

Notes
COUNCIL ON RECYCLING Special Meeting
November 22, 2013
Held via Webinar

<p>Council Members Present: Rick Meyers, George Hayducsko, Joe Liebau, Jim Birmingham, Neil Peters Michaud, Charles Larscheid Council Members Absent: Bill Waltz DNR: Cynthia Moore, Waneta Kratz Plastics Recycling Subcommittee Co-Facilitators Present: Rebecca Mattano, Becky Curtis, Jim Feeney Public: Charlene Lemoine, Dean Hoeggar, Lindsay Smith, Jennifer Semrau, Shari Jackson, Ashley Carlson, Brian Gifford, Kelly Mech, Mark Walter, Terry Gross, Joe Ancel</p>	
Call to Order	<p>Meeting called to order at 10:39 am. Agenda revisions:</p> <ul style="list-style-type: none"> • Insert after #3: Discussion/vote on letter to Wisconsin Building Commission in support of recycling on state construction and demolition projects by Division of Facilities Development. • Insert after #4: Public comment • Insert after #5. Public comment <p>Rick Meyers noted that Council member Bill Waltz was appointed by Governor Walker in 2011; he has been represented by Matt Fisher as his proxy until recently. Rick will continue discussion with Bill on his intentions regarding continued involvement with the Council.</p>
Approval of Minutes (Oct 24, 2013)	<p>Minutes approved as presented by George Hayducsko, seconded by Jim Birmingham and approved by voice vote. Charles Larscheid abstained from the vote since he was not present for the Oct meeting.</p>
Council consideration of Plastic Recycling Subcommittee recommendations	<p><i>The consideration process:</i> Consider and vote on each set of workgroup recommendations separately. Rick noted that Ashley Carlson, consultant to the American Chemistry Council, had just sent a message with updated information about ACC interests which could provide momentum to action on Rigid plastics. He asked Council members to keep this in mind and decide whether the wording of the Rigid Plastics workgroup recommendations would need to be modified to reflect this recent development.</p> <p>Recommendations considered:</p>

COR PRS co-chair recommendations (list for each workgroup in order of priority)

Overall recommendations:

1. **Establish a steering committee comprised of the Council PRS co-chairs, workgroup representatives (mix of local gov't, industry and private citizens). Steering committee would monitor implementation of planned projects, provide guidance and structure for future activities, and coordinate outreach and plastics recycling opportunities in Wisconsin.**
2. Continue to encourage establishment of a Plastics Recycling Corporation which would provide industry-led guidance to future plastics recycling initiatives and enable projects through state agencies such as WEDC.

Bottles workgroup

Workgroup Recommendations: Focus on improving capture of PET & HDPE bottles and plastics in public spaces; in particular special events, parks and sporting venues.

1. Increase number of recycling bins available for public spaces/events & parks. Establish a distribution network for barrels provided by beverage bottlers through WI Beverage Association. Publicize KAB grant opportunities; work with WIAA to provide recycling at large sporting events; promote public demand for recycling in public places.
2. Provide technical assistance to operations/custodial staff at public places. Create staff and event coordinators; provide same information to haulers and RU recycling coordinators. Encourage self-reporting in online registry (to be created). Encourage public to provide certificates identifying "green" events.
3. Require all event permit applications to request recycling plan- already done in many communities.

COR PRS Recommendation:

1. Work with WIAA to provide recycling at larger highly visible sporting events
2. Bin distribution program.
 - a. Set up a workgroup to arrange a distribution network for recycling barrels provided from beverage bottlers through the Wisconsin Beverage Association
 - b. Working through the Wisconsin Association of Fairs and other state-wide organizations, connected with special events, survey event coordinators to determine where low cost bins would encourage recycling
 - c. Develop a pilot disbursement project including logistics (how to get bins to event coordinators) and an agreement template for recipients to commit to recycling at event following certain best practices and to report on accomplishments.
3. Technical assistance. Coordinate with DNR and other interested parties of develop materials or adapting existing outreach materials.
4. Inventory communities which require event recycling as part of an event permit, and list of the permits on the DNR website.
5. Create a platform for the public to voice demand for more opportunities to recycle. Launch a social media campaign where citizens would voice the need for a recycling bin location using Four Square, Twitter or Facebook.

Rigid Non-Bottles workgroup

Workgroup Recommendations: Focus on recovery of rigid plastic scrap from the industrial/commercial/institutional (ICI) sector comprising about 61% of the total rigid plastics disposed in Wisconsin per year (2009 WI Waste Study) . Challenges include limited knowledge of what currently occurs and impact of low bale quality on market demand.

1. **Overall recommendations.**

Prior to specific motions, the PRS shared two "overall recommendations"

intended as strategy for the sake of organizing the work that will be performed through the committees. Council members noted the consensus around the organizing strategy among members and determined no vote was needed for these items. At the last meeting, Council members voted to continue the PRS as an active Council committee. Neil asked if the PRS had identified potential members from WEDC. Rick replied that Danielle Jones from WEDC has been involved and that committee chairs could pursue getting other membership on the subcommittee.

The Council decided to entertain a separate motion for each category of PRS recommendations aligning with the respective workgroups and to vote on the motions by roll call. Discussion was held on the need to amend the introductory wording at the beginning of each set of recommendations for clarity purposes to reflect Council's support of PRS working on the recommendations. Motion made by Jim Birmingham, seconded by Joe Liebau, to use the same amended language at the beginning of each set of recommendations and pass on roll call/voice vote. Motion voted on by voice, no objections.

