

OKRA

Oklahoma Recycling Association Board Meeting Minutes

11:00 a.m. – 1:00 p.m.
June 6, 2011

723 S. Lewis, City Hall Room 2073
Stillwater, Oklahoma

Present: Melody Martin, Melissa Adler-McKibben, Diana Askins, Ellen Bussert, Susie Derichsweiler, Jide Famuagun, Chris Feeney, Brian Figgins, Ilda Hershey, Tracy Horst, Marc Jensen, Chris Knight, Trudi Logan, Michael Patton, Robert Pickens, Kristi Shreve, Garmon Smith, Martin Whipple
Absent: Chris Daniels, Kathy Moore, McLinda Mulcare, Patty Overman, Traci Phillips, Cindy Tether

I. Welcome – Melody Martin, Vice President

Martin opened the meeting by thanking Chris Knight for making the arrangements for the board to meet at Stillwater City Hall. She said that she was pleased with the attendance and thanked everyone for coming. Martin explained that Tracy Phillips was unable to attend the meeting.

II. Approval of Minutes from April meeting – Ellen Bussert, Secretary

Bussert presented the minutes from the April 1, 2011 OKRA meeting. Correction was made to delete the duplicate names in the attendance portion. Patton made a motion to approve the minutes and they were seconded by Susie Derichsweiler.

III. Committee Reports:

A. Membership Committee – Ilda Hershey, Membership Chair

Hershey reported that OKRA currently has 74 members. She said that she would like to do another membership drive with the advocacy members to get more corporate members. She will be working on it and report back. She said that of the membership there are 3 Corporate Platinum members, 1 Corporate Silver member, 2 Corporate Bronze members and 8 corporate Basic members.

B. Finance - Michael Patton, Treasurer

Patton sent out a financial summary for the period of March 31st 2011 through June 3rd to the Board on June 3, 2011. Income for the nine week period was \$625.00 and expenses were \$498.97 for an increase of \$126.97. OKRA's new balance for the Paypal, Bank of America and accounts receivable is now \$12,635.74

IV. Workgroups

Advocacy – Brian Figgins, Chairman

Figgins reported that the Advocacy Workgroup is discussing a plan of action. He said that one of their tasks is looking into introducing OKRA to Legislators this year and increasing our profile. The next course of action is to draft an introduction letter. He said that this is already in process. Tentatively, it should be ready the first part of August. Figgins said that the workgroup might ask people to send letters to legislators from their district. In discussion it was mentioned that it would be helpful to create a list serve to the board

members. Derichsweiler volunteered to take care of creating a list serve in regards to Container Deposit Return (CDR) legislation.

Jim Bologna reported about a CDR bill and said it is still a recycling task force and sitting in house rules committee. He believes bill is going to morph into other things. It could still very well be container deposit legislation, but during the summer things could change and he is not sure what direction it is going to take. Owens Illinois and Verallia have each employed 2 lobbying firms to move this concept forward. He said of overall importance is to gain as much recycled content as possible. Container Deposit Legislation is the very best way for beverage container manufacturers to collect the feed stock that they need. He said that there is probably going to be an interim study. He concluded with the best tactic is for OKRA to hold tight.

Bussert ask Bologna if he could identify the opposition. He said the opposition included bottlers like Anheuser-Busch, Petroleum Marketers (Quick Trip, Convenience stores) hotel lobby, and the grocery lobby. Basically it is groups that have to change their way of doing business to accommodate container deposits. Delaware just repealed their bottle bill. Where there were 11 states having functioning legislation, now there are 10. Oregon strengthened theirs, collecting more containers, increasing the value of the deposit. Bologna said he continues to send info to the lobby firms about what the other state are doing. It is a long-term proposition and it will take a lot of fortitude to get it passed. The board then discussed the possibilities of hosting a legislative dinner or heavy hors d'oeuvres to talk about recycling in general and Container Deposit Legislation. Consensus is that it is a great way to get in front of decision makers.

Martin asked if there were any updates on the end of the legislative session. No information was brought forward. Hershey thinks the group should serve OKRA at our reception. Is anybody willing to volunteer to contact Faculty House to see what the cost would be? Discussion was held about the time of day. Evening might be best.

Education – Chris Fenney, Chair

Finney said that it was his understanding that the contest would be up and going later in the fall. Bussert apologized for not getting him historical information for the committee and promised that she would do it in the next week. A brief discussion was held. It was mentioned that August would be a good time to advertise. Martin passed around a brochure about a litter video contest sponsored by KOB & ODOT. Patton suggested it should be ready to roll by July 31.

Next there was a discussion about the school that should be featured in the next OKRA Newsletter. Derichsweiler nominated Skyline Elementary. Patton made a motion that we recognize them. Askins asked what the school did that was noteworthy. She asked if it was it more than recycling. It was reported that the kids do recycling at the school and have a drop off center. Martin asked if there were any other nominations, and there were none. Knight seconded the motion. Derichsweiler will write the story for the newsletter and submit it to Logan. Patton will give a \$100 check for Knight to give in August. Bussert will fill out check request form and send it to Patton in August. The check will be mailed to Knight. Martin will see if OGE can make a BIG facsimile check. She thinks kids need to see it to make a big impact.

