



OKLAHOMA RECYCLING ASSOCIATION MINUTES

Board of Directors Meeting

January 20, 2023 @ 10:00 AM – Virtual (Zoom)

President called the Board of Directors meeting to order @ 10:00 AM on Zoom. Those in attendance and constituting a quorum were:

Present: Michael Barton, Zach Benedict, Crystal Bennett, Kara Berst, Keima Borsuah, Tracy Horst, Sara Ivey, Trudi Logan, Bob Masterson, Jeanette Nance, Michael Patton, Eric Pollard, Amanda Scofield, Bret Scovill, Paul Streets, Megan Waters.

Absent: Chris Knight

Others Present: Bobbie Schultz (Guest), Jerry Schurber (guest), Ellen Bussert (Staff), Shavara Johnson (Staff)

- I. Welcome and Introductions – Keima Borsuah, Past President
- II. Roll Call – Paul Streets
- III. Approval of Minutes (November 4, 2022) **Motion to approve the November 4, 2022 minutes by: Sara Ivey - Seconded by: Tracy Horst**
- IV. OKRA Technical Council – review status of members, recommend new members.

Diana Askins, Tulsa Master Recyclers (volunteer training & management)
Kristeena Blaser, University Recycling
Kelly Dillow, Oklahoma Compost and Sustainability Association (OCASA)
Matt Faulkner, City of Stillwater (glass recycling, drop off centers)
Chris Feeney, Keepin' Enid Green (curb side recycling)
Bryce Hulsey, OK Dept. of Env. Quality (OK recycling vendors / markets) ``
Julie Maher, Ardmore Beautification Council (beautification)
Natalie Mallory, Full Sun Composting (composting)
Traci Phillips, Natural Evolution Inc. (electronics recycling)
Robert Pickens, American Waste Control (Operations, Acquisitions, Marketing, Sales, Education, Transportation, Website Design)
Fenton Rood, Retired OK Dept. of Environmental Quality (solid waste/recycling)
Jerry Schuber, City of Broken Arrow, (solid waste & recycling programs, hauling and transfer)
Garmon Smith, Ada Recycling Coalition (Product Stewardship Champion)
Larry Wright, Western Oklahoma (rural issues)

- V. OKRA 2023 Goals

The board reviewed OKRA's 2022 Goals. A discussion was held about how to craft the goals for 2023. It was decided that the Executive Committee would meet and review the 2023 goals and bring them back to the board.

OKRA 2022 Goals

1. **Membership:** Expand the membership base and network of the organization by involving and encouraging current members to bring onboard new members in an “Each One, Reach One” campaign. Each Board Member should recruit a new member by March 31.
2. **Communications:** Increase the visibility and awareness of the organization by utilizing Facebook Live and/or other social media platforms to allow viewers to experience live events, tours, interviews or Q&A sessions. Engaging with viewers in real time and/or have ongoing conversations after the live streams have concluded. Make OKRA’s YouTube channel a resource by creating educational videos and recycling documentaries featuring cities, companies, schools, institutions and individuals making a difference in their communities.
3. **Financial Stability:** Maintain the financial sustainability of the organization by achieving budget neutrality in 2022 due to the challenging times of the Covid 19 pandemic. Request funding support from ODEQ for FY 23. Add a donate button to Facebook.
4. **Education:** Provide lunch-and-learn opportunities to increase knowledge on various recycling related topics. Research and update the OKRA website with the number and location of recycling related jobs in Oklahoma, the number and location of Oklahoma companies that use recycled feedstock to make their products (including if any of that feedstock comes from Oklahoma recyclers), and a list of Made in Oklahoma products that have recycled content.
5. **Advocacy:** Educate, empower and inspire members, elected officials and the public by continuing to provide and update resources on waste reduction, recycling, reuse and sustainability.
6. **Organizational Development:** Track organizational progress and improve leadership by conducting two in person and/or virtual meetings in a 2022 with the heads of work groups, standing committees, and champion causes. During the first meeting, discuss work-plan and strategies to address current goals. During the second meeting, discuss success stories and challenges. Organize a ~~virtual~~ board planning retreat to discuss goals and priorities for the next year.

