

# OKRA

## Oklahoma Recycling Association Board Meeting Minutes

11:00 a.m. – 1:00 p.m.  
April 1, 2011

707 N. Robinson, DEQ  
Oklahoma City, Oklahoma

Present: Tracy Phillips, Melody Martin, Susie Derichsweiler, Michael Patton, Ilda Hershey, Brian Figgins, Robert Pickens, Ellen Bussert, Kristi Shreve, Diana Askins, Melissa Adler-McKibben, Robert Pickens, Chris Feeney, Martin Whipple, Brian Figgins, Dianne Wilkins, Tracy Horst, Chris Knight, Bryce Hulsey, David Greisel, Kath Moore, Jide Famuagun, Chris Knight

Telephone: Cindy Tether, Larry Wright, Jim Bologna, Chris Daniels

Not Present: Garmon Smith, Marc Jensen, Melinda Mulcare, Patty Overman,

I. Welcome – President Tracy Phillips began the meeting with introductions. She had everyone introduce themselves. She welcomed the new board members and began the meeting.

II. Approval of Minutes - Secretary Ellen Bussert passed out the minutes from the January 28, 2011 meeting. They were approved as submitted.

III. Committee Reports

A. Membership Committee Report – Ilda Hershey, Membership Chair gave the following report.

Hershey reported that she sent targeted 2011 membership invitations to these groups: the OKRA listserv, 2010 members, 2009 members, 2008 members, K-12 recycling coordinators, RC&D offices, individuals as recommended by board (42 contacts from Traci Phillips). So far, OKRA has 72 paid 2011 members at a total of \$5,741. [At the end of 2010, OKRA had 81 members at a total of \$4,333.]

Hershey has added corporate, non-profit and government 2011 members to the website homepage and will send their thank you letters and certificates next week. New board members have been added to the “About Us” page; they will be announced to the listserv and added to the next newsletter.

Finally, Hershey distributed a copy of the 2011 member list and asked that all board members check to make sure they are current. She will send a message to ask listserv subscribers to add a link to us on their own websites.

B. Finance Report – Patton

Patton reported that the financials for the nine week period from January 29th, 2011 to March 31st, 2011. Income for the month period was \$3,550.00 and expenses were \$1,095.89 for a change of a positive \$2,464.11. Our new balance in the bank and in PayPal is \$12,508.77

These financials reflect the OGE 2010 seminar sponsorship that was not listed on the last financials. It also includes the Woodward CVB and two other individual memberships left off last month.

Patton talked to IRS yesterday to check on OKRA's application for 501 (C) 3 status. They told him our file was empty and that OKRA had to start over again. Patton requested that he resend the information we sent at their request 5 months ago and they said yes. Patton faxed the information that was given to IRS at their request 5 months ago. OKRA's application is still pending.

A discussion was held on problems that were being reported with using OKRA's FEI – number. Specifically, the Choctaw Nation had problems using the number. However, the Choctaw Nation got the issue resolved. The group was not able to identify and other current problems with the use of OKRA's FEI number.

#### IV. Work Groups:

##### A. Advocacy

Phillips asked Bussert to give a report on 2011 Pending Legislation. Bussert said that she was not able to give a report because, not knowing she was going to be asked to do a report, she had not done the research. Jim Bologna talked about Senate Bill 591 which is the Container Deposit Refund legislation.

Bologna reported that it is currently in a House Committee. He said the bill can stay active for 2 years.

Bologna's group is going to continue to work with the process. Asked OKRA to hold position statement the lobbying group is ready. He asked if anyone had any questions.

Patton asked if it passed Senate unanimously, and then was sent into house rules committee. Bologna said yes. Phillips thanked Bologna for the information. She said that OKRA appreciates the amount of effort that has been invested in passing this legislation and that OKRA will not go against the group.

Hershey passed out the draft OKRA statement of support for the Container Deposit Refund legislation. Figgins said that he is trying to make it generic. He said the Advocacy Committee plans on holding it until it are time. Figgins said he wanted us to focus on the supporting statement. He asked us to consider if the points are as polished as we would like them. A suggestion was made that in the press release, the word should be changed to "compete."

Hershey said that since the position statement is so general, she supports that it be posted on the OKRA website right now. She said that we don't have to send it out, but should let people know our philosophy. The group was in agreement. Patton said he congratulates the lobbyists for their progress and that they have gotten farther than anyone else. The Board thanked Brian Figgins and Ilda Hershey for all the work they have done on drafting a position statement and press release.

A motion was made by Michael Patton that OKRA adopt this as official policy and hold it until the time is right. This would allow lobbyists to do their work. Martin asked if this meant that can we still polish the language as needed. Figgins said yes, but it still needed to be just 2 pages. Patton said that he believes we are going to need to review our policies all the time and keep them updated on the website.

