

MINUTES

COUNCIL ON RECYCLING
FEBRUARY 17, 2009
UWEX/WORKFORCE DEVELOPMENT BUILDING
864 COLLINS RD
JEFFERSON, WISCONSIN

Council Members Present: Greg David, Jeff Fielkow, Rick Meyers, James Cromwell (proxy for Neil Peters-Michaud), John Reindl, Charlotte Zieve

Council Members Absent: Dennis Dancker

Also attending: Steve Brachman- SHWEC, Rick Eilertson- City of Fitchburg, Steve Grabo- UW-Extension, Eric Uram, Joe Van Rossum- SHWEC

Call To Order: The meeting was called to order by Chair John Reindl at 9:05 AM.

Introductions and Announcements: Reindl said that the Dane County landfill has an odor issue with a part of the landfill that accepts CWD deer.

Reindl said that if the emerald ash borer does as much damage as predicted it could mean big challenges for wood disposal.

Reindl said the state budget repair has been introduced. As far as he could tell the only waste/recycling issue was a clarification to a property tax exemption. The bill will probably be passed this week. The regular state budget will be introduced tonight. Five programs account for 80 % of the budget. They are the UW, Corrections, shared revenues, schools and Medicare. There will probably be items in this budget that affect recycling. Landfill surcharges and/or sales taxes are examples. Generally Wisconsin taxes goods unless exempted. It exempts services unless specifically taxed. There are currently no sales or use taxes on landfills. The budget can't be balanced with just cuts. Which taxes may be raised is anyone's guess.

Reindl said that the market has improved somewhat. Joe Van Rossum said that the material is moving. The market is working through its inventory. There is also less volume coming in. The price of plastic has improved along with the price of oil. He said the material flow is balancing out. Jeff Fielkow said the price of steel had dropped to \$5-10/ton and is now \$40-50/ton. Corrugated has gone from \$0/ to \$80-100/ton. A lot of brokers are sitting on supply and waiting for prices to increase. There is still a lot of weakness in newsprint.

Minutes: Minutes of December 17, 2008. Charlotte Zieve moved and Rick Meyers seconded. The minutes were approved.

Updates:

DNR: Dan Fields, DNR, said that DNR is waiting for the budget. The budget repair bill, which is for the fiscal year that ends June 30, 2009, is requiring that state agencies lapse \$125M. DNR does not know what the DNR's share will be. One area that DNR is saving money is with vacancies. There are 375 vacancies, the equivalent of over 300 full time positions. There will be less travel. The agency does not expect layoffs. The governor has said it does not make sense to lay off some people so you can give money to the private sector to give that person a job.

Fields said that Sen. Miller will introduce the e-waste bill soon. Sen. Miller has been working with Minnesota to make changes based on Minnesota's experience. He still expects to get the bill passed before the legislature takes up the budget.

Joe Van Rossum said that the DNR is working on compost rules. If you make compost from certain ingredients you are OK. If you want to use other materials, it is complicated. This is meant to simplify the process. The technical advisory committee will meet on February 19. DATCP is a member of the committee. Reindl said that the legislature is looking to ban phosphorus in fertilizer. Will this affect the rule? Van Rossum did not think it would.

Elections:

Zieve moved and Fielkow seconded Reindl for Chair. There were no other nominations. Reindl was elected by voice vote. Reindl alerted members that he would not seek reappointment to the Council when his term ends in January of 2011.

Fielkow moved and Greg David seconded Rick Meyers for Vice Chair. There were no other nominations. Meyers was elected by voice vote

Fielkow moved and Meyers seconded Zieve for Secretary. There were no other nominations. Zieve was elected by voice vote.

Public Comment: Rick Eilertson said that Fitchburg will do a waste composition study this spring. The city has also started polystyrene recycling. The city's collection system is very good and probably can't improve much without a lot of funding and effort. Instead they will work on business recycling and plastic bag recycling.

Strategic Planning: Steve Grabow, UW-Extension, led the discussion. The following are his working tear sheets.

Mandates:

Statute:

1. Promote efficient and prompt implementation of state programs related to solid waste reduction, recovery, recycling
2. Advise officials (state, county, municipal)
3. Advise DNR/UW on education and research
4. Advise DNR on plans for statewide announcements

Other

Respond to policy directives by governor and/or legislature
Meeting protocol requirements (at least one meeting per year)
Bylaws- have them but not readily available
Working definitions of solid waste, recycling, recyclables in statute

Informal:

Respond to responsible unit (RU) requests
Respond to issues from various trade groups, etc.
Council to stay informed on relevant issues of recycling
To be leaders in 'thought based' knowledge about recycling
Expect that we keep track of future needs (i.e. scrap wood from emerald ash

borer)

Expectation to be 'visionary'

Expect that we are open to 'big picture' of environmental matters (e.g. climate change, oil, environmental emissions)

Expect that we are involved in all matters of 'sustainability'

Help businesses understand material flow (pollution prevention)

