

Notes
COUNCIL ON RECYCLING
 February 27, 2015
 Oconomowoc, WI

<p>Council Members Present: Rick Meyers, Jim Birmingham, Joe Liebau, Mark Walter representing Charles Larscheid, Neil Peters Michaud, George Hayducsko</p> <p>Council Members Absent: None</p> <p>DNR: Brad Wolbert, Cynthia Moore, Angie Carey, Christine Lilek, Ann Coakley, Casey Lamensky, Dan Werner, Marcy McGrath</p> <p>Public: Becky Curtis, City of Milwaukee; Eileen Norby, UW; Kelly Mehring, Waukesha County; Meribeth Sullivan, Waukesha County; Jennifer Semrau, Winnebago County; Chris Miller, Outagamie County; Amanda Haffele, Dunn & Eau Claire Counties; Dan Krivit, Foth;</p>	
Call to Order	Meeting called to order at 1:05 p.m.
Approval of Minutes (July 30, 2014)	Motion to approve minutes made by Jim Birmingham and seconded by George Hayducsko, approved by voice vote.
Introductions/Announcements	Council members and guests introduced themselves. No announcements were made.
Election of Officers	Jim Birmingham moved to table this agenda item pending receipt of confirmation of council members' applications. Motion seconded by Neil Peters Michaud.
E-Cycle Wisconsin 2014 Report prepared for the Legislature	<p>Brad Wolbert, DNR, provided an overview of the E-Cycle Wisconsin 2014 report prepared by the DNR for the Legislature and governor under s. 287.17(10), Wis. Stats. This report summarizes program results, identifies challenges and describes policy recommendations to maintain Wisconsin's successful electronics recycling program.</p> <p>Since 2010, more than 160 million pounds of electronics have been recycled and the number of registered collection sites has increased, covering 99% of Wisconsin's population. In program year 5, Wisconsin residents had one of the highest collection rates in the country, taking in 37.2 million pounds, or 6.5 pounds per resident. Wisconsin is a leader in state electronics recycling programs and many stakeholders have praised the structure and overall administration of the program.</p> <p>Although the program remains strong, the changing nature of electronics being sold and the markets for materials being collected, are presenting challenges for the current system. Weight based manufacturer recycling targets set by statutory formula have declined while the weight of electronics collected has remained steady. Unless manufacturer recycling targets are updated (currently 80% of sales by weight), the funding will no longer meet the recycling demand as older, heavier devices, especially CRTs, continue to be collected. During the current program year, the number of collection sites and events has decreased, especially in rural areas, and many recyclers are increasing their fees. Fewer collection sites and higher costs may lead to increased illegal dumping and an increase in the financial burden on taxpayers.</p>

The DNR has made several recommendations to improve administration of the electronics recycling law. These include changing the annual program year to correspond to a calendar year, changing registration fee levels to assist small businesses, expanding the definition of schools to include all K-12 schools and increasing the types of devices meeting the definition of covered electronics.

Council members expressed their concern that the cost of recycling was increasingly shifting to the consumer and taxpayer at the point of end-of-life collection, and that the intent of the law needed to be reaffirmed through adjustments to the OEM targets and an increase in enforcement.

Action: Council passed a resolution by voice vote; motion was made by Neil Peters Michaud and seconded by George Hayducsko to direct the Council to take the following recommendations to Senator Miller:

1. **The council reaffirms that the original intent of the legislation (Act 50) should still guide any modifications to the legislation. Namely, E-Cycle legislation should:**
 - a. **Maximize convenient collection of discarded electronics;**
 - b. **Promote responsible collection and processing; and,**
 - c. **Be funded primarily through manufacturers (OEM) through a Product Stewardship model and NOT by taxpayers.**
2. **In order to meet the growing challenge of more electronics being collected for recycling than manufacturers are obligated to manage for recycling, we propose to change OEM targets to correct for this imbalance. We recommend a new approach be considered which ties obligation weight amounts to the average of the past three years' actual collections and distribute those targets based on current OEM sales data/market share.**
3. **In order to help prevent electronics recyclers from operating irresponsibly and abandoning e-waste for taxpayers to clean up, we propose to hold manufacturers accountable for downstream processors they contract with through the program that are not properly operating responsibly.**
4. **In order to provide clarity to program participants and guidance to regulatory agencies, we request the legislation define specific penalties for participants that do not follow the law's requirements.**

