
- 4. Work with Communications team to target new members on social media**
- 5. Every Board Member recruit a new OKRA member**
- 6. Contact All OK Manufacturers and invite them to join**
- 7. Introduce OKRA to vendors and invite them to join**

Michael Barton said he has a contact at Oklahoma Manufacturers Alliance and offered to contact him to send out information to his members about OKRA.

Bussert reviewed the details of the Each One, Reach One Campaign. She said this campaign was designed to bring in new members by providing incentives to people who recruit them. She congratulated Bret Scovill for bringing in Pam Battle from Ecco Wood.

The next item on the membership report was the recommendation for length of membership. Bussert gave a brief explanation about OKRA’s membership policy. OKRA membership is based on the calendar year. Membership drive is in January – February every year with a little grace period in March. This information is on the OKRA website. In the past, if someone joined after the conference, the membership would include the next calendar year. A recommendation was made that new members would pay a prorated fee. The OKRA treasurer was not in favor of this because of the extra book keeping it would require.

The membership committee made the following recommendation to the board.

“Annual membership is based on the calendar year (January – December.) An early bird announcement for membership will be made in December. Anyone who joins during the early bird campaign will still receive membership benefits for the next calendar year. Membership dues will not be prorated.”

Bussert asked if anyone had questions or comments. Michael Barton said that his company, CDR joined with a Gold membership in September 2019. He got several emails from Bussert, but did not understand that it meant his membership would expire. He said that he was not clear on it and they got cut off in March of 2020. He was a gold member and felt that getting cut off does not reward companies for joining.

Discussion was held about the different ways membership could be handled. Many recommendations were made on how to separate renewals from new members. Pros and cons were made for prorating by month or quarter. A suggestion was made to raise membership fees, but then tabled to wait until another time. The goal is to get more members. The Board asked Bussert to take this back to the membership committee to iron out the details.

Bussert gave an update on the 2021 Membership Campaign Update. She said that numbers were down from last year. The lowest numbers were in corporate memberships. She said that she will be notifying people who have not renewed that OKRA is about to update the website and publish a membership directory. Tracy Horst asked for a list of the corporate members who have not renewed and volunteered to give them a call to ask them if they are interested in renewing. She said this will help avoid people being taken off the membership list without their knowledge.

#### D. Conference Committee

Ellen Bussert gave the report of the conference committee by started out by naming the members: Kara Berst, Tracy Horst, Sara Ivey, Trudy Logan, Amanda Scofield, Brett Scovill, Garmon Smith and Megan Waters. She said the committee reviewed the pros and cons of having a live or virtual conference. They decided a virtual conference was best for 2021. However, in 2022 they hope to have a hybrid conference. Bussert gave a shout out to Kara Berst and the Chickasaw Department of Commerce for their help to edit the recordings and put them on the OKRA website.

#### 2021 OKRA Annual Recycling Conference Goals

- Plan and host OKRA’s Virtual Annual Recycling Conference
- Develop a session for sponsors and vendors to talk about products and services
- Identify and recruit experts to speak on the topic of contamination
- Develop networking opportunities for conference attendees
- Plan for the 2022 Recycling Conference to be a hybrid of in person and virtual

The conference will be on September 22 and 23<sup>rd</sup>. We do an afternoon session, social time on night of the 22<sup>nd</sup> and morning of the 23<sup>rd</sup>. We are trying to figure out how to have a social time with the vendors and exhibitors and bouncing around ideas for the best time to have it.

The conference committee chose contamination for the theme. Some of the conference theme ideas are:

- Don’t Be Clueless About Contamination
- Keeping A Lid on Contamination
- Conversation on Contamination
- Recognizing & Reducing Residuals
- Concerning Contamination

1. Discussion on potential themes or speakers

Bussert said the committee will be meeting in the next couple of weeks to nail down a theme and continue planning. If anyone has any ideas for speakers or break out sessions, they need to get in touch with Bussert.

## **VII. OKRA Goals**

Keima Bursuah said the OKRA Executive Committee met in January and came up with a draft of 2021 goals. The goals were sent out to everyone. The executive committee came up with 6 goals. They kept some of the previous goal, but added some new ones. Bursuah asked everyone to look them over and decide if it is something the board wants to accept. There was consensus to accept the goals.

## **VIII. Work Groups**

**A.** Keima met with all of the work group chairs and discussed expectations and tasks for 2021 with them. She talked to them about developing goals, but said some of the groups already had goals in place.

**B.** Advocacy

Michael Barton gave the report for advocacy. He said he had not had a meeting yet in 2021. He updated the 2018 letter to legislators that introduces them to OKRA. He identified the legislators. He submitted the letter to the board for approval. Keima asked if there was a motion to approve the letter. Sara Ivey made a motion to approve the letter to the legislature. A second was made by Natalie Evans. The motion passed. Michael Barton volunteered to personalize and mail the letters.

**C.** Communication

Natalie Evans is the chair of the communications work group. She said the group met and adopted the following goals.

### **1. Communications Committee 2021 Goals**

We will work with the Membership Committee to target new members on social media and promote current members. This will be done by spotlighting current corporate members through online videos. We will explore spotlighting member benefits, as well as featuring individual members as a way to promote individual memberships.

We will develop a privacy policy for the website and will explore developing privacy policies for other online platforms as well.

The committee will develop and issue a content survey in 2021 to get feedback from members/followers on what topics and content they are interested in seeing.

