



Board Meeting Minutes

Friday, November 12, 2021

- I. **Welcome** –Keima Borsuah called the meeting to order at 10:05 a.m.
- II. **Roll Call and Approval of Minutes** –Present in Person: Michael Patton and Ellen Bussert. Zoom: Michael Barton, Crystal Bennett, Kara Berst, Keima Borsuah, Josh Boyer, Tracy Horst, Sara Ivey, Eric Pollard, Paul Street and Megan Waters. Shavara Johnson-staff. The Technical Advisory Council present via zoom were Zach Benedict and Jon Barton
- III. **Approval of Minutes** No minutes presented; to be approved at a later date.
- IV. **Committee Reports**
 - A. **Finance Report**

Sara Ivey reviewed the financials. We currently have a balance of \$29,379.61 in Bank of America and Pay Pal. Net Income YTD is \$20,681.68. DEQ Grant started September 8th. Ellen Bussert has been timely with the monthly reimbursement reports.
Michael Patton made a motion to approve the financial report. Megan Waters 2nd. Motion passed.
 - B. **Nomination Report**

Nothing to report.
 - C. **Membership Report**

Bussert said the 2022 Membership Drive will be held January – February 2022. She will try to have a membership meeting in January. Goal is to move to a software that will bill people annually on the date they joined/renewed.
 - D. **Conference Committee**

The 2021 OKRA Recycling Conference “*Keeping a Lid on Contamination*” held on October 7-8, 2021 was successful. The comments from the surveys were favorable. 37 paying attendees, 88 registered, 1st day saw 63 in attendance; 2nd day saw 52 in attendance.
The conference has a profit of \$6034.45
- V. **Work Groups**
 - A. **Advocacy**- No report.
 - B. **Communications /Outreach-**

Jon Barton is creating a drop box. Working on focus group for Tik Tok and Instagram platforms. Met in the last few weeks and set goals for social medial platforms and strategies to accomplish the goals.

 - 1. **Facebook**

Keima Borsuah reported that the OKRA Facebook page is dropping in views and page likes are down 30%. Still good post engagement from the conference.
FB Life events: Monday, Nov. 15th at noon is America Recycles Day. Friday, November 19th at noon is on Fast Fashion; Celebrating 2nd Hand September

2 Twitter

Shavara Johnson reported that we are seeing a slow growth on Twitter.

Followers: 159

Following: 366

Profile Visits:1149 profile visits

Profile Mentions: 3

3 Instagram

Shavara reported

Followers: 141

Following: 143

Posts: 9

Stories: 28

4 Website

Shavara is updating the website. She reported page previews were down.

5 Newsletter

Ellen and Shavara to finish the last newsletter and decide on what program to use.

Jon Barton will proofread the newsletters.

6 E-Mail Inquiries

Ellen Bussert reported that OKRA has received 2 e-mail inquiries.

7 List Serve

13 messages put out since last board meeting

C. Education and Outreach –Working on a Lunch and Learn on Recycling Audits and Contamination

D. Product Stewardship- No Report

E. Glass Work Group. Chris Knight is working on a survey and RFP.

F. Materials Exchange- Zach Benedict discussed Boxgiver.com an exchanging of packing goods. It is currently not widely used in our area.

G. Composting – OCASA had their conference. Paul Streets attended. It was a good conference with 100 attendees and 10 vendors.

VI. 2021 American Recycles Day in Oklahoma

Governor Stitt proclamation on glass.

We need pictures and articles for the newsletter.

VII. OKRA Registered Agent – Michael Patton made a motion to spend \$50 a year for a registered agent.

Keima Borsuah 2nd. Motion Passed

VIII. Recycling Event OKC Memorial Marathon-No update

IX. Work Group Meetings-

To review accomplishments, track progress. Goal is to meet at least 2 times a year. Last meeting 11/16/21.

X. Board Planning Meeting – To set 2022 Goals. Ellen is sending out a doodle poll. It will require 2 hours of time.

XI. Quarterly OKRA Social Hours in 2022

A discussion was held on adding social hours to OKRA's activities. No decisions were made.

XII. National Recycling Coalition – No update.

XIII. OKRA Branding Update.

We are selling t-shirts. Sale open until November 22, 2021.

XIV. Old Business

There was no old business

XV. New Business

Crystal Bennett made a motion for a bronze sponsorship with SWANA for \$500. 2nd Michael Patton. Motion Passed.

Eric Pollard asked about the capital recycling.

XVI. 2022 Meeting Dates:

Jan 21, March 11, May 20, July 15, Sept. 16, Nov. 18. Megan Waters made a motion to accept the meeting dates listed. Paul Streets 2nd. Motion Passed.

XVII. Next Meeting

Jan. 21 via Zoom.

XVIII. Adjournment

Sarah Ivey made a motion to adjourn meeting at 11:36 a.m. 2nd Megan Waters. Motion Passed.

Minutes submitted by Crystal Bennett 1-19-22