Hershey made a second to the motion. The motion was approved.

Figgins continued and talked about the press release about the Container Deposit Legislation. He said that the group needs to fill in the blanks on the press release, mostly quotes. He said that OKRA probably only has one shot to get out the press release. Phillips asked Figgins if he had a list to send it to. Wilkins said that she has some contacts to send out, and could provide that information. She suggested that we target the business section of the newspaper. DEQ has contacts at Oklahoman and Journal Record in the business

section. She thinks the environmental section is okay, but that OKRA really needs to inform the business sector. Whipple asked if this will also get people to upset with OKRA. A short discussion was held on that thought. Phillips asked the question of how OKRA was going to release it. Patton and Wilkins will get Bussert a list of contacts and she will e-mail release. Hershey brought up the point that when the time is ready, OKRA will also need a cover letter for the legislators.

It was brought up that on the news release, there would need to be a contact person. The group asked if it should be Jim Bologna. He said he would check with Steve Edwards that he thought the calls should go to him. It was decided that not all calls would need to go to Steve Edwards, and he would end up doing call assignments. Bussert said she would be the contact and send calls to appropriate people. Phillips conclude by saying that the Advocacy workgroup will continue to work on the statement and press release. Brian Higgins was appointed (volunteered) to be the chairman of advocacy work group. Figgins said that he will work on a cover letter. Melissa Adler McKibbin volunteered to be on committee. Phillips asked to see general letter before it is released. Phillips and Bologna thanked everyone.

## B. Education – Bussert

1. Bussert said that she felt like she should resign from leading the PSA Contest Committee. With OKRA growing, she had more then she can do to keep up with the board secretarial duties. Chris Feeney said that he would take on this project. Melody Martin and Diane Askins volunteered to be a part of the committee. Patton had Bussert go over what steps the chair to do. Diane asked if it would go out to Green schools. The answer was yes, it will. Askins asked if master recyclers can be involved with work groups. The group answer was yes. Figgins also suggested the Tech Centers be included. He also asked about U tube channel. He will look into it, but he wanted an OKRA e-mail address. Someone asked if past winners videos were posted to the U tube channel. The response was not that anyone knows, however we can also look into it. Patton suggested new e-mail address.

2. A discussion was held about recognizing green schools in Oklahoma and giving awards. Patton said today we were going to look for our first school. Askins nominated Webster High School, Tulsa, OK who is part of OK Green School program. She said that they are having a “green” night in April, doing energy audits, have recycling bins and planting trees.

Here is the procedure that was developed at the meeting.

### Procedure for selecting Green School

1. Board identifies and discuss at meeting. A motion to select should be made and a vote taken. The treasurer and the newsletter editor should be notified if they are not present at the meeting.
2. A person will be assigned to do write up and take picture for newsletter. The information should be sent to newsletter editor.
3. Check written to school and delivered by OKRA member.

Patton made motion that Webster High School be given an award and highlighted in the next OKRA newsletter. Figgins second the motion. Motion approved.

Askins volunteered to write up details for award. Patton suggested that we move the recognition of schools around the state. He said that if it is a high school this time, maybe it should be an elementary school next time. He suggested that the recognition be representative of all the good green happenings around the state.

Martin asked if Webster was an OKRA member. She recommended that the contact person be given a \$5 member. It was agreed.

### C. Market Development

Phillips gave an overview of the history of this workgroup. She talked about trying to develop markets from an industry perspective. Also increase use of recycled content in manufacturing. Patton gave a report about what he learned in a regional meeting in Dallas. He found that most states work with their commerce department to recruit industries. The state commerce department is also a formal part of their state recycling association. Patton suggested that if our plea for recycling jobs be constantly heard, it will help make it a reality. We have never had a committee do this very well. Phillips asked if anyone was interested in chairing this work group. Martin Whipple volunteered to chair the market development workgroup. Kristie Shreve said that she is interesting in being on the committee. Patton will sit on the committee. Hershey is to give Whipple information on how to use the list serve. Bussert give them information on how to do a conference call. Cindy would be interested in helping too.

### D. Materials Exchange

Patton asked if anyone at DEQ was doing Materials exchange. Wilkins said no. Patton gave a brief history of concept . . . kind of like e-harmony for waste. Wilkins said DEQ tried, but could not sustain it. That is why the DEQ joined a regional effort. On OKRA website there is a link to the regional exchange. Chris Knight said that he would be work group chair for materials exchange. Hershey is to get background information to Knight. It was suggested that information be sent out on a monthly basis to list serve. Phillips said the more people know about it the more it will be used.

