

OKLAHOMA RECYCLING ASSOCIATION

Board of Directors Meeting Minutes

Friday, May 11, 2018

OSU Tulsa, 700 N. Greenwood Ave., Tulsa, OK 74106. North Hall, Room 155

Call to Order: President Horst called the Board of Directors meeting to order at 9:36 a.m.

Roll Call: Those in attendance and constituting a quorum were:

Present: Robert Pickens, Ilda Hershey, and Michael Patton; via phone: Tracy Horst, Sara Ivey, Kara Berst, Trudi Logan and Garmon Smith

Absent: Chris Feeney, Traci Phillips, Jeanette Nance, Maureen Turner

Others Present: Ellen Bussert, Keima Kamara Via Phone: Trent Brewer

Approval of Minutes

MOTION by Hershey:

Move to approve the minutes from the March 9, 2018 meeting.

Pickens seconded. Motion passed without dissent.

COMMITTEE REPORTS

Membership Committee:

Bussert reported that the membership drive was going well.

1. 2018 Membership Drive

We have 72 members as of 5/18/18 with total dues collected of \$5,863.00.

2. Individual Membership Goal. Membership committee decided that other membership levels will be the focus for 2018, therefore there is not goal to increase individual memberships.

3. OKRA Membership is on calendar year from January to December. There is a grace period until March. Membership should start as soon as possible in January. Members that join after the annual conference get rolled over to the next calendar year. Membership software selection was one of the reasons that the membership drive did not start until February this year.

4. Bylaws committee asked membership committee to review membership section of the bylaws. Membership committee thinks OKRA should be a board organization. More information about this later with the Bylaws Committee.

5. Vote on sponsoring exhibit at OML Conference (\$250), table at KOB Banquet, and MET Banquet. We need to decide if board members are going to work these events, or if Ellen is going to be paid to be the OKRA representative at exhibits. Discussion was that for the two Banquets, we will ask legislators to attend as OKRA guests first and OKRA board members next. We want some OKRA Board members at each table to talk about OKRA with the legislators that attend.

MOTION by Patton:

Move to approve up to \$500 for OKRA to have an Exhibit at the OML Conference and pay Ellen to be the OKRA representative and work the booth.

Hershey seconded. Motion passed without dissent.

MOTION by Patton:

Move to approve \$550 for OKRA to purchase at table at the KOB Environmental Excellence Awards and \$500 for OKRA to purchase at table at the MET's America Recycles Day Banquet.

Pickens seconded. Motion passed without dissent.

6. Membership Software Update – Bussert said that she would like the board to approve a year subscription to Wild Apricot.

MOTION by Patton:

Move to approve \$50 per month membership to Wild Apricot for one year.

Pickens seconded. Motion passed without dissent.

ACTION ITEMS: Bussert will move forward with registering for the approved events and wild apricot membership. Bussert will contact OML to see if they would like a presentation on recycling at their Conference. Pickens is willing to present about recycling.

Finance Committee:

1. **Statement of Financial Position** - Treasurer Pickens went over the Statement of Financial Position as of May 9, 2018. Pickens said memberships coming in have been very strong.
2. **Membership by Level Report** – Have our first corporate gold membership from Republic Services. We continue to do well with membership this year. Membership committee is discussing the best way to allow corporate memberships to add additional employee memberships for easier tracking.
3. **Oklahoma Certificate of Registration** - Pickens reported that he successfully registered OKRA with the Secretary of State to do business as a non-profit.
4. **Form 990 Filing** – OKRA’s taxes will be due soon and Pickens plans to prepare the taxes and have the Board review them before he files it with the IRS.
5. **2018 Financial Budget** – Pickens reported that the 2018 Budget is in a holding pattern. He cannot build the budget until he gets more input on what OKRA wants to do for the year. Horst said that discussion of the budget will be added to the Executive Committee meeting for April 5th. Brewer suggested that target goals for each membership level also be discussed.

ACTION ITEMS: Pickens will provide the Board with Account Balance screenshots for all accounts as part of his financial report.

Pickens will prepare the Form 990 and send to Board for approval before filing.

Bussert will add 2018 Budget discussion to Executive Committee agenda for 4/5/18.

Bylaw Committee:

Pickens reported that the Bylaws Committee met and got through several areas, but got stuck on some membership questions, which were pushed back to the membership committee to discuss.

With additional tracking and monitoring required by IRS for voting membership organizations, it was decided that OKRA should move to a non-voting membership organization. Bylaws committee will push recommended changes to the board

Nominations Committee:

The Nominations Committee will continue to work on board recruitment and will have an individual meeting before the next full board meeting. The Nominations Committee will work on board recruitment and hopes to present a slate of board members for the next election period.

ACTION ITEMS: The Nominations and Bylaws Committee will meet again on 4/4/18 and will begin discussions on Articles VI and VII.

Bussert will add Advisory Council role to Executive Committee agenda for 4/5/18.

The Nominations Committee will hold a meeting before the next full board meeting.

WORKGROUPS

Communications/Outreach

A. Conference

1. 2018 Conference Goals

- i. Increase conference profit by 10%
- ii. Measure attendance from non-metro communities
- iii. Increase percentage of female presenters
- iv. Increase participation from legislative body from 1 to 2.

