

In Attendance:

JCM
Melanie
Patrick
Harry
Erick
Kate
Charles
Scott
Rachael

Absent:

Melissa
Maria
Kim
Jody
Travis (Australia)
Kenny (honeymoon)

1. "Celebrity PSA" status update: PFR Board Member Travis Schuldt and his wife Natalie are on tape. We have asks out to [REDACTED]
2. Update on grant applications (Oregon Foundation year #2, One4Good platform).
3. Update on "PlasticFreeAmerica" name change. Dual names not possible, per CA Secretary of State. DBA only at city level. We own the web domain PlasticFreeAmerica.org though – it points to our regular landing page.
4. Update on press/awards: Reusies nominations, The Indisposable Podcast.
5. JCM asked for the Board's permission to approve new Board of Directors members/recruits via email instead of in-meeting votes, due to the long time gaps between meetings. Ideas were discussed for unanimous consent, no objections within a week/48 hours, and/or discussion at the next meeting if any concerns are raised. Erick suggested that it be an actual VOTE via email, where each member has to deliver a yea or nay vote. Anything less than unanimous "Yea" would get shifted to the next meeting. This was amenable to all, and voted as such.
6. Discussion regarding the official launch/implementation of our "Associate Board" and "Ambassador Board"
--Members of the Associate Board shall have the right to attend Board of Directors meetings (via Zoom) and participate in discussions, but will have no voting rights.
--Associate Board members shall have no responsibilities to the organization beyond signing the statement "I am joining the Associate Board of PlasticFreeRestaurants.org because I support its efforts to eliminate single-use petroleum-based plastic from schools and restaurants."
--Patrick suggested that the Associate Board could/should serve as an on-ramp for more Gen Z participants (and youth generally), as they're generally very passionate about our area of focus, and they're not well-represented on our board. Everyone thought this was an excellent idea.
--Kate suggested young leaders at schools we've worked with. JCM asked if middle schoolers would be too young, and gave the example of the Basalt Middle School (Colorado) fundraiser for PFR. No objections.
--For the Ambassador Board (aimed at celebrity/notable endorsers), Kate suggested a kid who gave a TED talk ten years ago at age five (Weir?). Melanie suggested reaching out to Greta Thunberg. JCM asked Kate to reach out to her previously-mentioned contacts Ayana and Sylvia.
7. JCM would like to reduce the PFR subsidy offer for reusable plastic food ware (e.g., melamine plates) from 50% to 25%. AGREED, IN UNANIMOUS VOTE, AFTER DISCUSSION.
8. JCM is concerned about the disposable plastic bladders used by milk-dispensing machines being sold to schools that want to eliminate their single-use milk cartons. While the cartons qualify for a PFR replacement subsidy due to

their polyethylene linings, the concern is that we'd simply be exchanging plastic-for-plastic. There are companies attempting to develop workable keg systems for milk dispensing, but none yet exist. An added concern is that the expensive dispensing machines will not likely be interchangeable between single-use bladders and reusable kegs, so subsidizing a switch to the bladder machines will be promoting a bad solution for a long time. JCM wants permission to say no to subsidizing these switches. AGREED, IN UNANIMOUS VOTE, AFTER DISCUSSION.

9. For the first time since our launch, we are dangerously close to the point where we will have more subsidy commitments than dollars to satisfy them. The PSA project, which we're expecting will bring a lot more eyeballs and donors to our organization, has been very slow going thus far. Ergo, we need to step up our fundraising.

--Scott suggested a higher-percentage one-off fundraiser, waiting until September or October, and hiring a pro who is non-profit-specific (not political).

--Someone also suggested going after more grants.

10. JCM expressed concern about the handful of board members who have not been pulling their weight with respect to fundraising and/or meeting attendance. Do we ask them to step down to the Associate Board? Do we look the other way? Do we change our rules? Much discussion ensued.

--No one felt strongly that the laggards should be summarily booted from the Board.

--Invitation to step down to the Associate Board is a good option, but many BOD members felt that JCM should first sit down with each of them to say "These are the things I need from you." Give them six months to pick up the slack; if they can't or won't after that, then maybe the Associate Board is a better fit.

--JCM asked all BOD members, regardless of whether they have plans to step down any time soon, to consider other people in their orbit who might be good fits for one of our Boards.