

Notes  
**WISCONSIN COUNCIL ON RECYCLING**

Wednesday, January 18, 2017  
Dreyfus University Center, Stevens Point, Wisconsin

| <p><b>Council Members Present:</b> Jim Birmingham, Jarrod Holter, Dave Keeling (joined by phone at 12:35), Heidi Woelfel (by phone), Jeff Zillich<br/> <b>DNR:</b> Angela Carey, Jennifer Semrau, Joe Van Rossum<br/> <b>Public:</b> Meleesa Johnson, Marathon County; Christine Miller, Outagamie County; Brian Schulist, St. Michael's Hospital/Medxcel; Karin Sieg, Recycling Connections/AROW; Mark Walter, Brown County;</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
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| Call to Order                                                                                                                                                                                                                                                                                                                                                                                                                     | Meeting called to order at 12:00 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Approval of Minutes (November 3 <sup>rd</sup> , 2016)                                                                                                                                                                                                                                                                                                                                                                             | <b>Motion made</b> by Jeff Zillich and seconded by Heidi Woelfel to approve the minutes of November 3 <sup>rd</sup> , 2016. Motion carried (4-0).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Introductions and Announcements                                                                                                                                                                                                                                                                                                                                                                                                   | Council members and guests introduced themselves.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Overview of priority issue selection process                                                                                                                                                                                                                                                                                                                                                                                      | <p><b>Joe Van Rossum, DNR</b> discussed the goal of the meeting and his role in assisting the council as they review the ranking of priority items and work through the process of defining the issue, exploring its significance and selecting and developing a plan to address it.</p> <p>Council members identified ten priority items and ranked them on a scale of one through ten, from highest to lowest priority. The results indicated that recycling markets was the highest priority issue, council vacancies was the lowest and all other issues ranked similarly in the middle.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Priority Issue</th> <th>Average Rank</th> </tr> </thead> <tbody> <tr> <td>Recycling markets</td> <td>2.7</td> </tr> <tr> <td>C &amp; D recycling</td> <td>5.0</td> </tr> <tr> <td>Recycling funding</td> <td>5.2</td> </tr> <tr> <td>Education and outreach</td> <td>5.3</td> </tr> <tr> <td>Electronics recycling</td> <td>5.3</td> </tr> <tr> <td>Organics &amp; food recovery</td> <td>5.3</td> </tr> <tr> <td>Glass recycling</td> <td>5.5</td> </tr> <tr> <td>Paint product stewardship</td> <td>5.7</td> </tr> <tr> <td>Plastics recycling</td> <td>5.8</td> </tr> <tr> <td>Council vacancies</td> <td>9.2</td> </tr> </tbody> </table> | Priority Issue | Average Rank | Recycling markets | 2.7 | C & D recycling | 5.0 | Recycling funding | 5.2 | Education and outreach | 5.3 | Electronics recycling | 5.3 | Organics & food recovery | 5.3 | Glass recycling | 5.5 | Paint product stewardship | 5.7 | Plastics recycling | 5.8 | Council vacancies | 9.2 |
| Priority Issue                                                                                                                                                                                                                                                                                                                                                                                                                    | Average Rank                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Recycling markets                                                                                                                                                                                                                                                                                                                                                                                                                 | 2.7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| C & D recycling                                                                                                                                                                                                                                                                                                                                                                                                                   | 5.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Recycling funding                                                                                                                                                                                                                                                                                                                                                                                                                 | 5.2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Education and outreach                                                                                                                                                                                                                                                                                                                                                                                                            | 5.3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Electronics recycling                                                                                                                                                                                                                                                                                                                                                                                                             | 5.3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Organics & food recovery                                                                                                                                                                                                                                                                                                                                                                                                          | 5.3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Glass recycling                                                                                                                                                                                                                                                                                                                                                                                                                   | 5.5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Paint product stewardship                                                                                                                                                                                                                                                                                                                                                                                                         | 5.7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Plastics recycling                                                                                                                                                                                                                                                                                                                                                                                                                | 5.8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Council vacancies                                                                                                                                                                                                                                                                                                                                                                                                                 | 9.2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |
| Discussion of Priority Issues and Ranking                                                                                                                                                                                                                                                                                                                                                                                         | <p><b>Joe Van Rossum, DNR</b> provided a brief summary of methods the council has used to explore and address priority issues in the past including the following:</p> <p><b>Engagement of stakeholders</b> to facilitate connections and conversation about issues. This may or may not result in further action but serves to develop a network for future activities. Examples of this include the councils work on adhesives, paint recycling (PaintCare), and battery recycling (Call2Recycle).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |              |                   |     |                 |     |                   |     |                        |     |                       |     |                          |     |                 |     |                           |     |                    |     |                   |     |

**Workgroups** can be organized to gather information and generate reports. Examples include the plastic film and used oil filters workgroups which resulted in a pilot study and eventual implementation of the WRAP program in Wisconsin, and the generation of draft legislation on oil filters.

