



OKLAHOMA RECYCLING ASSOCIATION

Board Meeting Minutes

Friday, January 21, 2022

- I. Welcome** -Megan Waters called the meeting to order at 10:06 a.m.
- II. Roll Call and Approval of Minutes** -Zoom: Michael Barton, Crystal Bennett, Kara Berst, Tracy Horst, Sara Ivey, Jeanette Nance, Michael Patton, Eric Pollard, Amanda Scofield, Bret Scovill, Paul Street and Megan Waters. Ellen Bussert and Shavara Johnson-staff. The Technical Advisory Council present via zoom were Zach Benedict, Jon Barton and Bobby Schultz
- III. Approval of Minutes** Michael Patton made a motion to approve the minutes. 2nd Jeanette Nance. Motion Passed.
- IV. Report on the 12-2-21 OKRA Retreat**
- Priority of Goals for 2022**
1. Membership
 2. Communications
 3. Financial stability
 4. Education
 5. Advocacy
 6. Organizational Development
- See Board Retreat notes attached.
Michael Patton made a motion to accept the 2022 OKRA Goals. 2nd Sarah Ivey. Motion Passes
- V. Committee Reports**
- A. Finance Report**
Sara Ivey reviewed the financials. We currently have a balance of \$25,334.60 in Bank of America and Pay Pal. Net Income YTD is \$18,047.84.
Sarah also reviewed the end of year financials.
Jeanette Nance made a motion to approve the financial report. Traci Horst 2nd. Motion passed.
- B. Nomination Report**
Tracy Horst has set a meeting with the nominations committee to discuss the process and timeline of adding to board members.
We have accepted the resignation of Josh Boyer.
- C. Membership Report**
2022 Membership committee: Michael Barton, Keima Borsuah, Kelly Bronnenberg, Ellen Bussert, Laura Green, Chris Knight, Bob Masterson, Michael Patton, Eric Pollard and Bret Scovill.
Each One, Reach One campaign- Membership Drive Jan. 1- Feb. 28th.
Please send any lists ideas to Ellen Bussert for membership targeting.
- D. Conference Committee**
The OKRA Conference Committee met in January and discussed dates and locations for the 2022 OKRA Conference. The committee had done research about having it at the Chickasaw Cultural

Center in Sulphur. However, another option, the Chickasaw Retreat Center might be a better option. The committee is going to check into it. Bussert throughout the potential dates of Sept 29 or 30th or October 6th or 7th. Consensus was a one-day conference would be best. It was also recommended that we check out the football schedule before a date is selected. The committee will be meeting again soon and bring back more information to the board. The committee will continue to work on a theme and developing a program.

Group Sponsorships/Memberships

Motion to approve sponsorships on an Annual Basis was made by Crystal Bennett and 2nd Tracy Horst. Motion passed.

Michael Patton made a motion to join National Recycling coalition for \$1000 membership. 2nd Traci Horst. Motion passed.

Michael Barton made a motion to join the OK Center for nonprofits advocacy. 2nd Jeanette Nance. Motion passed.

VI. Work Groups

A. Advocacy- Chair Michael Barton said there was nothing to report.

B. Communications /Outreach- Jon is working with OSU to find effective ways for us to utilize social media. i.e., Tik Tok
To draw a younger crowd.

1. Facebook- Shavara reported that we will use the OSU focus group information to push and tailor our social media to direct more traffic to OKRA. 11 graphics posted on Facebook and Twitter.

Posts: 23

Post Reach: 1,990

Page Views: 25

Likes: 3

2. Twitter

Tweets: 21

Following: 367

Followers: 174

3. Instagram

Followers: 200

Following: 205

Reached: 138

Engaged: 30

Posts: 11

Videos: 3

4. Website

T-shirt promotion Sale, Holiday theme ideas, Newsletter

5. Newsletter

Shavara published the January newsletter.

6. E-Mail Inquiries

Inquiries: 6

7. List Serve

Posts: 14

C. Education and Outreach - Sarah Ivey reported we will have 4 Lunch and Learns for 2022. We will be hosting a glass Lunch & Learn and a contamination Lunch & Learn in March/ April. We will have Social House once a quarter in 2022 including sponsorship, social time, speakers, and discussions.