VI. Committee Reports

A. Finance – Sara Ivey / Zac Benedict

Financial Report Approved – Motion by: Crystal Bennett – Seconded by: Jeanette Nance

1. 4th Quarter 2022 Financial Summary
2. 1st Quarter 2023 Financial Summary
3. OKRA 2023 Budget Tracking
4. OKRA Checks and PayPal Register
5. ODEQ Grant FY 2023

Ellen Bussert Reported that OKRA would be submitting a grant for FY 24. The deadline for the grant is February 28, 2023

6. **2022 Sponsorship – Membership / Events / Conferences –**

The board was presented with a list of annual sponsorships, events and memberships for review. The board decided not to participate in the Congress of Mayors. There was a question as to the amount of dues for the National Recycling Coalition, so that would be removed from the list.

- a. **Arkansas Recycling Coalition** – Membership (\$150)
- b. **The MET** / Friends of The Met – Environmental Expo (\$250 – Max), ARD Sponsorship (\$500 Bronze Sponsorship – Sept)
- c. **SWANA** – Conference Sponsorship (\$500 Bronze Sponsorship – Max) (already approved)
- d. **Oklahoma Municipal League** – Associate Membership \$400, ~~Congress of Mayors – Feb \$250 – \$1000~~, MCO Summer Conference – June, Conference Exhibit / Booth (\$600 – Sept)
- e. **Keep Oklahoma Beautiful** – Affiliate Membership \$500, Environmental Excellence Banquet (\$550 – November)
- f. ~~**National Recycling Coalition** – Base Membership \$500 or Org. Membership \$1000~~
- g. **Oklahoma Center for Non-profits** – Membership \$129.00

Sponsorships approved excluding the OML Congress of Mayors and National Recycling Coalition.

Motion to approve these expenditures by: Jeanette Nance – Seconded by: Crystal Bennett

B. Nomination Committee – Sara Ivey

C. Membership Committee – Ellen Bussert

- 1. 2023 Membership Committee - Report: **Chair Ellen Bussert gave the report for the Membership Committee. She said the members on the committee are: Michael Barton, Keima Borsuah, Bob Masterson, Michael Patton, Eric Pollard, Bret Scovill and herself. She passed out a copy of the 2023 Membership Committee Goals for review.**
- 2. 2023 Membership Goals:
 - a) **Conduct a membership (renewal) drive January – February**
 - b) **Add the personal touch to all aspects of membership outreach**
 - c) **Continue “Each One Reach One” Campaign for new memberships**
 - d) **Every Board member recruit a new OKRA member**
 - e) **Work with Communications team to target new members on social media**
 - f) **Contact All OK Manufacturers and invite them to join**
 - g) **Introduce OKRA to vendors and invite them to join**
 - h) **Increase municipal members by at least 5**
 - i) **Reach out to Environmental Department heads at Oklahoma Universities and Colleges and talk to them about OKRA**
 - j) **Increase basic statistical information on websites for use by municipalities & higher ed.**

Bussert reported that for the past 2 years, OKRA membership has been a little under 100. The membership committee would like for all the board members to be a part of the *Each One Reach One Campaign*. Information about it will be put on the Membership page of the OKRA Website. The Membership Committee is trying to develop resources that would attract municipal membership.

D. Conference Committee – Ellen Bussert

1. 2023 Conference Committee / Report: **Chair Ellen Bussert gave the report for the Conference Committee. Conference Committee members are: Kara Berst, Tracy Horst, Sara Ivey, Trudi Logan, Amanda Scofield, Bret Scovill, Garmon Smith, Megan Waters and Ellen Bussert.**
2. Theme ideas: **Bussert reported that the committee was think about “Recycling is Here to Stay” as a theme. They are looking for a motivational speaker for the key note session.**
3. Potential location for 2023: **A discussion was held about location. At the December meeting, the committee decided to investigate holding the conference in Norman. After the meeting, there was a lot of requests to do another destination conference. There were several requests to return to the Chickasaw Retreat and Conference Center in Sulphur, OK. The conference committee will be reviewing other possible “destination” locations.**
4. Dates for 2023: **A discussion was held on potential fall dates. It was recommended that the conference not be on a Wednesday or Thursday as the committee had decided, but on a Friday. OKRA is communicating with OCASA about a possible joint conference. The conference committee will continue to explore options and availabilities of locations.**
5. Potential Speakers

VII. Work Groups - Committees

A. Advocacy

Michael Barton reported that yhe Advocacy Work Group has started work on goals.

B. Communication

Shavara Johnson reported the statistics on OKRA’s social media for November – December 2022.

