



Board Meeting Minutes

Zoom

Friday, March 11, 2022

Present: OKRA Board: Keima Borsuah, Michael Barton, Kara Berst, Sara Ivey, Jeanette Nance, Eric Pollard, Amanda Scofield, Bret Scovill, Paul Streets. OKRA Technical Council: Chris Knight, Jason Lilly, Jon Barton. Others: Bobby Schultz. OKRA Staff: Ellen Bussert, Shavara Johnson.

Welcome – President Keima Borsuah called them meeting to order around 10:05 a.m. She noted Crystal Bennett was called away by work and asked Ellen Bussert to call the roll.

Roll Call – Ellen Bussert called roll.

Approval of Minutes January 21, 2022 Minutes were presented and no changes or corrections were requested. Sara Ivey made a motion to approve the minutes with a second from Eric Pollard. The minutes were approved.

Committee Reports

Nominations Committee – There was no report.

Membership report was given by Ellen Bussert. Bussert reported that the membership committee has met and is working on identifying groups or organizations that could be invited to join OKRA like MRFs, haulers and other organizations. She said that although the dates for the membership drive were over, OKRA is still pursuing members. Invoices need to be sent to non -profit, government and individual members. Hopefully, that will help increase the number of membership renewals. Bussert said that will be a top priority for the next week. She also said that she has sent reminders to all of the corporate members that have not renewed. She will send out one more notice, then change the OKRA website to reflect membership. Bussert handed out the list of OKRA members as of 3-1-22. As of this date, OKRA has 62 members.

Type	Dues	Number	Amount
Student	\$5	3	\$15
Senior	\$10	3	\$30
Individual	\$25	22	\$550
Individual - gratis			\$0
Gov	\$75	5	\$375
Higher Ed	\$75		\$0
Non-profit	\$75	5	\$375
Corp	\$100	10	\$1,000
Corp	\$250	5	\$1,250
Corp	\$500	4	\$2,000
Corp	\$750		\$0
Corp	\$1,000	3	\$3,000
Hon/Lifetime	\$0	2	\$0
Totals		62	\$8,595

Bussert reported that 4 board members have participated in the Each One, Reach One campaign. They are: Paul Streets .5 member, Brett Scovill 1 member, Amanda Scofield 1.5 members and Jeanette Nance 3 members. Bussert reminded the board that everyone was supposed to recruit a new member and challenged them to do it before the next meeting.

Jeanette Nance made a motion to approve the membership report as given. Eric Pollard seconded the motion. The motion was approved.

Conference Committee report was given by Ellen Bussert. She said that the OKRA Conference Committee has selected September 23, 2022 as the conference date. She asked if anyone had any objections. None were voiced. She asked for board approval to start contracting with the Chickasaw Conference and Retreat Center near Sulphur, Oklahoma. Jeanette Nance made a motion to authorize Bussert to start the contracting process on behalf of the Board. As second was made by Paul Streets and the motion passed. Bussert passed out a draft budget and spoke about potential expenses and income. Bussert said they have not selected a theme. However, the committee was working on a closed the loop keynote to talk about not buying recycled content products and to purchase recycled content products made in Oklahoma. She said they have asked Alec Cooley from Busch Systems to speak. If available, he would speak on how recycling container size and location impact recycling behaviors. The committee is also considering a session on the status of Oklahoma landfills and one given by the Oklahoma Compost and Sustainability Association to talk about their organization and composting.

A motion to accept the conference report was made by Chris Knight with a second from Jeanette Nance. The motion passed.

Work Groups

Advocacy report was given by Michael Barton. He said that there was not much to report. He tried to schedule a meeting and sent out an invite to work group members. He said that no one got back with him. He said that he could have his staff process and send out the letters to legislators if we still wanted him to do it. Bussert said that she would draft a letter and get it to him. Bussert told the board that they probably needed to discuss and figure out exactly what this work group should be doing. If it is a priority, they need to figure out how to make the work group more effective. They have leadership for the Advocacy Work Group. Jeanette Nance asked Barton to contact her so that she could visit with him about advocacy.

Communication report was given by Jon Barton. He went over the goals the communications group has for 2022.

2022 OKRA Communications Work Group Goals

- Get the OKRA website in order
- Obtain social media analytics from Shavara and start weekly or monthly individual tracking
- Get on Tik Tok and start posting consistent content
- See 150% growth on social media platforms that we have been on for years (Twitter, Facebook)
- See 300% growth on Social Media Platforms that OKRA is new on (Instagram, Tik Tok)

Barton said that he and Shavara Johnson were in the process of sending out an OKRA Engagement Survey. The results of the survey will be used to help plan how OKRA will implement its social media efforts. A survey was developed and released the end of February. Due to a technical issue, no one was able to open it. The survey will be sent out again soon.

Barton reviewed the analytics for the website. He said that currently there was lots of traction on the website. He said that work was being done to update content on the site. (See attached analytics)

Keima Borsuah said that she is working on 3 upcoming Facebook Live events. She is working with Amanda on the Drug Take Back Day in April. She also is going to do one about batteries and proper battery disposal. After the May 20th OKRA board meeting, she will do one with Robert Pickens at TRT.

Facebook – Since the January board meeting there have been 40 posts with a post reach of 2,645, post engagement of 302 and 4 new page likes.

Twitter – Since the January board meeting there have been 14 tweets, 1,606 tweet impressions, 96 profile visits with 178 followers.

