



OKRA Board Meeting Minutes May 17, 2024

Zoom Meeting:

President Waters called the Board of Directors meeting to order at 10:03 AM.

Present: Zach Benedict, Crystal Bennett, Kara Berst, Keima Borsuah, Tracy Horst, Sara Ivey, Chris Knight, Eric Pollard, Jerry Schuber, Megan Waters

Not Present: Michael Barton, Bob Masterson, Michael Patton, Amanda Scofield, Bret Scovill, Paul Streets

Others Present: Ellen Bussert (staff) Fenton Rood, Michele Loudenback, Bobby Schultz, Lisa Brewer

Jerry Schuber made a motion to approve the minutes from March 8, 2024 with a second by Tracy Horst. The motion was unanimously approved.

The OKRA 2024 Goals were distributed.

COMMITTEE REPORTS:

Finance

The Finance Report was given by OKRA Treasurer Zach Benedict. He said that in the first quarter, March income was mostly memberships. Expenses were for the board meeting (food & Supplies) and SWANA Conference sponsorship. 2nd quarter income was also mostly membership. OKRA receive \$11,100 reimbursement from the DEQ grant. Expenses were the normal ones of administrative costs (contract labor) and website maintenance. Benedict reviewed the OKRA 2023 Budget Tracking. The DEQ FY24 grant reimbursements was on track. A motion to approve the financial report was made by Megan Waters with a second by Kara Berst. The motion was unanimously approved.

Nominations:

The Nominations Report was given by Chair Sara Ivey. She said that there was nothing yet to report. She reminded that board that there would be a board election at the end of the year.

Membership:

The Membership Report was given by Chair Ellen Bussert. She said that there had been an increase in membership renewals since the last report. As of this date, OKRA has 88 members with \$7,840 as membership income. The government membership rate was raised from \$75 to \$100. The

OKRA membership information on the website has been revised to include the benefits of being an NRC and Zero Waste USA member, which is discounts to these organization's events. She passed out the Each One Reach One Campaign overview and draft solicitation letter. She encouraged everyone to send out a couple of letters to people and to copy her. She thanked the members that had been reaching out and apologized for not having a list prepared of how many people each board member has recruited this year.

A discussion was held about the need to recruit more municipal member. It was suggested that the next OKRA meeting be held in northeast Oklahoma.

Conference Committee:

The Conference Committee report was given by Chair Ellen Bussert. OKRA's 2024 Conference theme is "***Clean Future, Green Communities: Collaborating for Sustainable Solutions.***" It will be held on Wednesday, October 9th at Sequoyah State Park Lodge. There will be a cookout and cornhole tournament on Tuesday, October 8th. Ram Products is providing the meat for the cookout. A survey will be sent out to determine what will be served. Registration for the conference is open. You can go to the OKRA website (under events – 2024 conference) to register. OKRA has a block of rooms at Sequoyah State Lodge with a rate of \$99.00 per night. Reservations must be made by September 8th for that rate. If OKRA uses 75 rooms, the conference room fee will be waived.

Sponsorships are still available. Here are the 2024 Sponsor Levels:

Sponsor Spotlight \$1,000
Metals \$800
Fibers \$600
Glass \$400
Plastics \$200

Exhibit space is \$250 or \$75 for nonprofit.

The conference committee is still working on the program.

Work Groups

Advocacy

The Advocacy report was given by Chair Eric Pollard. He said currently Advocacy is working on 2 different projects.

1. The work group is drafting a letter for each board member to send to their state legislators, including the "Benefits of Recycling" flyer. The purpose is to build relationships and start communications for the future. He will be sending out an e-mail with the letter to be sent to each person's legislators soon.
2. The work group is continuing work on an interim study that could include e-waste, law enforcement and waste characterization.

Communications

Bussert announced that Shavara Johnson had resigned her position of Communications Manager effective in June. Johnson was offered a job that was a great career move for her. Bussert said that she has really appreciate Johnson's work over the past 4 years and thanked her for her creativity and passion for OKRA and recycling. Bussert has evaluated what OKRA needs and recommends that we find a person specifically to take on the social media aspects of communications. Bussert has written a job description and will post it on OKRA's Facebook and listserv. If anyone knows of potential candidates, they should encourage them to apply.

