

MINUTES

COUNCIL ON RECYCLING
MARCH 13, 2009
CHULA VISTA RESORT AND CONFERENCE CENTER
2401 RIVER ROAD
WISCONSIN DELLS, WISCONSIN

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

Council Members Absent: Vacancy

Also attending: Steve Brachman- SHWEC, Sharon Ehrhardt- Jefferson County, Larry Hagaman- Hilltopper Refuse, Jennifer Havens- St. Croix County, Cynthia Moore- DNR, Eric Uram- Sierra Club, Brad Wolbert- DNR

Call To Order: The meeting was called to order by Chair John Reindl at 12:35 PM.

Introductions and Announcements: Reindl said that Dennis Dancker had resigned because of health issues. Anyone interested in filling the vacancy should contact the Governor's office.

Minutes: Minutes of February 17, 2009. Charlotte Zieve moved and Rick Meyers seconded. The minutes were approved.

Strategic Planning: Steve Brachman facilitated the session. These are the notes as written on the facilitation sheets.

Internal Strengths

- Tackle hot topics
- Knowledge base
- Motivation
- Make up of Council
- Expertise of state agencies
- Diversity of opinion
- Forum/voice for sustainability
- Mandate to advise decision & opinion makers
- Mandates are not restrictive
- Network created by members
- Experienced DNR staff support
- Known brand
- Members' influential contacts
- History of operations- knowledge
- Ability to form special committees with state and local expertise
- Complete freedom from political pressure

Internal weaknesses

- Lack of 'teeth'
- Lack of awareness about mission & existence
- Small size
- Lack of legislators
- Madison/Milwaukee thing (lack of geographical diversity)
- Insufficient branding/marketing
- Perceived lack of relevance
- Lack of budget/staff
- Slow pace of membership replacement

Time needed for educating new members
Lack of ongoing forum for new issues
Lack of scope- needs broadening
Members are volunteers
Difficult to maintain enthusiasm since recycling is institutionalized
Process ambiguity- not clear on steps to implement mandates

External Opportunities

Broad support for recycling
Council is statutory
Political climate favorable
Markets and job opportunities in industry
'Peak' phenomenon (oil, other resources diminishing)
Change in business communities to green
Product life cycling and carbon footprint
Blend between mandates for recycling content
Tight government budgets makes folks open to new solutions
Tremendous interest in our issues
Proposed EPA increased budget
Educational opportunities as local budgets get tighter
Shift in public attitudes as government budgets tighten
Economic stimulus money
Recycling fund grant notifications
Climate change- energy savings connection
Producer responsibility (electronics) paradigm shift
Framework legislation
Corporations becoming more accountable due to liability
TV digital transition
Waste to energy = waste as a resource
Governors' Task Force recommendations

External Threats/Challenges

Local gov't costs increasing while budgets tighten- can't keep taking all products
Business stressed by need to make a profit
Burning of materials still occurring (e.g. Ag plastics)
Lower recycling revenue
Fluctuating markets
Public confusion due to lack of markets
Lack of full cost accounting (externalizing costs)
Narrowing perception that recycling is a luxury
Recycling fund diversions
Lack of legislative and gubernatorial support
Wholesale cancellation of grants in the budget
Lack of staffing (DNR) and in local government
Confusion on how statewide organizations fit together
Lack of organization education/liaison
Wall St/business cycle- need longer term payback
Vested interests shortsightedness
Public desire for recycling may lead to undermining recycling programs
Subsidizing virgin materials/energy
Pressure to do more outside of core mission
Finding viable markets
Inability to be more than advisory = confusion in local gov'ts
Other don't give us credence

Public Comment: Jennifer Havens said the loss of Recycling Efficiency Incentive (REI) and Clean Sweep grants will have a major effect on her county. The Clean Sweeps have been canceled and other programs may be cut back. Sharon Ehrhardt said that Jefferson County will drop its pharmaceutical program and other recycling activities. They know this will cost more in the long run because of illegal dumping etc. but they have to do it. Cynthia Moore said that DNR still HAS to take some unallocated cuts and they could come from the recycling fund, which might affect the basic RU cost-sharing monies. Greg David moved that the Council go on record as supporting the full refunding of the Clean Sweep program, full funding of the recycling grants to at least the current levels and restoration of the REI grants and that the Chair write a letter to that effect. Meyers seconded. Zieve said that the letter should point out the cost of eliminating the programs. Jeff Fielkow called for a public/private partnership for the Clean Sweeps. The motion passed on a voice vote. Meyers volunteered to write the letter. Havens said that AROW/SWANA/WCSWMA will have a packet of information on the issue. They will also be contacting their local legislators and respective county boards.

Other Business:

E-Waste legislation: Reindl said he will write a letter and testify in favor of the legislation and will share a draft of the letter with the Council members to obtain their input before it is sent.

Product Stewardship Policy paper: Reindl said this is a major policy decision. He would like to wait for people to have time to read it and comment. Reindl and Meyers will, however, reference the idea in their respective letters.

The next meeting will be Wednesday, April 15, 2009, 9AM, at the UW-Extension/Workforce Development building, 864 Collins Rd, Jefferson. This meeting should finish the strategic plan process. The Product Stewardship Policy paper and updates will be the only other items on the agenda

The following meeting will be a regular Council meeting, tentatively planned for Fond du Lac on May 12.

Adjournment: Zieve moved and David seconded. The Council adjourned at 3:05.

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