2. Bottles workgroup recommendations

Motion to be voted on: The Council supports these recommendations and continued work on them through the Plastics Recycling Subcommittee.

Roll call vote:

In favor- George Hayducsko, Jim Birmingham, Charles Larscheid, Joe Liebau, Neil Peters Michaud.

Opposed- none.

Discussion: This work would be done in large part by workgroup members who are committed to implementation. Bin distribution project has already taken off- a first planning call has been scheduled for early December, arranged by the WI Beverage Association, Coca Cola, Kemps and other workgroup members.

Several of the proposals overlap with projects underway with DNR; For example, DNR is planning to develop tip sheets for public place events and so would provide the technical assistance described in recommendation #2.

3. Rigid Non-Bottles workgroup recommendations:

Motion to be voted on: The Council supports these recommendations and continued work on them through the Plastics Recycling Subcommittee.

Roll call vote:

In favor- George Hayducsko, Jim Birmingham, Charles Larscheid, Joe Liebau, Neil Peters Michaud.

Opposed- none

No need to modify language of recommendations in light of recent information from Ashley Carlson on ACC interests as their interests coincide with listed recommendations. No further discussion.

4. Film and Bags workgroup recommendations:

Motion to be voted on: The Council supports these recommendations and

	<p>continued work on them through the Plastics Recycling Subcommittee.</p> <p>Roll call vote: <u>In favor</u>- George Hayducsko, Jim Birmingham, Charles Larscheid, Joe Liebau, Neil Peters Michaud. <u>Opposed</u>- none</p> <p>Discussion: Much has already been set in motion for the demonstration projects; Jim Feeney made a verbal commitment at the Oct 24 meeting to see these through implementation. The Council looks forward to continued activity on this project.</p> <p>5. Agricultural Film workgroup recommendations: Motion to be voted on: The Council supports these recommendations and continued work on them through the Plastics Recycling Subcommittee. Roll call vote: <u>In favor</u>- George Hayducsko, Jim Birmingham, Charles Larscheid, Joe Liebau, Neil Peters Michaud. <u>Opposed</u>- none</p>
<p>Recycling of construction and demolition (C&D) debris through State Division of Facilities Development</p>	<p>At the Oct 24 meeting, Joe Liebau informed the Council on the current efforts of the State Division of Facilities Development in its commitment to sustainability through recycling on state construction and demolition projects. The Council discussed sending a letter to the Wisconsin Building Commission asking for their continued support of the program. The Council has been active in its support of C&D recycling on state projects in the past; this would be a reconfirmation of its past commitments. Joe Liebau moved that the Council would send a letter to the Commission, seconded by ???, and passed on voice vote with no opposition. In regards to this I thought I brought the discussion to the Council but I thought that Rick moved for the vote and the second was Jim(?). And then it passed with a voice vote and no opposition.</p> <p>Action Item: Council to send letter to Wisconsin Building Commission</p>
<p>Discussion on sustainable financing of municipal recycling programs and State policy/budget</p>	<p>This item was brought up as a “heads up” for a more detailed discussion to take place at the next Council meeting (February 26 from 12:30-2pm, in Green Bay immediately preceding the annual Wisconsin Integrated Resources Management Conference/WIRMC).</p> <p>Summary of discussion: Starting in 2011, the level of state grants awarded to local government recycling programs was reduced by 40% from \$32 Million to \$19 Million. In 2011 it was due to lapsing of funds previously allocated under the 2009 – 2011 biennial budget, while the two biennial budgets adopted since then allocated \$19 Million for municipal recycling programs cost-share with an additional \$1 Million to be awarded under the new Consolidation Grant program. While the Governor’s <u>proposed</u> 2011-13 Budget eliminated recycling grants completely, funding at the reduced level was restored in the final budget.</p> <p>The Recycling Tip fee assessed on municipal solid waste was increased to \$7/ton in</p>

	<p>2009. Revenue from the tip fee currently covers, on average, 19% of recycling program costs, compared to 30% before reduction in the state recycling grants. There is concern that the reductions in state recycling grants have eroded the viability of RU recycling programs and that further reductions could be proposed.</p> <p>The Council is seeking to be proactive in initiating a discussion on strategies to ensure sustainable funding of recycling in our state. Discussion should include topics such as full restoration of recycling tip fee revenue for its intended purposes, primarily of financial assistance to RU recycling programs, as well as alternative funding approaches such as extended producer responsibility (EPR). What role should the Council play in seeking sustainable funding, on its own and in collaboration with the other partners (WCSWMA, AROW and SWANA) it collaborated with in response to the 2011 budget proposals?</p> <p>Action Item: The Council asked Cynthia to present results from the DNR 2013 survey of RU program and their response to budget constraints at the February Council meeting where the Council will discuss this issue further and seek stakeholder input.</p>
Public Input	Ashley Carlson, with Shari Jackson, expressed appreciation for relationship building between industry and governments through the Plastics Recycling initiative.
Other Business/ Next meeting	<p>Jim Birmingham thanked everyone for attending this special meeting, via conference call, and all the time and efforts invested in the workgroup efforts.</p> <p>Next meeting is scheduled to be held in Green Bay on February 26 from 12:30-2pm, immediately preceding the annual Wisconsin Integrated Resources Management Conference/WIRMC. Notices will be sent out in early February.</p>
Meeting Adjourned	Motion to adjourn made by Charles Larscheid, seconded by Jim Birmingham and passed on voice vote. Meeting adjourned at 11:57 am.