Bussert reported the Communications work group meets about once a month. The Communications work group decided to host another photo contest to engage our audience. "How do you Recycle on the 4th of July" was the theme. People were invited to submit a picture and tell us: what you recycled, approximately how much you recycled and how did you get everyone to participate. The contest will run from July 1 – 8th. A photo will randomly be drawn from the entries. The winner will receive one registration to the 2024 conference.

The next OKRA newsletter should be published by the end of the month.

Keima Borsuah is continuing to produce more episodes of the Okie Recycling Tour. The next one will be of the Choctaw Nation Recycling MRF in Durant.

Bussert said that the website analytics were not available because she was still trying to reconcile a technical issue.

There were 7 e-mail inquiries. One was from a Cherokee Health Clinic wanting to recycling. OKRA put them in touch with the Environmental Specials at the Cherokee Environmental Department that could help them. Another interesting inquiry was from a gentleman wanting to recycling 2,100 CD cases. After considerable research we had to tell him that there was no option available in OK or the surrounding states. We he was contacted, he said he was going on a trip to New Mexico and found a MRF that would take them!

OKRA posted 9 times on the listserv.

Education and Outreach

The Education and Outreach report was given by Chair Sara Ivey. She reported the OKRA had a Lunch and Learn in Ada on April 11, 2024 on "Recycling 101." The event was recorded for a future virtual lunch and learn – date to be announced.

A second in person lunch and learn was held on May 6, 2024 in Norman, Oklahoma. The lunch and learn was about the Norman Compost Facility. Approximately 25 people attend this event. It will be put on the OKRA website after it is edited.

Product Stewardship

Cat Eker is the Chair of the Product Stewardship Work Group. There was nothing to report.

Glass Work Group

Fenton Rood is the Chair of the Glass Work Group. Rood reported that the work group was continuing to look at options for secondary processing facilities. Especially one that would be convenient for Oklahoma Communities.

Compost Work Group

Amanda Scofield is the Chair of this work group. The Norman Composting Facility Lunch and Learn was successful. Part of the event was an episode of the Okie Recycling Tour. The Compost Work Group met with City of Norman officials and did a virtual tour of the facility. The board commended the work group for hosting such a successful event.

OKRA exhibited at the annual Oklahoma Compost Festival in Oklahoma City on May 11th. Bussert said she had pretty good interaction with the people who stopped by the OKRA booth and that the OKRA seeds were a hit.

Bussert reported on the OKRA exhibit at the March 28 -30th SWANA Conference. She thanked the OKRA members that directed people to the OKRA booth. Something that happened this year was she was able to recognize several OKRA members, introduce them to OKRA board members and thank them for their membership. A couple of members renewed their memberships after stopping at the OKRA booth.

Keep Oklahoma Beautiful is conducting its annual Affiliate Work Shop and Zero Waste Event June 27 & 28 in Edmond, Oklahoma. Bussert said that it would be a good opportunity to network with communities that might potentially join the OKRA network.

National Recycling Coalition – NRC

Keima Borsuah is on the board of the National Recycling Coalition and represents OKRA. She said that the NRC is working on the next National Congress and Conference. It will be held in conjunction with the New York State Recycling Association Annual conference November 19 – 21. It will be a hybrid event. She said that there are sponsorship and exhibit opportunities if anyone is interested.

There was not any Old Business.

Under New Business, Bussert passed out the list of Oklahoma Manufacturers Using Recycled Content. She asked for input about status of existing businesses or any new companies that needed to be added.

The board discussed the location of the next OKRA Board meeting. Jerry Schuber invited the board to hold its meeting in Broken Arrow. People from the Tulsa area will be invited to attend.

Jerry Schuber made a motion to adjourn with a second from Megan Waters. The motion was unanimously approved.

Minutes submitted by Ellen Bussert