Meet at least five times each year

Develop and annual report each year (to keep people informed and to provide a 'road map' of where we've been

Have refined/updated definitions

Maintain a culture that individual members influence the Council to address matters of strong importance to them and their 'prime issues'

Recognize that the Council has changed and it is changing (e.g. smaller Council size, no longer having legislators on the Council, no marketing board, some burn-out)

Council may have lost some of its influence as some issues have become institutionalized elsewhere (stakeholder's view of Council's importance may have changed)

Expect that Council still plays an important role despite stakeholder's changing view of the Council

Expect this Council to respond to public's enthusiasm/support of recycling

Expectations that 'success' may mean others doing complementary work (i.e. that some issues have become 'mainstream')

Stakeholder Analysis (stakeholders not in any order)

Internal

Council of seven members (representing industry, business, local gov't, general public, environmental orgs)

DNR staff

Undefined 'state agency' resources

Interested parties (who sit in on meetings)

No standing committees

Ad Hoc committees (by topic)

External

Primary

State legislature/individual legislators, sponsors, champions

Governor's office

General public

Environmental groups: Clean WI, Audubon, Sierra Club

DNR

Local government

RUs

Statewide associations

Counties

Towns

Cities

University System

Secondary

Manufacturers/resource generators

Solid waste industry

Haulers/handlers

Landfill owners/operators

MRF operators

Businesses using recyclables

Topic-driven stakeholders

Mercury

Electronics

Stickies

Ag plastics

Others

State agencies (other than DNR)

DOA

DOT

Retailers and their associations

Best Buy

Staples

Home improvement stores

Non-human stakeholders

Animals

Land

Water

Air

Private consultants

Separate SW and recycling org

WMC

CREWE

Measures of How Key Stakeholders Judge the Council (not in order)

Local government/RU

- Extent to which the Council demonstrates its existence and is visible
- Extent to which Council 'success stories' are communicated
- Extent to which 'advise' is provided to local government
- Extent to which 'issues of the day' are communicated
- Extent to which key resource info is provided and linked to the Council
- Extent to which purpose/function of Council is shared with local gov't

Legislature/legislators

- Extent to which mission/purpose/function is clarified to them
- Extent to which advice is incorporated into policy
- Extent to which 'their constituency' is benefited
- Extent to which 'public programs' are working, public issues addressed
- Extent to which Council influences/improves policy or provides support

for legislative agenda

DNR

- Extent to which attention of certain issues is brought to DNR
- Extent to which the DNR is apprised of issues that should be 'on their

radar screen'

- Extent to which issue awareness is brought to DNR and local gov't
- Extent to which action is taken on key issues
- Extent to which Council and Task Forces participate with DNR
- Extent to which Council supports DNR budget requests

Governor's office

- Not sure
- (Note: there are over 60 councils/boards/commissions in state)

UW System

- Extent/number of 'research' requests received
- Extent to which Council raises possible or emerging issues
- Extent to which there is sharing or partnering on issues
- Extent to which Council may be a budget advocate for UW-Ex, UW-

System, faculty, students, local businesses

Recycling businesses

- Extent in providing assistance and support
- Extent in providing advocacy for legislation, rule-making to assist their

waste diversion business

Topic-Driven stakeholders

- Ability to be engaged
- Extent to which the Council identifies need for these topics
- Extent of recognition of robust issues
- Extent we provide 'balance' on topics
- There may be opposing perspectives

Solid waste industry

- Similar to topic driven

General public/Env groups

- Output/activities sustainable
- Extent to which 'big picture' scenario is considered
- Extent to which more 'voices' are brought into decision making

Extent to which participation is 'easy & affordable'
Extent that the Council is transparent

Mission Statement/Purpose

"To advise the Governor, Legislature and state agencies on solid waste reduction, recovery and recycling policy"

Observation

Also: promote efficient and prompt implementation of programs
Existing is 'too restrictive'. We do more- such as co-benefits of energy reduction
Too limited- we advise DNR local officials, more
Questioning policy (implementation also important)
'Advise' is great but we also need to consider 'implementation of advise'
Can go beyond what statute outlines in our mission

Alternative 1

To advise the state of Wisconsin, its municipalities, its businesses and the public on waste reduction, recycling and recovery programs in Wisconsin

Observations

Other ideas considered

Question limiting it to 'the state'
Develop recommendations
To create a sustainable
Restorative

Members tentatively OK'd Alternative 1

Other Business:

The next meeting will be Friday, March 13, 2009, 12:30-2:30, Chula Vista Resort and Conference Center, Wisconsin Dells. The meeting will be mainly for stakeholder input. A strategic planning wrap up meeting will be Wednesday, April 15, 9AM, at the UW-Extension/Workforce Development building, 864 Collins Rd, Jefferson.

Adjournment: David moved and Cornwell seconded. The Council adjourned at 12:55.

Respectfully submitted by Daniel B. Fields, Department of Natural Resources.