1. Facebook, Instagram, Twitter, and YouTube update
November: 10 pieces of original content created along with a mix of stories and shares Post/ posted on Twitter/ Facebook/Instagram/ LinkedIn. Posted 22 times total on Facebook gained 4 page like, 4 page follows, 21 page views. IG currently 476, Twitter Followers: 206- 2 new followers. ARD Campaign.

December: 8 pieces of original content created along with a mix of stories and shares Post/ posted on Twitter/ Facebook/Instagram/ LinkedIn. Posted 16 times total on Facebook gained 1 page like, 2 page follows, 19 page views. IG 486 following 256. Twitter 210- 4 new followers. Sustainable holiday Campaign.

2. Website

November: Sessions 478, Pageviews 1,030, Avg. Session 2 m 12s. 80% new visitors. 20% returning visitors.

December: Sessions 600, Pageviews 850, Avg. Sessions 40 seconds. 88% new visitors. 12 % returning visitors.

January so far – Sessions 394, Pageviews 724. 91% new visitors. 9% returning visitors.

3. Newsletter: **November newsletter created and released.**
4. Okie Recycling Tours – Keima Borsuah: **Some discussion about how successful they were and the need to get another one cued up.**
5. E-mail Inquiries – Ellen Bussert reported that there were 4 inquiries.
6. OKRA List-serve – Ellen Bussert reported that there were 7 posts on the list serve

C. Education and Outreach –

Sara Ivey said OKRA has 2 upcoming Lunch and Learn sessions. She said they were about the Super Recycler campaign conducted by the City of Midwest City and Republic Services. The sessions show how to do the recycling bin audits and how to set up a campaign. The goal of the program was to reduce contamination in the recycling. Part 1 “A Recycling Slam Dunk, Without the Junk” will be on February 15th. Part 2 “A Recycling Slam Dunk, Without the Junk” will be on March 1st.

D. Product Stewardship – Amanda Scofield

1. Product Stewardship Committee 2023 Goals:

- a. **Assign new Chair**
- b. **Gather committee members and meet as a group**
- c. **Continue to promote OMSDC (Oklahoma Meds and Sharps Disposal Committee)**
 - i. **Promote DEA pharmaceutical Takeback Days and statewide pharmaceutical take-back map**
 1. **Facebook Lives:**
 - a. **Jeff Himes: jeffrey.c.himes@usdoj.gov**
 - b. **OMSDC member**
 2. **Promote sharps sites**
 - ii. **newsletter, list serve, social media, website**
- d. **Revive mercury thermostat recycling program with Covanta and Locke Supply**
 - i. **Greg Phillips <GPhillips@covanta.com> “We have funds in the budget to promote the program, but it looks like we need to revive it overall.”**
- e. **Promote community recycling opportunities**
 - i. **On-going & special events for E-waste, tires, HHW, etc.**
- f. **Promote DEQ Tire program**
- g. **Seek and promote other product stewardship work within the state**

E. Glass Work Group - No official committee report

F. Materials Exchange – This Work Group / Committee has been “paused”

G. Composting – Amanda Schofield

2023 Compost Committee Goals

1. **Assemble committee members: Sara Ivey and Keima Borsuah**
2. **Meet as a group to discuss ideas**
3. **Promote the Oklahoma Compost and Sustainability Association (OCASA) initiatives**
 - a. **Annual conference**
 - b. **Compost Festival**
 - c. **Community classes/workshops**
 - d. **Tabling events**
4. **Promote DEQ Solid Waste Advisory Council Meetings when compost is on the agenda**

5. Include a compost session at the conference

6. Compost lunch and learn

VIII. SWANA Conference March 28-30 2023

A. Discuss OKRA Speaking – **Brett and Paul committed to giving plenty of positive press to OKRA while doing MC work and presentations.**

B. Theme for OKRA Booth

IX. Tour of O-I Plant Muscogee – discussion dates and arrangements

X. National Recycling Coalition

A. NRC Newsletter

B. Recycling Organizations Council - Update

XI. EPA SWIFR Grants

XII. Old Business

XIII. New Business

XIV. Next Meeting Date and location

A. March 10, 2023 location: **Muscogee (Creek) Nation Environmental Office. 2951 N. Wood Drive, Okmulgee, OK 74447.**

Adjournment - **Motion by: Paul Streets - Seconded by: Tracy Horst**

OKRA Mission Statement: To improve recycling in Oklahoma by encouraging waste reduction, reuse and best management practices through education, information and networking.

Vision: OKRA serves at the premier recycling point for communications among business, government and citizens.