

OKRA Board Meeting Minutes

Friday November 7, 2014

11:00 a.m. –12:40 p.m.

Fuze

I. Welcome –Traci Phillips

In attendance: Traci Phillips, Tracy Horst, Sara Ivey, Michael Patton, Ilda Hershey, Robert Pickens, Garmon Smith, Jim Bologna, Lynn Malley, Julie Henry, and Jeanette Nance

II. Approval of Minutes – Traci Phillips

Traci asked if everyone had a chance to review the minutes.

Ilda motioned to approve.

Michael seconded. Motion passed.

III. Committee Reports

A. Membership Committee – Ilda said we have 72 members as of today. Compared to last year at this time we are down membership. Trudi will publish the current membership in the next newsletter. Ilda will get additional names of new members from Michael and send this information to Sara.

Ilda would like someone to takeover membership that could streamline the process. Michael will talk to Gayle Ederer to see if she would be willing to take over this chair.

Traci asked if there are differences between 2013 and 2014 membership, in particular any businesses that have not renewed that stands out? Ilda sent reminders twice to anyone that did not renew. Ilda will send the list of previous members that have not renewed and if anyone has a personal relationship with a business or person, perhaps they could call them to remind them to renew their OKRA membership.

Lynn said through her outreach she mainly encounters people that have never heard of OKRA. She said OKRA still has a way to go on the communication/outreach efforts.

B. Finance – Michael Patton, Treasurer

1. Treasurer's Report

Financials were for the eleven-week period from August 15, 2014 to November 7, 2014.

- The income for the period was \$10,419.00 and expenses for the period were \$10,013.15.
- We show a positive \$405.85 for the period.
- Our ending balance is \$24,106.59

Most of the income and expenses were conference related. Michael said we have too much in money in the PayPal account. People don't seem to want to receive payment via PayPal but it is an easy way for members to pay dues. He will transfer all but a few hundred dollars from that account to the bank account. Michael said there are some odd amounts on the accounting that he is not sure what they are for. Ilda will look it over and make sense of some of the income. Michael did not include OKRA's sponsorship of the M.e.t.'s ARD banquet during this accounting period.

C. Nominations Committee – Tracy Horst

- The nominations committee was able to meet and has drafted OKRA Board job descriptions and is looking for any feedback or suggestions you might have. Tracy still needs a list of committees. Ilda said there are six workgroups and this information is on the OKRA website under the “Get Involved” tab. There are also three committees (Membership, Nominations,
- Training and preparation of new Board Members. Tracy said perhaps we could prepare an orientation packet so new board members would be better prepared. Could we get one from NM? They have one already, perhaps we could use that as our template. Traci will ask a contact she has in NM.
- Tracy said they have not completed job descriptions for all board positions yet, but that is in the works.
- The committee would like to do nominations in January. Can we set up a nominations email address? Ilda will send Emma’s information to Tracy so she can work to get up an email address for this purpose.

IV. Work Groups

A. Advocacy – Daniel McCune

1. Daniel sent in a report. See attached.
2. Ilda said Daniel’s report looked great. One thing that was missing was that we talked about doing a reception at the capitol, so we need to see where we are on that. Lynn liked using the economic points rather than the environmental.
3. Jim Bologna asked if we want to set a 50% goal. We like the idea, but measuring is problematic. We currently have a 10% goal. Again, how to measure it has not been figured out. Perhaps new legislation to better document recycling in Oklahoma. Traci said privacy issues and funding issues have been the roadblocks. What lobbyist would we use? Jim would like to have a separate conversation about this topic. This should be something the advocacy workgroup could begin to work on. Traci will send out an email with a date to begin talking about this.

B. Education – Ian Groshong

1. PSA Contest – Deadline was extended to November 15th. Ian had put out a call for judges but has 5 judges now. Julie would like better communication on the contest in the future. OKRA stated that the winners would be announced on November 15th. If the deadline is November 15th the winner announcement will probably be late.
2. School Recycling Award – Ilda needs short descriptions of the past school winners from Michael, Ian and Garmon to put on the website and so that it can go in the newsletter, deadline November 24th.
Lynn asked if we could give the school recycling award to a group rather than a school. She recommended a 4-H camp that involved two counties and multiple schools. Thoughts were that rather than change the award, this would be something that could go in the newsletter to give this group recognition for their efforts. Tracey would love to work with this group since they are in her area.

Sara recommended Clyde Boyd Middle School in Sand Springs. Michael talked about the Green Day Care in OKC. The decision was to award Clyde Boyd MS as our next School Recycling award winner.

