



Board Meeting Minutes

Friday, November 4, 2022

- I. **Welcome** –Keima Borsuah, President called the meeting to order at 10:11a.m.
- II. **Roll Call and Approval of Minutes** –In Person: Eric Pollard, Crystal Bennett, Bob Masterson, Tracy Horst, Sara Ivey, Trudi Logan, Amanda Schofield, Kara Berst, Chris Knight, Jeanette Nance and Megan Waters. Staff- Ellen Bussert. Members: Jerry Schuber. Virtual: Zach Benedict, Keima Borsuah. Staff virtual: Shavara Johnson. Members Virtual: Cathy Bowden, Maureen Turner
- III. **Approval of Minutes** Kara Berst made a motion to approve the minutes. Trudi Logan 2nd. Passed
- IV. **Committee Reports**
 - A. **Finance Report**

Sara Ivey reviewed the financials. Income was mainly from Conference Registration and Sponsorships, memberships and the DEQ Contract. Balance \$42,002.31
Crystal Bennett made a motion to approve the financial report. Tracey Horst 2nd. Motion passed.
 - B. **Nomination Report**

We will be changing the bylaws to reflect 5 on the Executive Board. Adding the Past President to the Board. Article 6:2 Board 3-12 people.
Jeanette Nance made a motion to approve the bylaw changes. Megan Waters 2nd. Passed
 - C. **Membership Report**

Ellen Bussert reported new year starts Jan 2023 and everyone will be billed on their anniversary.
Looking into software for billing.
 - D. **Conference Committee**

Great feedback from the conference. Great social event, great round tables, beautiful facility and surveys were good. 120 signed up, 72 paid, 97 signed in, \$11,300 in sponsorships. Plant sale received more hits on FB than anything. Sold 24 t shirts. Conference recordings will go on website in the future.
Considering the 2023 conference in Norman, OK
 - E. **Group Sponsorships/Memberships**
 1. **Advocacy**- Eric Pollard reported that the senator gave him a list of things to do.
 2. **Communications** – Jon Barton resigned. .
OKRA Communications Manager: Shavara Johnson

60-day snapshot:

September Monthly Items Delivered

 - 13 pieces of original content created along with a mix of pre-made Conference Campaign Post/ posted on Twitter/ Facebook/Instagram/ LinkedIn
 - Posted 33 times total on Facebook gained 10 page like, 8 page follows, 60 page views.

- Instagram currently 435 (up 14 followers) following 244, posted 33 stories, 22 post, 1 video and 5 reels.
- Twitter; Tweets; 12, Following: 378, Followers: 204- 4 new followers, tweet impressions 937, 5 mentions
- OKRA Recycling Conference promotion
- Secondhand September Campaign
- Newsletter for September published
- Communication Committee Meeting

October Monthly Items Delivered

- 10 pieces of original content created along with a mix of stories and shares Post/ posted on Twitter/ Facebook/Instagram/ LinkedIn
- Posted 25 times total on Facebook gained 4 page like, 4 page follows, 34 page views.
- Instagram currently 462 (up 19 followers) following 244, posted 25 stories, 8 post, and 3 reels, 661 accounts reached
- Twitter; Tweets; 8, Following: 378, Followers: 206- 2 new followers, tweet impressions 545, profile visits were up by 100% with 166 visits.
- Sustainable Halloween Campaign/ Early America Recycles Day Promotion
- Newsletter for November Created
- Communication Committee Meeting

List Serve- posted 8 times

F. Education and Outreach- Sara Ivey - Upcoming Lunch and Learns: Cart Audit and Food Waste filmed in MWC. Dates to be decided.

Steven Studivant would like to have food waste lunch and learn.

G. Product Stewardship Amanda Scofield – Product Stewardship chair open.

H. Glass – Chris Knight. Chris Knight is stepping down. Looking for a new chair.

I. Materials Exchange – Zach Bennett reported that he would like to get standardized signage that people can use and download from our website.

J. Composting – Natalie Mallory –Natalie is stepping down as chair. Amanda Scofield will be taking over as chair.

V. NRC – Vote for Keima Borsuah.

VI. OML Conference Report – Tulsa Ellen Bussert had lots of conversations.

VII. MET – ARD Celebration Nov 10 – OKRA Sponsors this conference.

VIII. KOB -EEC Nov 18– Michael Barton and his wife will attend.

IX. National Zero Waste Conference Nov 30th-Dec 1.

X. OKRA Meeting Dates for 2023: Jan 20th, March 10th, May 19th, July 21st, Sept. 15th and Dec 1st.

XI. Old Business – Contract for website maintenance. Meagan Waters made a motion to approve McWilliams as our new provider. Crystal Bennett 2nd. Passed

XII. New Business-

Tracy Horst recommended we get an intern through DEQ that can assist Shavara and Ellen. Ellen will put it in our next DEQ submission.

Sara Ivey proposed the slate for the upcoming OKRA Board 2023. Eric Pollard made a motion to approve the 2023 OKRA Board. Kara Berst 2nd Passed.

Executive Committee

1. President – Megan Waters
2. Vice President – Crystal Bennett
3. Secretary – Paul Streets
4. Treasurer – Zach Benedict
5. Past-President –Keima Borsuah

Board Members

6. Michael Barton
7. Kara Berst
8. Tracy Horst
9. Sara Ivey
10. Chris Knight
11. Trudi Logan
12. Bobby Masterson
13. Jeanette Nance
14. Michael Patton
15. Eric Pollard
16. Amanda Scofield
17. Bret Scovill

Ellen Bussert provided a letter from Chris Finney from Enid, OK and his disappointment with Replenish

XIII. Next Meeting

January 20th, 2023 10:00 a.m. via Zoom.

Adjournment

Sara Ivey made a motion to adjourn meeting at 11:49 a.m. 2nd Megan Waters. Passed.