

Notes
WISCONSIN COUNCIL ON RECYCLING

Thursday, November 3, 2016
 State Natural Resources Building, Madison, WI

<p>Council Members Present: Jim Birmingham, Dave Keeling (by phone), Heidi Woelfel (by phone), Jeff Zillich DNR: Angela Carey, Cynthia Moore, Jennifer Semrau, Joe Van Rossum Public: Sharon Ehrhardt, Jefferson County; Meleesa Johnson, AROW;</p>	
Call to Order	Meeting called to order at 12:32 p.m.
Approval of Minutes (October 5 th , 2016)	Motion made by Jeff Zillich and seconded by Dave Keeling to approve the minutes of October 5, 2016. Motion carried (4-0).
Introductions and Announcements	<p>Council members and guests introduced themselves.</p> <p>Jim Birmingham expressed his gratitude for Brad Wolbert's contributions to the council and welcomed Joe Van Rossum as the new Recycling and Solid Waste Section Chief.</p> <p>Jim Birmingham informed the council that WasteCap was conducting interviews to fill the executive director's position, formerly held by Joe Liebau, and expected to have the new director in place by early 2017.</p>
DNR Updates	<p>Jennifer Semrau, DNR informed the council that:</p> <ol style="list-style-type: none"> 1. The DNR hired a new waste management engineer in the NE region and will seek to fill an expert plan review engineer position following the retirement of 36-year DNR veteran Bob Grefe. 2. The recycling markets directory is live on the UWGB website but hasn't been officially announced due to some issues with content. 3. The Solid Waste Interested Parties (SWIP) meeting held on October 19th and included a presentation on recycling updates. 4. The Waste Materials Management (WMM) Study Group will meet next on December 7th in Fitchburg. More details will be available on the WMM webpage. 5. The recipients of the recycling excellence awards were announced in October. Winners included small and large communities, non-profit organizations, and businesses from throughout Wisconsin. A list of the winners is available on the DNR's website. 6. America Recycles Day is November 15th and in celebration, the Associated Recyclers of Wisconsin (AROW) is taking the opportunity to share recycling dos and don'ts through the 12 days of recycling on social media. 7. The governor's website address has changed and any applications to serve on the council should be directed to their new web address: https://walker.wi.gov/apply/boards-commissions. 8. The council will hold election of officers in the first meeting of 2017.

<p>Opportunities for Collaboration</p>	<p>Meleesa Johnson, President of AROW, described the structure and nature of the work AROW is involved in. As a membership based organization, AROW consists of a board of directors and six advisory committees. Each committee consists of a chair, vice-chair, secretary, and up to four AROW members with voting privileges.</p> <p>Committees are tasked by the board of directors to research and report on specified topics in the areas of community education, organics and food residuals, product stewardship, public place recycling, government affairs, and hazardous and special waste. Committee and board meetings are open to AROW members only.</p> <p>In recent years, AROW has expanded their mission to address a broader range of waste management topics beyond recycling and to involve a diverse range of members including established industry professionals and emerging leaders representing public, private, and non-profit sectors. As an organization their goal is to provide leadership through education, advocacy, collaboration, programs, and services.</p> <p>In the past, efforts have included research and advocacy on paint and mattress recycling through the product stewardship committee, glass recycling through the glass taskforce and state recycling funding through the government affairs committee.</p> <p>While AROW works independently on many issues, it has also collaborated with other organization such as the Solid Waste Association of North America (SWANA), the Wisconsin Counties Solid Waste Management Association (WCSWMA), and the council on recycling. Meleesa indicated that there are opportunities for council members to work with AROW through membership basis or periodic collaboration on projects with common interests.</p> <p>Council members confirmed their interest in working independently as well as in collaboration with AROW when appropriate. Meleesa encouraged the council to consider adequate and diverse representation, to create enthusiasm around priority topics and define strategies, actions and desired outcomes.</p> <p>Action: No action taken.</p>
<p>Priority Topic Strategy Development</p>	<p>Council members discussed how the council should proceed in its selection of priority topics and strategies.</p> <p>Joe Van Rossum, DNR explained that in the past, council members:</p> <ul style="list-style-type: none"> • Identified one to three priority topics, • Met regularly, though infrequently, • Assigned responsibilities to individual council members and volunteers, • Defined short, mid and long term goals, and • Identified which results could be presented to the governor and legislature, and which results could support public, private, and non-profit stakeholders.

	<p>Council members agreed to review the list of priority topics and rank them for consideration by the council. At the meeting in January, council members will discuss details and possible strategies for the top ranked issues.</p> <p>Action: Angie will send the list of previously identified priorities and a ranking system for council members to complete before the next meeting.</p>
Other Business/ Next Meeting	<p>Angie will send out a doodle poll to select a date and time for the January meeting. Tentatively scheduled locations for future meetings are:</p> <ul style="list-style-type: none"> • January, 2017 in Portage County (Stevens Point) • March, 2017 at WIRMC in Sheboygan County (Elkhart Lake)
Public Comment	<p><i>Sharon Ehrhardt, Jefferson County</i>, remarked that the council is well respected and used as a resource by Wisconsin's municipalities and residents. She also expressed her concern that it was difficult for the public to understand what the council was working on and encouraged the council to find a way to share more information on a routine basis. Council members suggested that they communicate more through the recycling updates newsletter and gov-delivery notices.</p>
Meeting Adjourned	<p>Meeting adjourned at 2:00 pm; motioned by Jeff Zillich and seconded by Dave Keeling. Motion carried (4-0).</p>