

# OKRA Board Meeting Minutes

Friday February 21, 2014

11:00 a.m. –12:30 p.m.

University of Central Oklahoma, Evans Hall. (and via FuzeBox)

## I. Welcome –Traci Phillips

Roll Call – Sara Ivey

In attendance in person: Sara Ivey, Ilda Hershey, Robert Pickens, Amanda Marcott Thottunkal, Ian Groshong, Julie Henry and Bryce Hulsey

In attendance via FuzeBox: Traci Phillips, Michael Patton, Christine Allison, Diana Askins, Garmon Smith, and Joey Dunlap.

## II. Approval of Minutes – Sara Ivey, Secretary

Traci asked if everyone had a chance to review the minutes. There were no changes. Michael motioned to approve.

Ilda seconded

Motion passed

## III. Committee Reports

### A. Membership Committee – Ilda Hershey, Chairman

- We have about 36 members for 2014 to date and more coming in. Here are the solicitation efforts so far:
  - Emailed 2013 members on 1/19/14 (n=83)
  - Emailed lapsed members on 1/20/14 (n=110)
  - Emailed OKRA Listserv on 1/21/14 & scheduled for 2/24/24 (n=625)
    - Includes 2013 conference attendees
  - Emailed Board/Council on 2/10/14 (n=43)
  - Emailed OSN listserv on 2/18/14
  - Brochures distributed at conferences by Lynn & Kathy in Jan. & Feb.
- Next solicitation efforts will be to:
  - Forward email notice to other Listservs via board/council: OML; SWANA; County Commissioners; Tribal Environmental Program; ODEQ; OK Green Schools
  - Purchase a Facebook Ad
  - Email 2013 Query makers n=64
  - Specific list of Cities, non-profits and corporations recommended by board/council.
  - Board/Council members to continue to distribute brochures at exhibits, conferences, meetings, special events (ask Sara Ivey for a supply of brochures).
- We did not meet the 2013 membership goal of 120. New goals need to be established for 2014.

### B. Finance – Michael Patton, Treasurer

#### 1. Treasurer's Report

Financials were for the ten week period from December 13th, 2013 to February 20th, 2014. We had a few remaining checks come in from the conference and then have had quite a few checks come in for membership.

- The income for the period was \$4,005.00 and expenses for the period were \$1,936.25.

- We show a positive \$2,068.75 for the period.
- Our ending balance is \$19,713.90
- Our balance in PayPal is \$ 10,430.96. Michael will transfer some of that money to the checking account because we don't have a need for that much money to remain in PayPal

#### C. Nominations Committee – Tracy Horst

Tracy was not able to make the meeting. The nominations committee still needs to meet. No update at this time. Ilda said she has several recommendations for the nominations committee:

- Christine Allison
- Bob Carman
- Joey Dunlap
- Ian Groshong
- Amanda Marcott Thottunkal

Traci said we have already voted to make Amanda a board member at a previous meeting.

Michael asked if it would be possible to get a list of current OKRA Board and Council members.

Sara will get this list together and send it out to the Board and Council.

## IV. Work Groups

### A. Advocacy – Amanda Marcott Thottunkal

#### 1. Advocacy Work Group agenda

- a) The Advocacy group will work to identify environmentally friendly legislators and reach out on behalf of OKRA
- b) Ilda moved to make an OKRA twitter account that Amanda will create and manage on behalf of OKRA. Sara seconded. Motion passed.
- c) Diana moved to create an Advocacy page on the OKRA website, Amanda will create and update it as needed. Garmon seconded. Motion passed.
- d) The advocacy workgroup will review and keep track of the progress of legislation that affects OKRA. Ilda suggested that Amanda talk to Melissa Adler-McKibben about the e-cycling bill for background information.
- e) The Advocacy group will begin planning a capitol day for February 2015. Amanda will contact Ellen Bussert who did a lot of the planning for the last event.
- f) Amanda would like to see OKRA get 1,000 likes on FB. She offered suggestions on how to make this happen such as temporarily making board and council members administrators so that they could each invite their friends to “like” OKRA. Ian said there is an app for scheduling future FB and Twitter posts so that you can schedule a whole bunch to go out at various times. He will get that information to the group.
- g) Amanda will send out an email to see if anyone else is interested in serving on the advocacy work group.
- h) Amanda asked if OKRA is interested in writing any bills at this time. Bryce suggested a bottle bill.