Instagram account reached 264 (up 34.6%.) Accounts engaged are 51 (up 43.2%.) Total followers are 260, (up 14.5%.)

Newsletter – the next newsletter will be published in April. Content will include 2022 membership and upcoming Earth Day activities. Another newsletter will be published in May.

E-Mail Inquiries – OKRA has responded to 4 inquiries in the last period.

Listserv – OKRA has posted 9 times on the OKRA listserv in the last period.

Product Stewardship report was given by Amanda Scofield. Scofield went over the work group's goals for 2022. She said they will continue to promote OMSDC (Oklahoma Meds and Sharps Disposal Committee.) OKRA is planning to do a Facebook live on DEA Takeback Day April 27, 2022. She will be developing things to put out on OKRA's website and social media. Work is also planned on reviving a mercury thermostat recycling program and promoting community recycling opportunities for e-waste, tires, HHW, etc.

Glass Work Group –was given by Chris Knight. Knight reported that OKRA had a Lunch and Learn on March 8th called "Opportunities for Recycling Glass in Oklahoma." Knight said it was a great success and said presenters Blair Pollock, Bob Hippert, Lydia Gibson and Patrick Riley did an excellent job. A total of 57 people registered, with 38 of them attending. All will be sent the recorded link to the program. It was also posted on Facebook.

Knight reported that the glass survey is now ready to be distributed. The purpose of the survey is to identify who is recycling glass, who recycled glass in the past but does not currently do it, and who is interested in recycling glass. The purpose in identifying programs and interest is to help build hub and spoke glass recycling programs in Oklahoma and to guide the workgroup in future initiatives to promote glass recycling. There will be glass bunkers (hubs) in Stillwater, Tulsa, Muskogee, Norman and McAlester.

OKRA will be asking people to complete the survey at the upcoming SWANA Conference March 29-31st in Catoosa, OK. Everyone who takes the survey will be put in a drawing for a free I-pad mini. The I -pad is being donated by OKRA member CDR Global.

Materials Exchange – There was no report

Composting – There was no report.

Education and Outreach report was given by Sara Ivey. Ivey said the March 8th Glass Lunch in Learn was phenomenal and that she had been getting good feedback about it. She said that she learned a lot of things from attending and is excited to see what is coming with OKRA's glass recycling initiatives.

The next Lunch and Learn will be April 13, 2022 at noon. It will be the Waste Audit at Batliner presented by Crystal Bennett (Republic Services) and General Manager Scot Stonebraker of OKC Batliner.

The Education and Outreach will be discussing possible virtual social hours.

Finance report was given by OKRA Treasurer Sara Ivey. Sara reported that the majority of income for the first quarter has been from memberships and reimbursement from the DEQ contract for October, November and December 2021, with a small amount also earned through selling OKRA t-shirts. Total income for the first quarter is currently \$14,507.67. Expenses were for OKRA staff (Ellen and Shavara), Facebook Ads, website work, PayPal fees, our PO Box renewal, membership to NRC, and sponsorship for SWANA and M.e.t. events. Total expenses for the first quarter to date are \$8,534.37. Our current balance is \$32,719.07. Sara reported some updates to the 2022 budget based on what was requested in our DEQ contract and proposed contract for FY23. Ivey reported that OKRA submitted the FY 2023 DEQ Grant and that it is currently pending.

A motion to accept the financial report was made by Paul Streets with a second by Keima Borsuah. The motions passed.

Upcoming Work Group Meeting with OKRA President. President Borsuah reviewed the OKRA goal to have 2 working meetings with committee and work group leaders. The purpose of the first meeting of the year is to review goals and pending activities. The 2nd meeting of the year would be to review achievements and challenges and determining next steps. Bussert sent out a doodle poll and only 4 people responded. The dates did not seem to work, so Bussert will send out another doodle poll. Borsuah asked for people to respond to help us select the best date for everyone.

SWANA Conference March 29-30 2021 – Ellen Bussert will be exhibiting for OKRA. The theme of the booth will be OKRA membership. A copy of the glass survey will be there for people to take. Everyone who takes the survey will be eligible for a free I-pad mini.

OSU Ext. Earth Day – Will Rogers Gardens April 16, 2022 – Eric Pollard will be exhibiting for OKRA.

Enviro Expo – The MET (Tulsa) April 20, 2022 – Ellen Bussert will be exhibiting for OKRA. OKRA is a Repeat Recycler sponsor of the event and will have its logo on all of the publicity. Her booth will probably be on closing the loop and recycled content products.

Old Business – there was none.

New Business

Eric Pollard said the OKC Festival of the Arts is looking for volunteer to run recycling and composting stations. The goal is to have a zero-waste event while educating attendees on recycling and composting practices. He thanked Jeanette Nance for volunteering. He also gave a shout out to OKC Beautiful for their monthly Green Drinks events.

Amanda Scofield said that she was still looking for volunteers for the OKC Memorial Marathon on April 23-24. She said since it overlaps with the OKC Arts Festival, volunteers are stretched between the two events.

The next OKRA Board Meeting will be in person on May 20, 2022 at the Tulsa Recycle and Transfer (TRT) Tulsa. Robert Pickens will be giving a tour of the new facility.

The September 16, 2022 will be at the O-I Glass Plant Muscogee. Bob Hippert will give a tour of the glass container plant.

Adjournment – A motion to adjourn was made by Paul Streets. A second was made by Amanda Scofield. The motion passed.

The meeting was adjourned at 11:35 a.m.

Minutes taken by Ellen Bussert