

Notes  
**WISCONSIN COUNCIL ON RECYCLING**  
 Thursday, May 5, 2016  
 State Natural Resources Building, Madison, WI

<p><b>Council Members Present:</b>, Jim Birmingham, Gary Harter, Heidi Woelfel (by phone), Jeff Zillich  <b>DNR:</b> Kari Beetham, Barb Bickford, Angela Carey, Casey Lamensky, Brad Wolbert  <b>Public:</b> Sharon Ehrhardt, Jefferson County</p>	
Call to Order	Meeting called to order at 9:30 a.m.
Approval of Minutes (February 19, 2016)	Motion to approve minutes made by Jeff Zillich and seconded by Gary Harter.
Introductions & Announcements	Council members and guests introduced themselves.
DNR Updates	<p><b>Brad Wolbert, DNR</b> provided the following updates:</p> <ol style="list-style-type: none"> <li>1. Staffing: The DNR has hired Jennifer Semrau as the new waste reduction and diversion coordinator. Jennifer will begin Monday, May 16<sup>th</sup>. Cynthia Moore will be moving from the Milwaukee office to Fitchburg to become the new southcentral region program manager. The DNR is recruiting a program manager for the SE region and two waste management specialists for the Fitchburg and Green Bay offices. An open recruitment for solid waste engineers is also under way.</li> <li>2. A code revision effort is underway for NR 538- Beneficial Use of Industrial Byproducts.</li> <li>3. The Waste and Materials Management Study Group will hold its next meeting on June 23<sup>rd</sup> from 12:30-3:30 in the DNR's Fitchburg office. These meetings are open to the public and council members are welcome to attend.</li> <li>4. The 3<sup>rd</sup> annual E-Cycle stakeholders meeting will be held at the Pyle Center in Madison On June 1<sup>st</sup>. Senator Mark Miller will be there to discuss legislative efforts to address challenges to the E-Cycle program.</li> </ol> <p><b>Action:</b> No action taken</p>
Legislative Updates and Discussion	<p><b>Council members</b> discussed:</p> <ol style="list-style-type: none"> <li>1. <b>AB 515</b> was approved by the Governor on 04/26/16 (Wisconsin Act 392). Three of the four million dollars diverted from the budget in 2016 will be restored and available to RUs in June. Funding will return to 19 million in 2017.</li> <li>2. <b>AB 730</b> was approved by the Governor on 03/30/16 (Wisconsin Act 302). This bill limits the authority of local governments to regulate auxiliary containers. This would prevent a city, village, town or county from enforcing an ordinance or resolution which controls the use, disposition or sale of auxiliary containers. This act should not limit the authority over residential or commercial recycling</li> </ol>

	<p>programs.</p> <p>3. <b>SB 621</b> passed the Committee on Natural Resources and Energy and was available for scheduling but failed to pass before the end of the term. Support for the bill still exists and work will continue in 2017.</p> <p><b>Action:</b> No action taken</p>
<p>Plastic Subcommittee Update</p>	<p><i>DNR staff</i> provided an update on plastic subcommittee workgroups:</p> <p><b>Non-bottle Rigid Plastics</b> – the <a href="#">Wisconsin Rigid Plastics Recycling Study</a>, published by Moore Recycling Associates for the American Chemistry Council is now available on the council’s website. The purpose of the study was to gather information about specific supplies of recyclable rigid plastics in the ICI sectors to identify opportunities to facilitate greater recycling of rigid plastics. They encountered barriers in obtaining data and information but were able to inform future strategies and near-term actions including performing a more detailed waste study and focusing primarily on commercial sources (multi-family residences, restaurants, grocery stores and universities). Combining efforts with film collection and its existing infrastructure could be worthwhile.</p> <p><b>Film/Bags (WRAP)</b> – Information on the <a href="#">Milwaukee WRAP campaign</a>: “Recycling Film Beyond Bags” demonstrated that consistent messaging and appropriate signage can result in an increased volume and higher value and range of collected film. Customer knowledge increased and results indicated that multiple approaches are necessary to effectively convey the message and change behavior. Information from Dunn County’s initiatives has indicated that education and access to balers is the key to collecting adequate quantities of higher value film.</p> <p><b>Agricultural Plastic</b> – <a href="#">Revolution Plastics</a>, a division of Delta Plastics is now providing ag plastic recycling collection services at no cost to 88 farms in southern Wisconsin. They will be expanding their services to in the upcoming months and have identified over 1,000 possible collection points. Materials are baled at the Green County landfill and shipped to Arkansas where they are processed.</p> <p><b>Bottles</b> – the goal of this workgroup was to increase public awareness and access to recycling opportunities at away from home events. After a successful pilot project, AROW assumed the lead. Next steps include developing a sponsorship list and strategy to offset the \$20-\$50 per barrel cost. Meleesa Johnson provided an update by email to council members on AROW’s “Roll Out the Barrel” project. Council members will read the email independently.</p> <p><b>Action:</b> Chair Jim Birmingham will work to set up a meeting to discuss potential collection points, source balers and secure funding to educate and facilitate collection of film.</p>
<p>Selection of Priority Issues and Planning</p>	<p><i>Council members</i> discussed previously identified priority issues and determined that:</p> <ol style="list-style-type: none"> <li>1. More information was needed to consider any efforts in the C&amp;D</li> </ol>

	<p>recycling sector. The Waste and Materials Management Study Group (WMMSG) is considering this as an area of focus and may be a source of collaboration for the council. Duplication of efforts is a concern.</p> <ol style="list-style-type: none"> <li>2. Understanding the startup, licensing and operation of organics collection, transportation and composting operations could provide value in facilitating new businesses and increase organics diversion. Council members agreed to begin identifying issues facing organic waste diversion efforts at the July meeting.</li> <li>3. Developing a list and profile of all WI based companies in the waste diversion and recycling sector could be a valuable resource and help define the economic value of recycling in Wisconsin. The status of the existing markets directory needs to be determined before any action is taken.</li> <li>4. Product stewardship efforts in paint should be researched and the general consensus is that existing industry support and facilitation through PaintCare make this a viable option for Wisconsin. Council members should familiarize themselves with PaintCare and product stewardship before the next meeting.</li> </ol> <p><b>Action:</b></p> <ol style="list-style-type: none"> <li>1. <b>Jim will ask Joe Liebau to discuss C&amp;D issues at the next meeting and to determine if these are distinct from issues the WMMSG may prioritize.</b></li> <li>2. <b>Council members will identify issues facing organics diversion.</b></li> <li>3. <b>DNR will determine the status of the Wisconsin Recycling Markets Directory.</b></li> <li>4. <b>Angie will forward the July, 2014 PaintCare presentation by Alison Keane to council members for review before the next meeting.</b></li> </ol>
Council Meeting Schedule and Location	<p>Council members agreed to meet every other month according to the following schedule:</p> <ul style="list-style-type: none"> <li>• July, 2016 in Brown County (Green Bay)</li> <li>• September, 2016 in Milwaukee County (Greendale)</li> <li>• November, 2016 in Dane County (Madison)</li> <li>• January, 2017 in Portage County (Stevens Point)</li> </ul>
Public Comment	No public comment
Other Business/ Next meeting	<p>The next meeting will be held in Brown County in July, 2016. Angie will send out a doodle poll to select the date and time. Items on the agenda will include a C&amp;D update, organics discussion, film recycling funding, markets directory and paint stewardship.</p>
Meeting Adjourned	<p>Meeting adjourned at 11:40 pm; motioned by Jeff Zillich and seconded by Gary Harter.</p>