Council members stated their interest in hearing feedback from all stakeholders regarding the challenges currently facing the E-Cycle program.

Action: Council passed a resolution by voice vote; motion was made by George Hayducsko and seconded by Jim Birmingham to support an E-Cycle stakeholders meeting with the DNR, OEMs and the Council on Recycling.

<p>Rigid Plastics Collection Strategy for ICI Sectors</p>	<p>Tonya Randell, Moore Recycling Associates, provided an update on Industrial, Commercial, and Institutional (ICI) rigid and film plastic recycling.</p> <p>The ICI Rigid study was designed to find potential material and markets for more ICI rigid collection with an emphasis on materials that can improve/compel more residential collection. The initial findings indicate that rigid plastics in agriculture are more readily recyclable if generated in a processing facility. Farm generated material is limited by cost-effective material consolidation. Institutional rigid plastics appear to account for a small percentage (~<5%) while industrial and commercial sectors account for the majority. The portion of the ICI data that is multi-family tonnage needs to be determined as well as the types of materials in this category. The final report, expected in late March, 2015 will provide more information on the major generators and what they generate, consolidation opportunities and markets.</p> <p>A film recycling educational campaign, audit and survey are being conducted with Roundy's stores in Milwaukee. A second consumer education campaign with Festival Foods and the Outagamie MRF is underway and will track changes to residuals in the BOW facility. Two vocational centers are working with Dunn County to collect film and plans are underway to bring film collection to Rehabilitation for Wisconsin members, increasing commercial access across the state.</p> <p>Action: No Action Taken</p>
<p>Governor's 2015-17 Proposed Budget - Recycling</p>	<p>Council members discussed the Governor's 2015-17 proposed budget and the potential and likely impacts on local governments, businesses and residents of Wisconsin. Of particular concern were:</p> <ol style="list-style-type: none"> 1. The reduction in funding of recycling grants for local governments, 2. The elimination in funding for the UW Extension Solid And Hazardous Waste Education Center (SHWEC), and 3. Elimination of funding for UW solid waste research & demonstration. <p>An additional reduction of \$4 million to recycling grants would result in a >50% reduction of funding to local governments since 2011. These cuts make it increasingly difficult for communities to provide effective recycling programs which produce the feedstock for many Wisconsin businesses.</p> <p>The contributions made by UW SHWEC and the Solid Waste Research & Demonstration program provide a strong foundation for Wisconsin's recycling system, without which many local governments and businesses would struggle to find cost effective solutions and support for their programs.</p> <p>Council members also reiterated that the source of funding for these programs is through landfill tipping fees and not tax dollars.</p> <p>Action: Council passed a resolution by voice vote; motion made by George Hayducsko and seconded by Jim Birmingham for chairman to work with AROW, SWANA and WCSWMA to reach out to the Governor and legislature to reaffirm Wisconsin's recycling efforts and requirements, the need for full funding, and to request a public hearing on the budget proposal.</p>

Public Comment	<i>Christine Lilek</i> with the DNR informed the council that the agricultural plastic survey had been distributed and results would be summarized and communicated after the deadline.
Other Business/ Next meeting	Angie will send out a pole to determine the date, time and location for the next meeting. George Hayducsko noted that Dynamic Recycling in La Crosse has offered to host a Council on Recycling meeting.
Meeting Adjourned	Meeting adjourned at 2:45 pm; motioned by Jim Birmingham and seconded by Mark Walter.