**Tours** can be provided to educate council members and the general public on products and facilities of interest.

**Advocacy** can be an effective tool and can include testimony, letters and in person meetings. The council has advocated alone and in conjunction with other organizations such as AROW, SWANA and WCSWMA. Most recently, this council has advocated by letter to restore recycling funding and staff the council.

**Van Rossum** then led council members through a process of reflection and analysis using the “What? So What? Now What?” method for the highest ranked priority item “Recycling Markets”. The results are listed below:

What (What does it mean?)

1. Markets for all products
2. Information about market conditions (official board of markets)
3. Regional (Wisconsin) and national/global differences in markets
4. Markets for single stream materials (plastics, metals, paper/OCC etc.)
5. Driver: need an end use
6. Consumer: understand impact of recycling
7. Driving costs of municipal recycling programs
8. Driver of prices (sorting by grade)
9. Reduction of virgin material use

So What (Why is it important?)

1. Consumer motivation
2. State support for community programs
3. Impact on programs
4. Story of market impact on RUs and MRFs
5. Program costs versus market conditions
6. Myths regarding recycling paying big money
7. Value of virgin material replacement
8. Local markets reduce transportation (infrastructure)
9. Emerging recovered materials

Now What (What actions can the council take?)

1. Speakers/presentations/experts on markets
2. Forum between MRFs and markets
3. Promote next council meeting to solicit input from stakeholders
4. Recycling Markets session (Dave Keeling) at WIRMC - invite experts to stay for council meeting
5. Investigate what others are doing
6. Support existing WI markets (illustrate value of local markets)
7. Be a voice in the legislature

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|             | <p>Goals/Objectives</p> <ol style="list-style-type: none"> <li>1. Increased understanding/knowledge (who?)</li> <li>2. Reduce the amount of recyclable material going to landfills</li> <li>3. Increase dialogue between markets and stakeholders</li> </ol> <p>Leadership</p> <ol style="list-style-type: none"> <li>1. Roles</li> <li>2. Timelines</li> <li>3. Commitment levels</li> </ol> <p><b>Action: Council members discussed leadership roles, timelines and commitment levels and will consider how to proceed for the next meeting in February.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| DNR Updates | <p><i>Jennifer Semrau, DNR</i> informed the council that:</p> <ol style="list-style-type: none"> <li>1. Ann Coakley, former Director of the Bureau of Waste and Materials Management (WMM) resigned to pursue other opportunities. Bart Sponsellor, Deputy Division Administrator for the Environmental Management Division will act as interim director.</li> <li>2. The WMM Bureau is continuing to hire for positions throughout the state including two engineers, a hazardous waste specialist, an environmental program associate, a deputy director and director.</li> <li>3. The WMM Study Group will meet as a whole on 02/16/2017 at 1 p.m. in the DNR's Fitchburg office. Individual subgroups meet separately in person or by phone to continue their work on priority issues. These subgroups include Alternative Landfill Caps, Construction &amp; Demolition, Groundwater Monitoring, Organics, and Recycling Innovation.</li> <li>4. <a href="#">AROW's Glass Task Force</a> released its findings and recommendations on market-based, technical and regulatory solutions along with implementation strategies for container glass recycling in Wisconsin. The DNR is in the process of developing guidance for other approved end uses of glass including beneficial reuse and low hazard exemptions, and will be seeking public comment later this year.</li> <li>5. Ten Oconto County municipalities who separated from the County RU have formed a total of eight new RUs, including seven individual RUs and one multi-member RU.</li> <li>6. Jennifer Semrau and Marcy McGrath will be presenting the DNR's household recycling survey results and WMM program updates at WIRMC on March 2<sup>nd</sup>.</li> <li>7. The <a href="#">E-Cycle Wisconsin 2016 report</a> (publication #WA 1823 2016) is now available on the DNR's website. Since the law took effect in 2010, nearly 225 million pounds of electronics have been recycled. In program year 7, registered collectors took in 32.4 million pounds or 5.6 pounds per resident.</li> <li>8. MRF and RU annual reports will be available soon and are due March 30<sup>th</sup> and April 30<sup>th</sup> respectively.</li> <li>9. Council election of officers was postponed for planning purposes and still needs to be conducted for 2017.</li> </ol> |

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|                              | <b>Action: Council members decided that election of officers will be held at the next face to face meeting. Angie will send out a description of election procedures and the roles and responsibilities of each officer.</b>                                                                                 |
| Other Business/ Next Meeting | Angie will send out a doodle poll to select a date and time for the February conference call. The next face to face meeting will be at the Wisconsin Integrated Resource Management Conference (WIRMC) at the Osthoff Resort in Elkhart Lake (Sheboygan County) on March 3 <sup>rd</sup> , 2017 at 1:00 p.m. |
| Public Comment               | No public comment                                                                                                                                                                                                                                                                                            |
| Meeting Adjourned            | Meeting adjourned at 1:47 pm; motioned by Jeff Zillich and seconded by Heidi Woelfel. Motion carried (5-0).                                                                                                                                                                                                  |