



OKRA Board Meeting Minutes

Friday, December 1, 2023

Zoom

President called the Board of Directors meeting to order Friday 01 December @ 10:12 AM. 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, Eric Pollard, Jerry Schuber, Amanda Scofield, Paul Streets, Megan Waters.

Absent: Chris Knight, Bob Masterson, Michael Patton, Bret Scovill

Others Present: Ellen Bussert (staff), Shavara Johnson, Jeanette Nance, Bobby Schultz, Fenton Rood, Bobbi Dove, Ginger Stubler

- I. **Welcome** – Megan Waters, President – called to order @ 10:12 AM
- II. **Roll Call** – Paul Streets, Secretary – 10:12-14 AM **Introduction of new members:** Ginger Stubler has electronics recycling business in Tulsa. Bobi is an Environmental Specialist for the Otoe-Missouria Tribe.
- III. **Approval of Minutes** September 15, 2023 Paul Streets – 10:16 motion by Crystal 2nd by Sara Ivey
- IV. **Committee Reports**
 - A. **Finance** – Zach Benedict, Treasurer - 10:17AM
 1. 4th Qtr. 2023 Financial Summary – 10:26AM motion by Sara Ivey 2nd by Crystal
 2. OKRA 2023 Budget Tracking – Shows where things are currently. When we did the budget it was based on 2022 numbers so we are making adjustments based on actuals. Conference expenses are higher than projected. Going to recommend moving the conference budget item to \$11K or \$11.5K. Ellen Bussert: Boosting ads for FB has gone up and she has already used up the money originally allocated for this item.
 3. OKRA Check & PayPal Register – Conference heavy content, registrations, sponsorships, reimbursements, etc. 4th quarter – most membership has been paid but there are still some invoices left from the conference that has not been paid. Expenses are higher than revenue because we are still waiting on some money. When we get those reimbursements, it will help our 4th quarter income.
 4. DEQ Grant FY 2024
 - B. **Nominations Committee** – Sara Ivey, Chair – 10:27AM we are halfway through the terms.
 - C. **Membership Committee** – Ellen Bussert, Chair – 10:28AM see the report provided by Ellen. She is working on the membership directory and then she will send it to her Excel expert. Question

posed by Amanda Schofield: Can we set up memberships for auto renewal? Answer: from Ellen – Unfortunately the costs associated with the financial program that would be necessary to debit accounts monthly are pretty expensive. Keima Borsuah asked about a family option. Sarah Ivey researched using paypal which might provide a no-cost or limited cost option.

1. 2023 Membership Status
2. 2024 Membership Campaign – January 1st to February 29th

D. Conference Committee – Ellen Bussert, Chair – **10:37AM**

1. Review of 2023 Conference
 - 2023 Oklahoma Annual Recycling Conference “Offsetting the Recycling Objection” huge success
 - Approximately 91 people attended
 - 17 sponsors, 4 exhibitors
 - Cookout was fun
 - Movie after cookout – not well attended
 - Review budget verses actual
 - Review attendee surveys
 - Fewer vendors,
 - Excellent Service – food exceptional
 - Conference recordings are ready. I will be putting them on the website.
2. 2024 conference
 - Conference Committee has met twice since September to determine a date and location for 2024.
 - Trying to have it in Sept/Oct time frame
 - Much to our surprise, most of the Thursday and Friday dates were taken
 - Conference Committee selected Sequoyah State Park on Tuesday October 8th (cook out social networking) and Wednesday October 9th
 - Will be sending out a “save the date” card in January
 - Any suggestions for theme, speakers or break out session topics?

V. Work Groups

A. Advocacy – Michael Barton, Chair – **10:56AM No update or report**

B. Communication – Shavara Johnson, Chair – **11:42AM See report**

1. Campaigns
 - America Recycles Day – **Decided to do our own proclamation or pledge which got tremendous support / conversations. We had a good number of people but we can do better. Best part is the traction on social media related to recycling. The reach for the campaign was far reaching, going way beyond the number of folks that actually took the pledge.**
 - Sustainable Thanksgiving
 - Holiday info for e-waste, batteries, and textiles
2. Facebook, Instagram, Twitter, LinkedIn, and YouTube update

Summary September 14th-November 30th-Facebook & Instagram Analytics

-Reach on FB and Instagram is up 121% and 73% respectively
-Visits on FB and Instagram are up 12% and 13.8% respectively

Top Performing Post

- ARD Pledge
- ARD Quiz
- Conference compost bin post

Twitter

- Tweet Impression 217% up
- 244 followers

September-November Additional

- Campaign for OKRA Conference
- Second Hand September Campaign
- America Recycles Day Campaign
- Communications Meeting
- Content plan

3. Website
4. Newsletter - **No newsletter because Shavara Johson is graduating December 11th and will do an AMAZING newsletter after the 1st of the year.**
5. Okie Recycling Tours – Keima Borsuah – **Working on another tour for January 10th in Enid. Will post it on FB and YouTube afterwards.**
6. E-Mail Inquiries – Ellen Bussert – **8 so far, one inquiry was...where do we recycle our “Pickle Balls”?**
7. OKRA list-serve – Ellen Bussert – **11 pieces of information distributed.**

C. Education and Outreach – Sara Ivey, Chair – **10:57AM No update, not the greatest time of year for lunch and Learns. Will pick it up later...**

D. Product Stewardship – Cat Eker, Chair - **No update**

E. Glass Work Group – Fenton Rood, Chair – **10:58AM Dlubak glass information / update McAlester is working with the issues associated with their glass recycling yard. MWC no longer has two bins, now just one bin of mixed glass because of Dlubak. Any information regarding Strategic glass? They bought Ripple and the location Republic is hauling to Midlothian TX.**

F. Composting – Amanda Scofield, Chair – **11:07AM Amanda Schofield see report and questionnaire with answers.**

1. OCASA Conference October 26, 2023 Choctaw, OK
- 2.

VI. National Recycling Coalition Update – Keima Borsuah – **11:32AM**

1. National Recycling Congress December 5 – 6 – **CANCELED – Now looking at March 5th and 6th 2024 for the NRC. Any money collected will be rolled.**

VII. The MET ARD Celebration Nov 15 – **11:33AM Bobby Schultz – Broken Arrow Beautiful and Jerry Schuber were recognized.**

VIII. KOB Environmental Excellence Celebration Nov 17th – **11:36AM Jeanette Nance – It was fantastic and very successful. A lot of money was raised and there has been a lot of positive feedback.**

- IX. Indian Nations SWANA annual conference March 26 – 28, 2024 Hardrock Hotel & Casino
- X. Stillwater Recycling Festival – March 23, 2024 – Keima Borsuah – **11:40AM Will be sending out invitations to everyone around Christmas. The vision for the festival is that it can be done in other communities after being done in Stillwater.**
- XI. Old Business – **NONE**
- XII. New Business – **Eric Pollard 11:51AM Climate Pollution Reduction Grant available. Need to put together a plan and it does include Solid Waste. - Thanks for sending the wind turbine email out, there will be workshop in Woodward around Valentine’s Day.**
- XIII. Meeting Dates and location for 2024 – discuss and vote

Suggested 2024 OKRA Board Meeting dates

- **January 19**
- **March 8**
- **May 17**
- **July 19**
- **September 20**
- **November 29**

11:58AM motion by Crystal Bennett and 2nd by Amanda Schofield that we accept the dates and move 11/29 to 12/6.

- XIV. Adjournment – **11:59AM motion made by Paul Streets and 2nd by Trudi Logan**

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 as the premier recycling point for communications among business, government, and citizens.