C. Market Development – Tracy Horst and Joey Dunlap – Co-chairs

1. No report.

D. Materials Exchange – Michael Patton, Chair

1. No report.

E. Communication/Outreach

1. Facebook – Tracey thanked Ilda and Diana for their updates to Facebook. Currently we have 541 likes. Most of our posts are getting more views. Weekly we are reaching about 200 people. Any suggestions would be welcome for posts.
2. Website – Conference page needs to have the presentations uploaded.
3. Newsletter – Trudi Logan recently published one. Next deadline November 24th.
4. E-Mail Inquiries – Ilda said we had 20 since the last meeting 8/15/14.
5. 2014 Conference Summary –
 - i. 107 attendees. We had guaranteed 110 for lunch.
 - ii. Budget. Came in very close to the budget on expenses. Made \$927.00. Extra money will help fund a keynote for next year. Michael is concerned that attendance has been spiraling lower each year. Do we need better or more marketing? Michael is surprised at how many OKRA members do not attend.
 - iii. Evaluations – Most people already knew about OKRA before the conference. Attendees heard about the conference from an OKRA email or a OKRA board member. Concurrent sessions had lower scores than the general sessions. Michael was our star presenter!!! Lynn will send all this information out to the group and we will make decisions for next year's conference based on the feedback. AV needed some improvement. UCO conference services were not prepared to recycle or compost until the morning of the event and this made the process of doing that during breakfast difficult.
 - iv. Next year date/location – Is our event too close to dates of other recycling/solid waste events? The OKRA conference has usually been held later in October. Consensus was that we should take the date of the national conference and surrounding state conferences into consideration when planning the date for next year. Plans are to continue rotating between the main metro areas/Universities.
 - v. Ilda still needs to send thank yous to the presenters.

F. Composting – There is an organics conference being planned for February 27-28, 2015

V. Old Business

A. Status of by-law revisions (Garmon Smith) - No report.

B. 501(c)(3) status (Michael Patton)

- a. Michael has not heard anything. He will check.

C. Partnering with DEQ to provide new recycler list and map (Traci) – Changes at DEQ, so perhaps this needs to be revisited. Lynn will work on it.

D. Work Group descriptions & expectations (Michael & Diana) – No report.

VI. New Business

- Sara said the DEQ's radiation program would like to reach out to metals recyclers to educate them on some of the potentially dangerous radiological materials they might come into contact during their course of business. Traci will send Sara information on who to contact.
- Ilda asked if we want to pay the Journal Record \$150 to publish the article that was written about the OKRA Conference in the next OKRA newsletter. Discussion was that then we can link social media etc. to the newsletter and get more promotion of this article. Ilda motioned to approve \$150 for the purchase of the article. Michael seconded. Motion passed.
- OKRA sponsorship of ARD banquet for MET for \$500. Ilda motioned to approve \$500 for this sponsorship, Tracey seconded. Motion passed.
- Tracy suggested OKRA outline our meetings for the entire year so nominees can see if they will be able to participate. We could do a December meeting and pick dates for 2015. We can use survey monkey and give several options for 2015 meetings. Traci will work with Tracy on that.

VII. Next meeting date, location & time

Friday, January 23, 2015, 11:00-1:00 at Natural Evolution's office in Tulsa. After the meeting anyone that would like a tour of Traci's place and Michael bailing center which is very close are welcome to see them.

VIII. Adjournment - 12:35pm

Attachments that follow:

Financial Report

Advocacy Report

Conference Evaluations

Conference Budget vs. Actual

OKRA Board job descriptions

Advocacy Committee Report 11-7-14

Daniel McCune reported:

I have just been called to attend to a matter and will miss the OKRA meeting. Here are the ideas I wanted to say:

I had spoken with a friend who works at the state capital, and she recommended not wasting any money or effort until after the election was over. That has now passed, so the advocacy committee will now be planning an early spring event at the capital. I'm also talking with some of the political science professors at UCO to get tips on effective communication with politicians. The angle many people take on recycling is an ecological one, but our message is much more effective as an economic one. I will be reaching out to the individual members of OKRA over the next couple of months to get "personal testimonials" that could be included in a publication distributed to congressional members.

As far as political action, we won't know if there are even any recycling-related bills released until early next year, but if anyone has an idea for one, the time is now to contact legislators. We will be finding out the composition of committees over the next month, and the key members to contact. Please contact me if you want help getting a legislative idea in front of a legislator.