

Green Tier Advisors  
June 19, 2012  
DNR – GEF 2 – G09  
Meeting Notes

**Present:** Rita Hayen, Art Harrington, John Imes, Linda Bochert, Rebecca Power, Margaret Krome, Jim Lorman, Paul Kent, Lyman Wible, Amy Loudenbeck

**Absent:** Mark Borchardt, Mary Schlaefer, Kristine Euclide, David Simon, Marilou Martin,

**Staff:** Al Shea, Laurel Sukup, Mark McDermid, Katherine Mitchell, Ben Pierson

**Greetings & Housekeeping Items**

The Advisors welcomed Representative Amy Loudenbeck who was appointed by Secretary Stepp to fill the Community seat given her work with community groups and the chamber in Beloit. Linda Bochert explained that all but one of the reviews of compliance audit reports from the Wisconsin Association of Independent Colleges and Universities has been completed. She indicated that USEPA needs to complete one more review. All of the reviews by DNR have been completed. The Advisors discussed recent work with the Energy Office in the Department of Administration noting that there may be opportunities for Green Tier work with them. Staff committed to following through with the Energy Office, noting that some discussions have already taken place around the potential for a charter.

**Legacy Communities**

At the request of the Advisors, Steve Hiniker (1000 Friends of Wisconsin) was invited to provide an update to the Advisors on the progress of work with the Legacy Communities Charter. Steve indicated that the work on the Charter has been successful specifically identifying:

- The contributions made by Laurel Sukup and John Stolzenberg;
- The exchange of ideas, new information and outside expertise at the quarterly meetings;
- The decision by the 5 participating communities to add up to 5 more communities to the charter;
- The support from the DNR resource team especially Dick Rideout from Forestry; and
- The individual problem solving that has been done by the communities, DNR and partners.

Steve explained that there are some challenges that the Charter participants will be addressing:

- Funding and support for the work given that the funding source for 1000 Friends will be ending, creating a need for both staff to coordinate regular Charter activities and provide web support;
- Need to establish longer term goals and strategies in order to move beyond sharing practices;
- Revitalizing the Water Track for the Charter;
- Recent challenges to the Green Tier brand arising as new communities have considered participating in the Charter.

As a result of the ensuing Advisors' discussion, staff agreed to:

- Develop alternatives for providing staff resources for the Charter work to continue;
- Explore the use of interns from the University to address some portion of the work that needs to be done; and
- Consider the use of PACE financing as a possible mechanism to add value for Charter participants.

Additional information will be provided at the next meeting along with an update on the activity related to the Green Tier brand along with new communities becoming Charter participants.

**USEPA & Sustainability – Actions and Timeline**

Mark McDermid provided a brief overview of the work done.

- Input meeting with Region 5 staff, Advisors and business leaders;
- Written input to USEPA headquarters and Region 5

- Input at a Region 5 states conference call; and
- Input at national level meetings including the Pollution Prevention Roundtable, Environmental Council of the States (ECOS) and Stewardship Action Council meeting.

Based on the input and dialogue at those sessions as well as follow-up conversations, the general sense is that USEPA is going to develop some strategy for participation in sustainability. USEPA appears to understand that they will need support from states, businesses, NGO's and others as a part of their approach. Initial draft recommendations are currently being shared with the USEPA Administrator and something is likely to be shared in the fall.

Advisors requested and staff will follow through to see what options might exist for some form of direct participation from USEPA – both Region 5 and Headquarters.

### **Dashboard**

This agenda item was deferred. Work will be done with the Advisors in advance of the next meeting to further refine the dashboard and consider how it might be used.

### **Biennial Report Green Tier**

Katherine Mitchell and Ben Pierson provided an overview of the 2012 Green Tier Biennial report. They shared the initial graphic layout of the report along with the table of contents/outline to be used for the report. The Advisors offered the following suggestions for emphasis in the report:

- Emphasis on the leadership that the Green Tier participants are providing;
- Bright green line connection to economic development and business value;
- Less emphasis on sustainability and more emphasis on flexibility;
- Use of business people to reinforce the business value message for the program;
- Additional emphasis on collaboration;
  - Value of the single point of contact;
  - Value of ideas shared between businesses;
  - Value of working with DNR;
- High profile for the business case; and
- High visibility for the report and ongoing emphasis on the information contained in the report.

### **Wisconsin Economic Development Corporation – informational item to get an overview of WEDC**

David Volz from Wisconsin Economic Development Corporation provided an overview of their organizational structure and general program direction as a starting point for ongoing dialogue. During the ensuing discussion, Advisors suggested the potential for synergy between Green Tier and WEDC including bioenergy, other existing energy initiatives, growth potential within sectors, and small business. As a result of the discussions, Advisors agreed that there was also an opportunity to work with the Small Business Environmental Council (SBEC). Advisors suggested a meeting with one or more members of the SBEC, perhaps at the next meeting. Staff also agreed to provide an update on the sector work and conversations between WEDC and DNR.

### **Brainstorming/discussion on Partnerships for Green Tier – Who should the partners be? What should the partnerships do?**

This agenda item was deferred to the next meeting.

The next Advisors meeting is scheduled for September 14, 2012