#### 2. Possible Bills of Interest to OKRA

- i. SB255 – Retail Electronic Waste Collection Act. – Amanda will talk with Melissa Adler-McKibben about this bill
- ii. SB1167 – Rules by EPA would not be valid in Oklahoma. This is out of OKRA scope of focus.

- iii. SB585 – Recycling Hazardous Waste – Bryce thought there was already one in place. He will check with Dianne Wilkins and get back to Amanda.
- iv. SB1441 – Recycling Initiatives. This is a bill that OKRA worked on with the glass industry. The advocacy workgroup will pursue this bill.
- v. HB2556 – Tax credit for new recycling facilities. Micheal said this bill came out of discussions with DEQ. The advocacy group will pursue this bill.

B. Education – chair vacant

- 1. Education Chair vacancy – Ian Groshong has been asked by Chris Knight to replace him on the OKRA Board. Ian is also willing to take over Chris’ duties as Education chair. Julie Henry and Sara Ivey said they would be happy to sit on the education committee with Ian.
- 2. Recycling Award for Schools recognition
  - a. Status on Roff presentation – Garmon Smith. Garmon has not requested a check from Michael yet. He will. Then he will make the presentation to Roff.
  - b. Status on Morrison presentation – Lynn Malley. Lynn reported that she was never able to coordinate a presentation for Morrison High School, but Micheal did mail the check to them.
  - c. Status on Owasso presentation – Michael Patton. Michael said he has not made a formal presentation yet, but he has contacted the school to let them know they have been selected and said he received numerous thank yous from teachers and students.
  - d. Timeframe for next Green School nominations. The education committee will meet to discuss the frequency, location distribution, and grade level distribution of previous winners. They will decide if there should be a formal nomination process.
- 3. 2014 PSA Contest. Ian will get the 2013 information from Chris to begin planning the 2014 contest.

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

- 1. Joey reported that he and Tracey are meeting next week and will have something to report at the next meeting.

D. Materials Exchange – Michael Patton, Chair

- 1. Michael has no report at this time. He will call Christine Allison later this afternoon to talk.

E. Communication/Outreach

- 1. Facebook update –
  - i. Tracey and Diana will continue to post and Amanda is now an administrator and she will post too. Diana suggested everyone solicit OKRA membership through your personal Facebook accounts.
- 2. Website – Ilda Hershey
  - i. Newly updated pages include: Ilda added workgroup descriptions to the webpage. Ilda asked OKRA members to please add your earth day events to the ORKA calendar.
- 3. Newsletter – Trudi Logan please send any newsletter articles to Trudi. The next deadline is March 3<sup>rd</sup>.
- 4. E-Mail Inquiries – Ilda Hershey

i. 10 since the last meeting. There were a total of 64 in 2013.

5. 2014 Conference

- o Potential dates are Thursday, October 9<sup>th</sup>, Tuesday October 14<sup>th</sup>, Wednesday, October 15<sup>th</sup>, or Thursday, October 16<sup>th</sup>. Please let Ilda know if there are any conflicts on any of those dates.
- o Ilda has been looking into possible venues in the OKC metro area. She has narrowed it down to:
  1. UCO – Nigh University Center
  2. OSU-OKC – Student Center
  3. OU – Memorial Union
  4. National Weather Center in Norman
- o Ilda and anyone who wants to look at Nigh can do so immediately following this meeting. Ilda will tour OSU-OKC and OU this afternoon.
- o Ilda said she is working on the keynote speaker The Product Stewardship Institute

V. Old Business

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

a. No change.

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

a. Traci and Michael talked to an attorney in Tulsa that they have worked with before and were given a quote of \$2500.00 to do the application process and an audit for us. Ilda moved to approve up to \$2,500.00 to be spent on hiring the attorney Micheal has recommended to work on getting our 501(c) (3) status. Garmon seconded. Motion passed.

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

a. Traci had some conversation with Fenton yesterday and Fenton is going to follow-up with Lynn on this topic.

VI. New Business

1. Earth Day 2014 – there was discussion about what OKRA does for Earth Day. Many OKRA members are busy doing activities for their individual organizations that day, but members are encouraged to take OKRA brochures with them if they have an exhibit to help promote ORKA at earth day events. Please add your events to the OKRA website calendar and you can share your events on the OKRA Facebook page.

VII. Set next meeting date, location & time

Friday, May 2, 2014 via FuzeBox 11:00-1:00.

VIII. Adjournment

12:38pm