

Notes
WISCONSIN COUNCIL ON RECYCLING

Wednesday, September 6, 2023
 Outagamie County Recycling, 1419 Holland Rd, Appleton and via conference call/Zoom

<p>Council Members Present: John Anderson, Jarrod Holter, David Keeling, David Pellitteri, Mark Walter, Heidi Woelfel. DNR: Jennifer Semrau, Kate Strom Hiorns, Dustin Sholly, Rachel Stark Public: Julie Ketchum, Chad Koehler and Troy Hanson, WM; Alex Nett and Jordon Hiller, Outagamie County; Tom Thompson, UW Health; Marty Oxman, BlackBridge; Chris Blan, Brown County; Eric Nelson, Good News Project. Note- due to the call-in/Zoom ability to join the meeting, some participants may not be identified above; omission is not intentional.</p>	
Call to Order	Meeting called to order at 10:01 a.m.
Introductions and Announcements	Council members, staff and guests introduced themselves. Marty Oxman has been appointed to the council and will be a voting member at the next meeting following receipt of his oath of office paperwork.
Approval of Minutes (June 2023)	Motion made by David Pellitteri and seconded by John Anderson to approve the minutes of June 6, 2023. Motion carried (6-0).
DNR/Legislative Updates	<p>Jennifer Semrau, DNR informed the council of various DNR staffing updates:</p> <p>Recruitments</p> <ul style="list-style-type: none"> • Statewide Lead Engineer- interviews this week, hope to hire in Oct. • Dual LTE- Recycling and Non-Landfill Team (NLFT), deadline to apply closed last week, hope to hire in late Oct./early Nov. • Waste Management Engineer for northeast or northern region- open recruitment now • Waste Management Specialist for NLFT for southeast region- posting soon <p>Departures</p> <ul style="list-style-type: none"> • Melanie Burns, Waste Management Specialist in southeast region • Sonny Zentner, Engineer in west central/northern region <p>Presently running at a ~20% vacancy rate. Budget included CPI increases for staff (4% this fiscal year, 2% next fiscal year) contingent upon approval of the Joint Committee on Employee Relations.</p> <p>J. Semrau, DNR informed the council of various Waste and Materials Management (WMM) program updates:</p> <ul style="list-style-type: none"> • Recycling Excellence Awards- nomination period now open through Sept. 15. Municipalities, businesses, schools, organizations all eligible to apply in the categories of overall program, projects and initiatives, special events and innovation. Winners announced on/around America Recycles Day (Nov. 15) • 2024 Recycling Grant application period now open. <p>EPA Bipartisan Infrastructure Law Funding</p> <ul style="list-style-type: none"> • State Solid Waste Infrastructure For Recycling (SWIFR) Grant (~\$550,000)- expect to receive funds in early Oct. for food waste

	<p>management work. Working on position description for project position.</p> <ul style="list-style-type: none"> • Recycling Education and Outreach Grant- decision expected in Oct. <p>J. Semrau, DNR informed the council of various upcoming events:</p> <ul style="list-style-type: none"> • DNR staff will be speaking at the National Waste and Recycling Association- WI Chapter meeting on Sept. 19 in Johnson Creek • DNR’s Solid Waste Interested Parties meeting will take place Sept. 28 via Zoom. Agenda includes annual financial update, overview of department’s enforcement procedures, administrative rule revision updates, recycling data and updates, battery management and general program updates. • WMM Study Group meeting will take place on Nov. 2 in-person (location TBD) and via Zoom. This will be the last meeting with Co-Chair Lynn Morgan, WM, who is retiring. <p>J. Semrau, DNR informed the council of various legislative/rulemaking updates:</p> <ul style="list-style-type: none"> • NR 500 Landfill and solid waste fees rulemaking is underway. An external advisory committee was formed. Next meeting is Oct. 21 at 9:30 a.m. in Madison with a virtual option. Attendance is open to all. Any questions, please contact Kate Strom Hiorns, kathrynm.stromhiorns@wisconsin.gov. • Recycling rules later on agenda.
<p>Recycling Administrative Code Revision Update</p> <p>Slides</p>	<p>J. Semrau, DNR presented slides on progress on the recycling administrative rule revision, summarizing the finalized draft language and updating the council on the next steps in the process (see link to slides at left). Jarrod Holter asked for clarification on food waste education requirement. J. Semrau said it could be as simple as linking to DNR web resources or using documents DNR will create. Education can be about food waste prevention (ex: understanding date labels) versus composting or end of life management of food waste (providing residential food waste composting is NOT required). J. Holter asked if DNR is looking for RUs to update their ordinances in order to use the new “adequate” language regarding multi-family properties. J. Semrau said yes, ordinances will need to be updated, but it is also important to note that the DNR is not expecting RUs to proactively change and enforce. J. Holter said often multi-family provisions are not visible so this change would be huge for RUs to enforce, but this is good for RUs to fall back on. J. Semrau said this is intended to be a tool for RUs, and RUs are not expected to police every property. However, the code can be used in response to complaints. Heidi Woelfel asked if municipalities can do more than required in code. J. Semrau said yes, RUs may exceed code requirements. Further, DNR has guidance for RUs on multi-family property management and is working with the WI Apartment Association to get the word out. H. Woelfel said developers may not know to plan for space for recycling. M. Walter asked how many MRFs are less than 5,000 tons/year. J. Semrau said approximately half. Tom Thompson, UW-Health asked how the rule changes will be communicated with the public, especially to people who should be providing recycling containers. J. Semrau stated DNR will use existing outreach resources and reach out to specific audiences.</p>