### E. Communication/Outreach

#### 1. Website – Patton

Patton said that he did a research study and OKRA was not in the top million websites used. That means we have less than 300 hits. He and Derichsweiler are brainstorming to see how we can get people to know about it. Derichsweiler will send out our info to list serve, probably in May. Wilkins said that we need to have more links that are useful to public. Phillips said one of the things OKRA can do is look at business members linking back to OKRA. The question was asked ss OKRA on Face Book? Can we form a face book committee? Patton, maybe we could set up a list of 5 administrators. Figgins will take on the face book project. Others who volunteered to help are Chris Knight, Michael Patton, Diane Askins, Ilda Hershey, Jide Frougman and Ellen Bussert.

#### 2. OKRA Newsletter

Logan sent a report that the next issue would be in June or July. The group brainstormed on articles for the next newsletter. The article ideas included: Webster High School, OKRA on Face book, 2011 seminar, PSA contest. KAB, new Board member, work group opportunities, move to revamp to plastic recycling code (Patton knows source.)

Patton suggested we add people to a newsletter committee to help current newsletter editor, or hire someone to do it. Put it on the agenda for next meeting. Logan has done a great job, but her work responsibilities also take time. Really have a discussion about it. What we do is great, but we can do better or more. Maybe we should publish more than three. It is mostly an e-news letter, collect and lay out newsletter. Askins said she would like to be involved in newsletter.

### 3. E-mail Inquiries – Hershey

Hershey reported that there were 17 e-mail inquiries since the last meeting. She said that she tries to answer the best that she can. As board members and council advisory members, she also tries to copy a board member who might help with the answer. The board all agreed to help with responding. Phillips made a request to everyone that they participate when they get a copy of the inquiries. Horst suggested we publish on FAQ in each newsletter.

### 4. Earth Day Events

A discussion was held about OKRA members participating in Earth Day events and representing OKRA. There has been an OKRA Booth at Enviro Expo, sponsored by the M.E.T. Patton gave an overview of the event and the target audience. Bussert will attend a booth this year for OKRA. Patton will contact Pepsi and see if they can have a “dream machine” on sight.

Other events that were mentioned included: the OSU School of Business is sponsoring a Sustainable Enterprise Conference, City of Miami – Chamber is doing an environmental event. (If anyone is interested in participating contact Phillips). Derichsweiler is exhibiting at the OSU OKC Earth Day Event. Patton said that if you go to MET Recycle web page you can see a long list of earth day events.

### 5. 2011 OKRA Recycling Seminar

Hershey passed out 2011 Seminar Program ideas. She will e-mail the list to everyone. She said that the topic ideas mostly came from past evaluations. Potential keynote speaker ideas came from Fenton Rood for Constance Guinn from Wal-mart. Rachel Perry is another option. Hub and spoke system for rural areas to recycle in Texas and started to expand into southern Oklahoma. Patton also suggested the group Recycling Across America, come talk about their campaign to change the plastic coding to be more reflective of what is recyclable and what is not. Wilkins suggested a session in getting people to recycle. Hershey said she definitely needs people who would be good speakers.

Other people on the Seminar Planning Committee are Robert Pickens, Brain Figgins, Susie Derichsweiler, Kathy Moore and Ellen Bussert.

Someone mentioned that New Mexico Recycling Association sent out a call for abstracts. Hershey asked if she should send out a call for abstracts. No decision was made. The board requested that Patton to do a markets session. Hershey says more information is to come.

## V. Old Business

### A. Status of OKRA joining Keep America Beautiful

Patton reported that OKRA has officially joined Keep America Beautiful (KAB) at a cost of pent \$400. KAB now has a major function in promoting recycling in Oklahoma. KAB has taken over recyclemania and school

events America Recycles Day events. OK is state number 19 to join. OKRA joined because they are giving away recycling bins and our projects would be eligible to apply for them. Good news is that now that OKRA has joined KAB will give more dollars back to Oklahoma. They will be giving us \$2,000 back. If OKRA spends the money on promotional items, KAB will match the purchase.

OKRA is member of RONA (Recycling Organization of North America) and KAB.

#### VI. New Business

##### A. Newsletter ad sale policy

This item was tabled to the next meeting.

##### B. Advisory Council and Workgroup leaders

Advisory workgroup leaders were identified in the process of the meeting.

#### VII. Next Meeting

The next meeting for the OKRA Board was set for Monday, June 6<sup>th</sup>. Location will be in Stillwater, Oklahoma. Chris Knight will make arrangements. The meeting will be from 11:00 – 1:00 p.m.

The meeting was adjourned at 1:00 p.m.