

OKRA Board Meeting Agenda

Friday December 13, 2013
11:00 a.m. –1:00 p.m.
Online Meeting Via FuzeBox

I. Welcome –Michael Patton

Roll Call – Sara Ivey

In attendance: Tracy Horst, Sara Ivey, Ilda Hershey, Michael Patton, Chris Feeney, Chris Knight, Garmon Smith, and Lynn Malley. A guest in attendance was Julie Henry from American Textile Recycling Services.

II. Approval of Minutes – Sara Ivey, Secretary

After receiving the minutes from Lynn Malley, Michael asked for a motion to approve.

Garmon had two minor revisions, under Old Business; it should read By-law revision and Garmon Smith.

Ilda motioned to approve with the changes made by Garmon and with the Conference Addendum that was sent separately

Chris Knight seconded

Motion passed

III. Committee Reports

A. Membership Committee – Ilda Hershey, Chairman

- For 2013 we ended up with a total of 84 members and \$6,582 in membership revenue. This was lower than last year and about the same as the year before. We need help and more work on recruiting new members. Ilda will start the campaign in January to get more members and said that she is not attached to the membership chair, and is willing to let someone else do the job if you are interested. Ilda asked if anyone is in contact with Gail Ederer and thought she might be interested in being our membership chair. Michael will speak with her on that.
- Michael asked if anyone has any ideas that would help increase membership? Ilda said perhaps purchasing some ads in key publications that might help get the word out about the organization. Michael suggested perhaps more Facebook ads - that helped get us more friends/likes, perhaps it could also increase membership. Michael would like to get more people from the capitol to become members such as the governor or legislative members. Perhaps do some direct mailings? It was suggested that we could find a list from the OK Municipal League or key legislative members that we could send direct mailing to. Sara will ask DEQ - LPD if there is a list we could target. Michael said we have some money to do this type of thing, either direct mail or purchasing ads. Ilda will send an email to OKRA Board/Council and the listserv to further discuss this issue and brainstorm some ideas. Ilda said our 2013 goal was to increase membership to 120 members. (see website for more on notes) and we did not meet our goals. We need to discuss our membership goals for 2014 at the January meeting.

B. Finance – Michael Patton, Treasurer

1. Treasurer's Report
2. From the report it looks like we had a rough conference but a lot of the money for the conference came in, over the previous financial period. Michael asked Ilda about the \$15

conference registration fees, and she said that was for student attendees. For this period we received \$3,755 income. The big expense was the conference, mostly the food. Another expense this period was Fuzebox. Michael is not sure if we are getting our money's worth for Fuzebox again for the next year. We need to have a discussion on this for the future. The PSA contest was also an expense during this time period, as well as the M.e.t. ARD banquet. We have a significant balance in PayPal right now. Michael said we can transfer money from PayPal into the bank account if we think we need to. Right now it doesn't seem necessary to do so.

IV. Work Groups

A. Advocacy –

1. Status of new Chair
2. Amanda Marcott Thottunkal has agreed to be the chair.

B. Education – Chris Knight, Chair

1. Green School recognition

- a. Garmon was going to present Roff Elementary? (he's double-checking it is the Elementary) that was nominated for the September award. Sara will get the big OKRA check to Garmon with someone from DEQ who is going to Ada.
- b. Lynn was going to present to Morrison High School which was our October winner. It has not happened, but she has it scheduled for next week during the football game.
- c. Michael needs the information for the checks from Lynn and Garmon. They will both email him.
- d. Michael nominated the Owasso 7th Grade Center for January. Everyone agreed that was a good choice. Michael will coordinate that presentation.
- e. Michael said we do not have to do a school every month. We originally were going to do one with every newsletter.

2. 2013 PSA Contest

- a. We judged the entries and selected the winners. We had a total of 15 entries. 3 from Ada, 12 from Plainview. Everyone should have received their check. We had a presentation setup in Ada, but the weather upset that plan. Katie Walker was the teacher from Ada, the top 3 were from Ada. Ardmore did animated, 12 from Plainview HS.
- b. There was discussion on how to get the word out to more schools next year.
 - i. Lynn suggested we could get the word out through Green Schools and through the OSU Extension for next year's PSA contest
 - ii. Sara suggested sending the announcement to the State Department of Ed coordinators that would have interested teachers.
 - iii. Ilda suggested sending to the EnvironMentor
 - iv. Michael wondered if the timeframe (time of year and amount of time they have to work on the PSAs) is good? Ilda thinks it is. They find out about it right after school starts and have a couple of months to work on it.

- c. Ilda suggested that the winners be announced formally on the listserv and refer back to the website where they can be viewed. And put it on Facebook too!
- d. Additional funds for a school many participants but no winner (Lynn Malley) Participants each get \$25 (the judges had forgotten about that) so no additional funds are needed. Lynn said it is the teacher who deserves the big pat on the back!

C. Market Development –

- 1. Nomination of new chair
- 2. Tracey Horst and Joey Dunlap with Republic Services have agreed co-chair. Joey could not attend this meeting today. They will meet and get the subcommittee back up and running.

D. Materials Exchange – Michael Patton, Chair

- 1. Michael has no report at this time. He said he should have time to work on this more in December and January.