The committee will generate new content by doing the following:

Four newsletters in 2021

12 blog posts in 2021

We will explore ways to reach younger generations by exploring new platforms such as TikTok or Instagram or other reach options.

We will work to keep the website content up-to-date by doing a regular, six-month review. As a short-term goal, we will link social platforms to the website.

We will work to increase our social media following, aiming to reach the following metrics:

We will aim to end the calendar year with 200 Twitter followers and 1,800 Facebook followers.

We will aim to do six Facebook Live events this year.

### **2. OKRA logo refresh**

Evans gave a brief explanation of why the communications committee was revising the logo.

Bussert said it would be best to have 2 color for printing. The Pieces of OKRA were taken out

of the letter “K.”. Evans should 2 different designs. The logo without the wrap recycling symbol. A recommendation was made to make the green a bit brighter.

3. Facebook update

Keima Borsuah reported that OKRA was doing pretty good. We have 1,333 total followers (28 of them new followers.) Total page likes are 1,129 (with 21 new likes.) Most of our followers are women at 70% and men 29%. She said we need to get the word out to more men. A total of 32 posts were published and 3 were promoted. One of the top three posts was about the glass lunch and learn. The top video was the Glass Lunch & Learn on February 11, 2021. Borsuah thanked Shavara Johnson for the beautiful work she did on the graphics and posts. The next Facebook Live events will be on Membership, to talk about the Each One, Reach One campaign and with someone from the DEA to talk about the prescription takeback day.

4. Twitter

Natalie Evans gave the report for Shavara. OKRA started midway through January, so the analytics reflect our first full month of February:

- Our Tweets earned **6.3K impressions** over this **28-day** period.
- On average, we earned **1 Retweets without comments** per day
- On average, we earned **2 likes** per day
- On average, we earned **1 link clicks** per day
- During this 28-day period, we earned **221 impressions** per day.

5. Website

Ellen Bussert gave an update on the website. She said that people were interested with OKRA in the middle of February, but she didn't know why. Number of page views and duration is down. We will be posting the glass Lunch & Learn session on the website. We have started a “Members Only” site. We will keep a membership directory on it and past (older than 2 years) recordings and information about past conference. Thank you to Tanner Atkinson, a new member of the communications committee, who volunteered to check out the links on the website.

6. Newsletter

Trudi Logan had to step out of the meeting, so Ellen Bussert gave the report. Today is the deadline for the current issue. We will also be putting out a newsletter in April. Shavara has been doing a great job of providing stories for them.

7. E-Mail Inquiries

Ellen Bussert reported that we have had 7 email inquiries since the last board meeting

8. OKRA list-serve

Ellen Bussert reported that the number of subscribers is at 596, down from 630. She does not know the reason subscriptions have dropped. There have been 12 posts since the last board meeting.

## D. Product Stewardship

Amanda Scofield discussed the 2021 Goals

2021 Product Stewardship Goals Report:

- Add New Content to Website
  - Intro blurb
    - What is Product Stewardship
    - Oklahoma's role
  - OCERA (Oklahoma Computer Equipment Recovery Act)
  - OMSDC (Oklahoma Meds & Sharps Disposal Committee)
    - Partner with OMSDC on social media campaign
  - Mercury Thermostat Recycling Initiative PDF
- Find a Facebook Live speaker for next DEA Prescription Take-back day in April
- Meet with interested OKRA members
- Here is a link to the committee and the work that we do:<https://www.productstewardship.us/page/safe-disposal-pharms-medical-sharps-oklahoma>

Regarding OMSDC, we met this morning and are planning to roll out a social media campaign in April. Scofield asked if the board wanted to join in the campaign. Tracy Horst offered to have the Choctaw Nation share the information. If anyone else is interested in being a part of the campaign, they should contact Scofield. She went on to say that she did not really know who all was on her committee. Sara Ivey and Keima Borsuah volunteered to be on it.

## E. Education and Outreach

Sara Ivey reported that OKRA had its first Lunch & Learn on Glass recycling and had really good attendance. There were around 75 people who participated. Ivey has not had the opportunity to have a meeting of the education committee, but sent out a doodle poll and hopes to have the next meeting the week after spring break. They will work on their goals. She said they will definitely continue to work on lunch and learns to find great speakers and great topics.

## IX. Glass Work Group

Ellen Bussert reported that 8 people have signed up to be a part of the Glass Work Group. Bussert asked if a couple of board members could chair this group and provide leadership.

## X. Old Business

There was no old business to report.

## XI. New Business

Bussert said she learned the day before that the MET was going to host an Enviro Expo again this year. OKRA has been exhibiting in it for many years. The past couple of years OKRA has been at the supporter level of Repeat Recycler at \$250. This gets OKRA's logo on all of the publicity including the banners, social media posts and the MET newsletter. Bussert said it was excellent exposure to an audience that would be interested in OKRA. Michael Patton said his organization, Land Legacy, is exhibiting. He said it is an excellent event to support. Michael Patton made a motion that OKRA support the event at the Repeat Recycler (\$250) category. Tracy Horst seconded the motion. The motion was passed.

## XII. Next Meeting Date and location

Borsuah announced that the next scheduled board date is May 21<sup>st</sup>. She asked if the board wanted to meet in person or virtually. The consensus was to keep it virtual.

## XIII. Adjournment

Tracy Horst made a motion to adjourn. Sara Ivey seconded the motion. The motion passed.