<p>Next Steps: Council on Recycling Priorities</p> <p>Priority Document (draft)</p>	<p>Mark Walter, Brown County/Council Chair provided a draft priority document to the council (see link at left) and went over it with the council. M. Walter expressed that the council should be reporting to the Governor/ legislature on a regular basis. Related to batteries (top priority issue for the council), M. Walter stated Brown County is now taking all batteries (including alkalines) and battery containing devices for free from residents (began Aug. 1). David Pellitteri said this could be a model for the state. M. Walter said they had the support of local fire departments. M. Walter requested the council review the document and consider stakeholders and outcomes on the battery issue by Oct. 15.</p>
<p>Discussion of Battery Issues</p> <p>Slides</p>	<p>Chris Blan, Brown County provided a presentation on battery issues and the waste industry including battery fires, conserving resources and regulatory compliance. C. Blan said demand for lithium will double every five years. H. Woelfel asked where Brown County sends collected batteries. C. Blan said they send them to their E-cycle service provider who will send to an actual battery recycler; there are approximately 4-5 vendors. J. Semrau stated the Department of Energy is offering billions in grants for battery recycling. John Anderson asked is extracting lithium difficult. C. Blan stated the company has a video on their processing infrastructure. Eric Nelson, Good News Project said for consumers even identifying if there is a battery in a device is a challenge. H. Woelfel asked how the council should tackle this issue. D. Pellitteri suggested manufacturer responsibility. M. Walter suggested public education. C. Blan stated education needs to be constant.</p>
<p>Recycling Compliance Issues</p>	<p>J. Semrau, DNR said new recycling compliance issues received since the last meeting include:</p> <ul style="list-style-type: none"> • Complaints or alleged compliance issues at multi-family properties or non-residential properties in Sheboygan, Hobart, West Allis, Neenah, Pulaski and Appleton. • Notice of Non-compliance (NON) issued to a recycling transfer station in northern region for alleged failure to comply with s. NR 502.07(2f), Wis. Adm. Code, “The transfer facility and adjacent area shall be kept clean and free of litter.” Action was result of anonymous complaint received by US EPA Region 5 (and sent to the DNR). • Responsible Unit (RU) annual report- 25 late filers in 2023. Of those, 24 placed on probation and 1 received a NON for filing late two consecutive years.
<p>Recycling Market Updates</p>	<p>M. Walter, Brown County/Council Chair stated that markets are not as good now as a year ago. Plastics have fallen significantly in last several months (HDPE natural and PETE). Paper pricing is flat. D. Pellitteri stated the mixed value of recyclables is at the low end of the cycle. He concurred that plastic is low, while metal and fiber are low to mid in their respective cycles. China is putting pressure on pricing; hope for increases in spring. David Keeling stated steel pricing is down. Marty Oxman stated he expects pricing to pick up in the spring. M. Oxman believes the pricing floor has been hit with HDPE and PETE and stated UBC is flat.</p>
<p>Introduction of Tri-County Recycling Facility</p>	<p>Alex Nett, Outagamie County welcomed the council and guests to the Tri-County Material Recovery Facility (MRF), jointly owned by BOW (Brown, Outagamie and Winnebago Counties). Presently the facility is operating at 8-</p>

	<p>9% residual with two full time shifts. The MRF uses contracted staffing by Leadpoint, which specializes in MRFs. The MRF features a new NRT optical sorter, new glass system and new baler. They applied for a grant from The Recycling Partnership for robotics and also from the federal SWIFR for political subdivisions to help with staffing shortages. Education is a focus of the Tri-County and includes bus advertisements, ads at sporting events and the BetterBin app. Outagamie County has also worked with their hauler on cart tagging. Tours are also a big focus, with an emphasis on getting haulers and drivers to tour the operation. The Waste Wizard app is also used. Julie Ketchum, WM stated the goal of education is to collect materials that are clean and acceptable. Has Outagamie County done a survey of effectiveness? Which marketing materials have the most impact or the impact of cart tags?</p> <p>A. Nett stated surveys have low response rates. It is a challenge to figure out the effectiveness of advertising and education. The facility focuses on trying many different methods to reach consumers. The MRF also offers tours to manufacturers and producers of products to understand how their packaging will (or will not) be recovered in the system. M. Walter stated BetterBin and Waste Wizard provide monthly reports on what items people are searching for the most. J. Ketchum stated it will be interesting to see if recycling gets cleaner.</p>
Public Comment	None.
Other Business/Next Meeting	Next meeting on December 5 th will be virtual. M. Walter asked if the following meeting should be at the WI Integrated Resource Management Conference (WIRMC). Council members should let M. Walter know their thoughts.
Adjourn Business Meeting	Meeting adjourned at 12:08 p.m.; motioned by David Pellitteri and seconded by Heidi Woelfel. Motion carried (6-0).

Following the business meeting, in-person council members and guests toured the Tri-County Recycling Facility.