E. Communication/Outreach

- 1. Facebook update –Tracy Horst.
 - i. As of today we have 301 Facebook likes/friends. Tracy is trying to do less sharing and more actual posts on behalf of OKRA because it will reach more people. Please forward anything that would be good for the Facebook page to Tracy. It also helps spread the OKRA message if you like OKRA posts on your Facebook Page.
 - ii. Tracy will send membership and PSA info out via Facebook
- 2. Website – Ilda Hershey
 - i. Newly updated pages include: Events page - has all the PowerPoint's from the conference. The PSA videos are up and the new calendar is up and functioning. Please add your events to the calendar.
- 3. Newsletter – Trudi Logan (next deadline December 12th).
 - i. There will be a story on the conference and the newsletter will also feature the MET banquet. Should be out sometime this month.
- 4. E-Mail Inquiries – Ilda Hershey
 - i. 15 since the last meeting. Board and council members have helped answer those.
- 5. 2013 Conference Results– Ilda Hershey, Conference Chair
 - i. This year we had 120 attendees. 109 at the lunch.
 - ii. Budget. Our net revenue was \$547.00 and our goal is to break even and have a little padding, so we succeeded there. Our Keynote speaker did not charge us very much, we paid for his hotel and said we'd pay for his rental car, but he has not submitted receipts and Ilda is not sure he is going to.
 - iii. Unfortunately there were no pictures. Joe Carter took many photos, but the camera was misplaced soon after the conference and has not yet been found. Michael suggested next year hiring someone. Ilda did get one photo from Bryce and one from Lynn so we have 2. If anyone else took any photos, please email them to Ilda.
 - iv. There are 100 extra water bottles that we can utilize for the next year. SWANA might be a good place for those. There was discussion of the SWANA conference and the Organic Conference in February. OKRA and SWANA

support each other. Lynn asked about this year's SWANA conference. Ilda said that OKRA usually sponsors SWANA with a \$500 sponsorship. Lynn will get the form and send it to Michael.

6. 2013 Conference Evaluation Summary – Lynn Malley

- i. It was amazing that we had 53 responses. This was incredibly high and very impressive. Because this was sent out on Sunday night after the conference, we got not only a high response, but tons of comments. Lynn thought this strategy is why it worked.
- ii. Discussion of comments received:
 1. PowerPoint's required? We do not think this should be a requirement.
 2. Split session? We liked it overall. Because it was only done for one session.
 3. There were many good suggestions listed for futures conferences. Medical Waste, Product Stewardship Institute would be great.
 4. Michael said we could perhaps to a webinar using Fuzebox to talk on some of these issues before the next conference. We will look into it.
 5. Ilda specifically asked the caterer for the farm and what the item was so that we could know. We are spending \$40-\$43/ per person for food cost. If we have more people the cost per person will go down, but we might need to think about that.
 6. 60% of people did not want to have the conference in Stillwater again next year. Does UCO have room for this size conference? We will look into it. Norman Weather Center is another possibility and we could do a tour of the Norman compost facility. Michael said we continue to ask various sources on where to host the conference.
 7. Lynn would like to see more tribal presence at the conference.
 8. Lynn asked if we are ready for a 2 day event? Michael said many other state's conferences are a two day event. This is something the conference committee can discuss for next year.
 9. Lynn is going to send out a follow-up to see if people have moved forward on any ideas they took away from the conference.
 10. Ilda will send out a list of the attendees to everyone.

V. Old Business

A. Status of by-law revisions(Garmon Smith)

- a. No change.

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

- a. Traci and Michael talked to an attorney in Tulsa that they have worked with before and were given a quote of \$2500.00 that could have everything done in March. Traci would like to get an additional quote before we move forward.

C. M.e.t. ARD Banquet (Michael)

- a. Many OKRA members attended. It was a great time! OKRA is a sponsor. Ilda was an award winner. Congratulations to Ilda. Michael would like OKRA to be more involved in helping with nominating people for the awards.

D. Women in Government Presentation (Traci)

- a. Traci was working on this, so this was tabled.

E. Partnering with DEQ to provide new recycler list and map (Traci)

a. Traci was working on this, so this was tabled.

VI. New Business

1. Board/Council Member status (Ilda)

- Kristi Shreve has stepped down from the Board to the Advisory Council. Chris Daniels has asked to have the Goodwill Representative changed to Bob Carman

2. Nominations Committee (Tracy)

- Tracy Horst is the chair

▪ Ilda would like to make the following recommendations:

- Bob Carman to replace Chris Daniels
- Add Joey Dunlap from Republic
- Move Lynn Malley from advisory council to board
- Ask Julie Henry if she would like to join the board American Textile Recycler, we have locations in 12 states.
- Some at-large board members have never attended and perhaps some house cleaning is needed.
- Kathy Moore and Robert Pickens have agreed to be on the nominating committee. Garmon will be happy to serve as well. So the by-laws are met, it states 4 members of this committee. Tracy will work on these and send them out to everyone for the nominations process.

3. Julie asked what OKRA usually does for Earth Day. Michael said we should add the topic of Earth Day to talk about at the next meeting.

VII. Set next meeting date, location & time

February 21, 2014. At the potential site for the 2014 conference (TBD).

VIII. Adjournment

12:33pm