

Green Tier Advisors  
September 14, 2012  
DNR – GEF 2 – G09  
Meeting Notes

**Present:** Rita Hayen (on phone), Art Harrington, John Imes, Linda Bochert, Paul Kent, Lyman Wible, Amy Loudenbeck, Kris Euclide, David Simon, Mark Borchardt

**Absent:** Mary Schlaefer, Marilou Martin, Rebecca Power, Margaret Krome, Jim Lorman

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

### **Greetings & Housekeeping Items**

- 1.) The Advisors were updated on membership the stable membership levels. The most recent to join are:
  - Bosch (Tier II)
  - Briess Malting
- 2.) Linda Bochert provided an update on the WAICUU program which has now been completed. The program resulted in \$5.6 million in potential fines from USEPA that would not be assessed. Paul Kent suggested that the program could be replicated in the elementary and secondary schools.

**Action Item: Expansion Strategy for WAICU agreement**

### **Office of Business Support and Sustainability**

Al Shea informed the Advisors that the 1<sup>st</sup> meeting of the Sector Specialist Team will be on Oct. 8<sup>th</sup> with a follow up meeting for the Business Support Teams on Oct. 22<sup>nd</sup>.

To illustrate how it is envisioned that the Sector Specialists/Teams will work he used the examples of two projects: Kohls and Magnetation. Both of these projects triggered the criteria for when the Sector Specialists will be involved - new business start-up, attracting new business, business expansion and significant job retention.

- Kohls headquarters Menominee Falls. This effort required coordination with DOT, water quality experts, and endangered resources.
- Magnetation required a rapid response. By being proactive, Wisconsin was able to move from third place in the eyes of the company to tied for first for being selected in the siting of the facility. Though the company did choose a different State, this project was successful in building trust with the local economic development professionals.
- This approach is also being used in the neighborhood of Bishops Bay near Monona.
- Art suggested looking for opportunities for DNR to support university research to help identify road blocks.
- Kris suggested to look at the Energy Star example and look for ways for sector specialists to advocate for Wisconsin Businesses to be well positioned.
- Al indicated that the goal was to formalize the system and not reinvent the wheel.

Al also formally introduced the 10 selected sectors:

- Paper (Connie Antonuk)
- Printing (Kristin Hart)
- Forestry (Laurel Sukup)
- Sustainable Communities (Laurel Sukup)

- Energy (Tom Nowakowski)
- Transportation (Mike Halstead)
- Manufacturing (Nick Liefeld) – update Mark McDermid will be taking on this sector
- Green Manufacturing (Tom Eggert)
- Development/Construction (Craig Webster)
- Ag Business (TBD) – update Chris Lilek will be taking on this sector

### **Green Tier Program Participation**

Two guests joined the Advisors meeting: Ken Johnson (Water) and Pat Stevens ( Air, Waste, and Remediation)

Ken Johnson – Recently the Green Tier program was invited to the water management meeting. It was clear from that meeting that there was a desire to see more charters to be developed to address things such as:

- Agriculture
- Yahara Pride
- TMDL
- Address holes in the regulatory structure

Art suggested to look at best capacity management and operations for POTWs – ie. Integrate water approvals. Also consider how we look at adaptive management; trading in agriculture. Should this be a variance? Art also suggested that land trusts might be a good partner for a charter.

**Action Item: Look at re-crafting the water component of the Legacy Charter**

Pat Stevens – SPOC in ‘waiting’

- EMS is a challenge for small businesses
- Supportive of Green Tier
- Administration is interested
- Good examples from the Air program
- In performance objectives
- Bart Sponsellar/Kristin Hart leaders for Green Tier
- John Hamman, Tom Woletz and Bruce Urben as leader from the Air and Waste Management Team
- Green Tier support teams effort led by Air and Waste
- Personally serves as a Green Tier Single Point of Contact
- Spoken to companies to get them involved in the program
- Structural change in the agency to a line-based system has been good
- Looking for ways to best integrate into future operations and open for suggestions

Suggestion was made that new employees need to see Green Tier as an arrow in their quiver.

Mark McDermid indicated that the Air, Waste and Remediation Division was the only place in the agency where staff were fully empowered to use Green Tier to solve problems

### **Dashboard**

An example dashboard was shared with the advisors. Two questions were posed – how would like information on the following represented:

1. What do you want to see for superior performance?
2. What resources is the Dept. putting into the program?

Potential changes to the reporting that emerged from the discussion:

- Emphasis on Advantage Environment/Advantage Business?
- Need to tie this to business metrics
- Don't over simplify – we are creating an ethic.
- Tie environmental performance to jobs, tie to full time equivalent.
- Get rid of total emissions
- List targets... What can we get, what would we love to get?
- Go back each quarter and look at annual reports and report company specifics.
  - How many?
  - What were the results?
- Break information into two reports. We need to see the nature and scope of superior environmental performance
  - Separate the outcomes and the workplan components and summarize
- What do we as Advisors want from this exercise?

### **Biennial Report Green Tier**

Katherine Mitchell and Ben Pierson provided an overview of the 2012 Green Tier Biennial report. They responded to the Advisors council and did not focus on sustainability.

Would like to see an executive summary – should include who we are and what we have accomplished. Colors should be consistent. Define advantage biz/advantage env.

### **Partnerships for Green Tier**

This portion of the meeting was dedicated to brainstorming/discussing potential partners for Green Tier.

WEI should be a partner

What is the goal? Look for those that we want in the program – WMC, Paper Council

Advocacy and access is what we want from partners

Get to where we need regulatory incentives – PSC, DOT. Also:

- Funding partners
- Educational partnerships
- Research (school of business)
- Operational NGOs
- Marketing/communications

First spoke about this when we were growing.

- UW Extension

- Other agencies
- Need others, including those in the University to get into the curriculum
- Advocacy
- Research (add credibility)
- Fund for Lake Michigan

Johnson foundation – charting new waters

Sectors are opportunities for all sorts of new partnerships

Trade associations, Dept. of Tourism (Travel Green)

Also would like to have other agencies say “have you thought about Green Tier” What about agency branding – IE Travel Green

### **Legacy Communities**

Laurel presented information on who the groups were that have been opposed to Legacy Communities. She will develop a fact sheet that the Advisors can reference if/when they encounter those that question the purpose of the Charter.

### **Advisor Logistics**

Nominations for Advisors are due Nov. 1<sup>st</sup>

To set next year’s meeting dates, Mark will propose two dates per quarter for the Advisors to choose from