2. Conference Program

- i. Keynote possibilities
 1. Keif Harrison
 2. Susan Collins
 3. David Keeling
- ii. Presenters
 1. Video guy Jeanette suggested
 2. On the Go – Pepsico, Shikobo
 3. Green Schools/School Recycling
 4. Round Table Discussions 1 ½ hours, 15-25 minute rotations with 9-10 tables to choose from
 - a. E-waste
 - b. Product stewardship
 - c. School recycling
 - d. How to volunteer with OKRA
 - e. Simplifying the educational method
 - f. Focus on the 4
 - g. Recycling 101
 - h. Apartment Recycling
- iii. Tours or Workshop Suggestions
 1. Afternoon tour to the MRF we haven't seen in Stillwater and visit your local MRF to happen in October or November and arrange with MRFs on this to happen in different localities. Pick 5 and have a week of tours. One MRF on each day of the week in a different location. Day before and day after as options for attendees.
- iv. Theme Ideas
 1. Wishful Recycling
 2. Curbside recycling, is it right for your community?
 3. Recycling Plastics not so fantastic
 4. Make Recycling Easier Again other pop-culture or current event related theme
 5. Recycling Superheroes
- v. Giveaway Idea

1. Magnet or sheet that has check boxes that you check with the items you can recycle in your community. You fill them in yourself for your market.
- vi. Sponsorships – we are going to change them to make them easier to understand and different from the membership level. Commodities, Solid Waste Hierarchy, precious gems, etc. We will also offer organizations that have a higher sponsorship levels better exhibitor spaces.
- vii. Registrations fees will remain the same this year, since we raised them last year.
- viii. Other suggestion: a wall of photos of bad recycling, worst items ever found at a recycling center or MRF. Then conference attendees can put check marks if they have had it, or vote for their “favorite”, etc. Bussert will send out an email to the listserv with a request of these items, or pictures.

B. Communications

1. **Facebook Update:** Currently have 844 likes. Have not had a lot of questions since the last meeting. Since the end of April we have only had 3 posts. We should post more when people are able.
2. **Website** – Minor maintenance since the last meeting. Membership committee has updated the membership form. Removed fax number and added email. Added a button to the home page that takes people directly to the membership form. If anyone has any upcoming events that you would like to add to the OKRA events calendar, it is easy to do. Add you event here:
<https://www.recycleok.org/oklahoma-events-activities/events-calendar/submit-an-event/>
3. **Newsletter** – Logan will send out the call for articles today and will try to get the newsletter out by the end of the month. Bussert will send the rest of the logos to Logan and the updated membership names.
4. **E-Mail Inquiries** – Hershey reported that she had fielded 15 inquires since 3/9/18.

C. Advocacy– Bussert reported that the committee members are Stephanie, Keima, Michael, Ilda and Ellen.

1. **Non Profit Day at the Capitol.** Bussert reported that Non Profit Day at the Capitol went really well. Several legislators said they received our letter ahead of time. Bussert visited with Senate and House Resource Committee Members, Stephanie visited with people she knew, and Keima visited all the other offices that she was able. Great handout from Center for Non Profits on Advocacy. Brewer will send that to the board. Did a good job of getting our name out.
2. **MET’s Environmental Expo.** Good event that may have led to some new memberships.
3. **New Chairperson.** Bussert reported that our Advocacy Chair, Daniel McCune, has moved out of state, and a new chairperson needs to be identified. Horst will ask Stephanie Giacomo if she is interested. If she is, perhaps Patton can help mentor her in this role.

D. Education– Feeney said the list of past school recycling award winners was sent out by Bussert this week. Feeney has a school in Enid that he would like to nominate – Glenwood Elementary. Hershey reminded the group that we need a brief write-up about the school before they are selected. Ivey said she could do a nomination for Durant Intermediate School. Ivey will do the write-up and email it to the board for a vote. If the board approves, Ivey and Horst can present the OKRA check on 5/16/18 at the OK Green Schools Summit in Durant.

Action Items: Ivey will do write-up for Durant Intermediate and send to the board via email for a vote.

Ivey will have DEQ graphic artists update the OKRA checks and get 5 copies printed to store at various locations around the state.

Old Business:

A. Definition of Advisory Council – This has been complete.

B. Board Retreat – Horst reported that she is looking at late July or early August. Most people would like to do either a Thursday-Friday or Friday-Saturday. After discussion we selected July 27-28th, location and times to be determined.

New Business:

A. Website – The proposal from Red Earth Design to redo the OKRA website was sent to all board members.

MOTION by Hershey:

Move to approve up to \$2,000 for Red Earth to work on the OKRA website redesign, but we will not award the work until we define what exactly on the proposal we want them to do and establish a timeline. Pickens modified the motion to approve up to \$3,200 for the webdesign and establish a task force that will review the Red Earth proposal and define what we want them to do and a timeline within 100 days. Taskforce Ilda, Trent, Robert, Ellen. The taskforce will work via email. Patton seconded. Motion passed without dissent.

Action Items: Bussert asked Sara to make 500 more OKRA business cards.

Next Meeting: July 13th in Ada. Details to follow.

MOTION by Pickens to adjourn the meeting.

Hershey Second. Motion passed without dissent.

Meeting adjourned at 11:25 a.m.

Minutes submitted by Secretary, Sara Ivey. June 14, 2018