- D. **Product Stewardship** 2022 Goals See attached.
- E. **Glass Work Group** 2022 Goals See attached.
- F. **Materials Exchange** 2022 Goals See attached. Zach Benedict has volunteered to assist with Budget Goals.
- G. **Composting** No Update

VII. **Upcoming Work Group Meeting with OKRA President.** Bussert said that President Keima Borsuah will be scheduling a meeting with all of the work group and committee chair the end of February or beginning of March. It is a part of OKRA's organizational goals.

VIII. I **SWANA Conference - March 29-30**
We will exhibit.

X. **USEPA**
The National Recycling Strategy Report is out. A link to the report is on the OKRA website

X. **Okra Branding Update.**
Ellen purchased several shirts to fulfill our obligation on the last shirt promotion.

XI. **Old Business**
There was no old business

XII. **New Business**

Amanda announced volunteers for recycling are needed at the OKC Memorial Marathon on April 23-24

XIII. **2022 Meeting Dates of note:** May 20th at TRT/Education Room and Sept. 16th OI Glass Plant
Next Meeting
March 11, 2022 via Zoom.

XIV. **Adjournment**
Jeanette Nance made a motion to adjourn meeting at 11:49 a.m. 2nd Tracy Horst. Motion passed.



OKRA 2022 Product Stewardship Committee Goals

1. Meet as a group to discuss additional efforts
2. Continue to promote OMSDC (Oklahoma Meds and Sharps Disposal Committee)
 - a. Promote DEA Takeback Days on social media
 - i. 2 Facebook Lives: April 27th and October xx
 1. Jeff Himes: jeffrey.c.himes@usdoj.gov
 2. Other organizations planning events
 - b. Promote pilot sites
 - i. newsletter, list serve, social media, website
1. Revive mercury thermostat recycling program with Covanta and Locke Supply
 - a. Greg Phillips [<GPhillips@covanta.com>](mailto:GPhillips@covanta.com) "We have funds in the budget to promote the program, but it looks like we need to revive it overall."
2. Promote community recycling opportunities
 - a. On-going & special events for E-waste, tires, HHW, etc.



NOTES

OKRA Board Retreat December 13, 2021

1. Financial Stability

Historical Source of income - was suggested that we compile a list of where the funding has come from in the past. It will help us look at possible sources of income for the future. Treasurer Sara Ivey said she works on financials about 5-6 hours a month.

No finance committee, no budget committee. Maybe OKRA should consider establishing them. Maybe OKRA should have an assistant treasurer?

2. Membership

Membership base was not expanded. Challenge, board members did not recruit new members. Very little participation in Each One, Reach One campaign.

3. Education

Education - Lunch and Learns were very successful. Possible topics for the future:

- Recycle on your own
- Textiles
- Upcycle glass
- Disposition of trash start backward (glass)
- Recycling from a rural perspective - collect and drop off
- What can you recycle? Weird stuff
- Inner workings how MRF's work
- Glass -where materials come from
- Aluminum - where we get bauxite from
- Why recycle aluminum
- E-waste - Traci Phillips talk
- OCC in high demand - how we need to get more to plant
- Recycling cigarette butts - company that turns them into benches
- To bag, or not to bag- not in single stream
- How recyclable materials impact our economy

- What is a landfill, when will we need new ones?
- Interview CEO from Utopic Plastics
- Batteries
- Mandates of legislation and what the process is
- Effective presence at the Capitol
- Compost - how
- Equipment Recycle
- Plastic film - what recycles, what doesn't
- Recycle Equipment
- Optical sorter tour
- Paper / cardboard recycling
- Take misinformation off google and You Tube
- "OKRA" certified goal

4. Advocacy

Participate in Day at the Legislator

- o Go and talk to Legislators
- o Send introduction letter before
- o Follow up letter
- o Offer to be a resource

Goals for 2022

- Maintain finances
DEQ grant application for FY23
- Double membership - 15 new members
Each board member to bring in new person in the next 90 days
Facebook - donate button
- Advocacy
3 contacts with every legislator: hand shake, letters
Measurable contract with elected officials
- Education
- Communication
- How will we "add Value"
- Committees set goals
- Be members of the NRC