(The Vice President switched the agenda order. The next item of business was the seminar portion of the Communications/Outreach Report)

Hershey said that the OKRA Seminar planning committee has been working. She said that they have brainstormed and gone back and forth with a lot of program ideas. The process started out with ideas from the Board and previous evaluations. She said that they had to narrow down number of topics to use. A draft program is now available and being used as a tool to continue work on the seminar. The next step is

to have consensus on fee rates for corporate sponsors. She said the committee is considering raising the corporate fee to \$150. They also decided to leave the non-profit cost the same and are considering having a platinum sponsorship level later.

The OKRA seminar is scheduled for the day before OSU fall break. Registrants will get free parking with fee. It was decided that they will extend the lunch time period, but have not decided if it will be buffet line or sit-down (served.) Hershey said that they now have 3 panels, even though they had started with 4. She also said that they have narrowed down the lightening round topics. At this point, the speaker from Wal-Mart has been formally invited.

By the end of the month the Seminar Planning Committee will put out a budget to go out to the entire board. If you need more information go to the OKRA website and then the events page. It will provide information on this year's seminar. Hershey concluded with the comment that she was pleased that the committee was way ahead of schedule compared to last year. Martin thanked her for her report and all of the coordination she has done on this event.

Market Development – Martin Whipple is the new chairman of this work group. He requested information on the OKRA list serve. He asked who is on the committee. The group response was Chris Daniels, Cindy Tether, and Michael Patton. Bussert will look through records and try to send him information on past activities of workgroup.

Materials Exchange – Chris Knight is the new work group chairman and said he talked to some cities about getting the OKRA link posted on their website. He said that he has had some commitments with individuals he knows in City government and that he is working on getting connected with the right people to accomplish this task. Kristi Shreve volunteered to serve on the Committee.

Communication / Outreach

1. Face book page update – Brian Figgins

Figgins reported that OKRA has 63 followers. He said that there are 7 administrators.

2. Website – Susie Derichsweiler

A discussion was held regarding putting current information on the home page of the website and starting to use the website as a source of information. A suggestion was made that a page be made for listing board meetings with information regarding time and location. The group was in agreement.

An inquiry was made about how much the website was really used and a request was made to the board to get the number of hits. Hershey has been keeping the corporate members up to date on the homepage of the website.

3. Newsletter – Trudi Logan

Logan announced that the next issue is almost complete. She said that she has a draft almost ready to send to Derichsweiler for editing. It only needs a little “filler.” Derichsweiler said that the DEQ can print newsletter with a week's notice.

4. E-Mail Inquiries – Ilda Hershey

Hershey will report on those when she is back in Oklahoma and has access to that information.

5. Report on Earth Day Events - Committee

Bussert said that she represented OKRA at the annual EE EXPO which is hosted by the M.E.T. She said that she handed out recycled-content shoe laces. Bussert was very pleased with the amount of interest in

the OKRA booth this year. Chris Webb from PepsiCo was there to talk about the Dream Machine. Smith asked what a dream machine was. Patton simply explained that it was a reverse vending machine. Shreve added that PepsiCo has “fake” (cardboard) dream machine boxes that can be borrowed for special events from PepsiCo.

Susie talked about her OKRA exhibit at OSU – OKC. She said that there were not a lot of people at the event.

Patton said that there were a lot of Earth Day happenings, but not a big OKRA presence at any of them. He said that OKRA needs to start planning to get volunteers and information out to other areas. Martin said she would include OKRA brochures in the OGE exhibit at the ITEC conference in Tulsa. Feeney said that on June 25th he was going to be working the GreEnid Festival and could use flyers, etc. Derichsweiler volunteered to send him materials to use for the event.

Bussert reminded the group that they had access to the Solid Waste Resource Trunks. Most of them were not familiar with them. Bussert will ask Hershey to bring a resource trunk to the next meeting and to send an overview to everyone about the trunk.

V. Old Business

1. Group decided to table the discussion on newsletter ad sales policy.
2. Advisory Council and Workgroups Leaders – tabled until next meeting.

3. AERT Grand Opening – Robert Pickens

OKRA was invited to the Groundbreaking event of the Advanced Environmental Recycling Technology (AERT) facility near Watts, OK and Robert Pickens represented the organization. AERT did a new groundbreaking event on the road to their Plant. He said that there were about 60 people in attendance. For display AERT had constructed a home built out of their manufactured lumber. As a part of the event, they gave a tour of the facility. Lumber manufactured in OK is available at Lowes. Home Depot has the same things but from another manufacturer. Martin thanked Pickens for attending the event and representing OKRA.

VI. New Business

1. Advisory Council and Work Group leaders. A discussion was held about the importance of keeping a summary of what each work group has researched or done in a central place. Bussert said the secretary position was probably the best central point and asked that each workgroup chair send a short summary of meetings interactions to the secretary. In further discussion, it was decided that Bussert and Martin would draft a form to make it simpler and easier.
2. It was request that at the next meeting to put the check request form process on the agenda.

VII. Next Meeting

The next meeting will be held on August 3rd at Room 2073 Stillwater City Hall from 11:00 until 1:00 p.m. Stillwater City Hall is located at 723 S. Lewis, Stillwater, OK.

VIII. Adjournment

The meeting was adjourned at 12:25 p.m.

Respectfully submitted by Ellen Bussert, Secretary