



Minutes
Wisconsin Small Business Environmental Council

October 8, 2015
DNR Central Office
101 S Webster Street, Madison, WI
Room 713
9:00 am – 12:00 pm

Members Present: Amy Litscher, J.D. Tripoli, Vince Ruffolo, Shane Lauterbach, Mark Aquino, Rep. André Jacque

Absent: Richard Klinke,

DNR Staff: Renee Lesjak Bashel, Kimberly Ake, Jennifer Hamill, Lisa Ashenbrenner Hunt, Laurel Sukup, Dave Siebert

Speakers: Mary Anne Lowndes, Tom Nowakowski

Public Participants: none

Agenda Repair – Amy Litscher

- none

National SBEAP Training Summary – Renee Bashel & Lisa Ashenbrenner-Hunt

- National Small Business Programs Website
 - EPA awarded a grant for a national webpage to Kansas.
 - Will have information on programs from all states and will be a tool to share resources and information and facilitate collaboration.
 - Website is expected soon.
- National Steering Committee
 - At the conference there was discussion on wanting more participation and support from EPA for the small business programs.
 - Also would like more partnerships with national trade organizations to provide assistance for SBEAPs.
 - Any suggestions are welcome.
- EPA's next generation compliance: focusing on major sources currently but the next generation compliance will trickle down to smaller sources.
- Air & Waste national conference
 - North Carolina does multi-media inspections as a pilot program. All staff go to a facility at once. EPA gets separate reports. Will be looking at permits to be combined multi-media next.
 - Discussion:
 - Multi-media audits, how can this occur in WI?
 - Multi-media permits for small businesses would be a good advantage.
- Other:
 - State small business programs are concerned with EPA support.
 - EPA has not provided continuous support for the website as it has been not available for a few years.
 - EPA was funding the annual SBEAP conference and now only funds part every other year.
 - There is not full-time SBEAP staff at EPA. Instead, it is an add-on duty.

- EPA does not penalize states for not having a SBEAP program, despite SBEAP being a Clean Air Act requirement.
- Difficult to get EPA regional representatives for SBEAP since it is not a required law to have EPA liaison. Region V's liaison took another position so it is vacant.

Updates – Mark Aquino

- High level organization updates
 - At the end of July, 2015, DNR began a strategic core work analysis and realignment effort
 - Over the last 20? years there has been approximately 20% reduction in DNR workforce
 - There is a need to align staff workload with what is required
 - 2 phase process starting Sept 1, 2015:
 - Organizational structure: changed reporting relationships to be a line authority through the bureaus for increased consistency and for the ability to move workloads across geographic locations.
 - SBEAP is in the division that assists businesses initially entering the DNR permitting processes. The new Division of Business Support and External Services assists with new businesses and also includes grants and customer service.
 - Environmental Management is another new division that houses the AWARE program, drinking water, and ground water and wastewater. It is the area that is the pollution control part of the agency for long-term regulatory operations.
 - This is an interim structure as in some cases the locations of programs needs to be figured out. Ex. CAFOs have a lot of regulations in a lot of programs.
 - Core Work Analysis: evaluates how the programs relate to the DNR mission, law, and customer expectations. What is the core work required to get done?
 - In January, will have external stakeholders offer feedback on core work analysis.
 - Looking for funding opportunities or rule changes to make sure core work aligns with strategy.
 - Environmental Management division is looking to cross-train staff so they are aware of concerns in other programs and to build program expertise.
- DNR business portal
 - About to sign a contract with a contractor.
 - Starting with the Agriculture and large scale development sectors. Will be built on questions for what permits will be required.
 - Staff & focus groups identified need for electronic applications and ability to track status of application.
 - Want more efficient system to provide better assistance.
 - If the Agriculture pilot is successful would focus on other sectors where there is a demand and the ability for the existing IT be compatible.
- New Assistant Deputy Secretary – Ed Eberle from Division of Intergovernmental Relations over at DOA
- Question: Regarding utilization statistics, are they being used and how will they be used in the new system?

- The contractor designing the portal will do marketing and will integrate with statewide portal.
- Want to collect metrics with the new portal
- Question: How can the agency do more outreach to get to companies?
 - Ex. How can DNR get brochures and train financial institutions?
 - Also city or economic development should have stacks of brochures. There are opportunities to attend monthly or annual meeting.
- Comment: There will be a roundtable with the Secretary and financial institutions in the near future, perhaps the small business program could also participate to get program information out.
- Comment: Praise to the DNR regarding evaluating efficiencies and changing accordingly. Business does this continuously. Change is always hard but continue with the process.
 - The state of Oregon is ahead of the DNR regarding realignment.

Water Rule: Revisions to NR 154 Best Management Practices and Cost Share Rates (WT-03-15) – Mary Anne Lowndes

- Handout on the rule provided.
- The rule is a supportive code rule that offers grants, consistent cost share rates, and standards. The goal is to be consistent with other agencies.
- The rule references ATCP50, which was changed so an update was required to correlate the DNR to it.
 - The rule added a flat rate. The flat rate and cost share incentives are capped at specific rates. The change was to increase the incentive to use best practices for the environment.
 - Updated acceptable new technical standards.
- Grants are provided to the county for agricultural projects. Then the county puts deed restrictions on the property for the best practices typically for improving water quality and for flood prevention. It is for existing agricultural land. New farms area expected to implement the standards without financial assistance.
- Grants are also available to municipalities for urban runoff management projects.

Registration Permit Outreach Update – Renee Bashel

- PowerPoint provided.
- Air program is required to reach out to small businesses that may be eligible for ROPs.
- It is a targeted group outreach for about 1000 sources. It is completed in batches and previously was completed by 1 person.
- Coordinating with SBEAP a webpage was generated with all the information in one place.
- A shorter, plain English email was provided to the small businesses explaining the benefits of obtaining a ROP.
- Response: Expected a lot of calls and emails but few received. Instead views to the webpage spiked, showing that they were evaluating and looking at the details.
- Next year: will have ROP B and more exemptions. Considering coinciding with emission reporting.
- It may be useful to have a compliance checklist to help businesses determine other regulations that may apply to their facilities.
- If the exemptions could be written in deferent terms for industry, instead of 10 TPY VOC, it would be useful. Instead amounts of a specific item would be easier to understand.

- Reinforces to use web for outreach

SBEAP Communication Methods & Outreach Plan – Renee Bashel & Tom Nowakowski

- PowerPoint provided.
- Current methods: email/phone/ electronic newsletter
- Annual report shows website statistics are dropping, so how does the program generate more traffic? Webinars? Fact sheets? Discussions such as Secretary's round tables, Green Tier round tables, focus groups?
- What is the format of a Green Tier roundtable?
 - Sample agenda provided and sample list of participants
 - Was created 10 years ago to reach companies who have environmental management systems as a way for companies to network about issues and interests.
 - Held offsite at a company, facilitated with DNR & WMC. Host company offers a tour.
 - Metrics were not kept.
 - Only with DNR staff and Green Tier companies. DNR staff provided input to assist with answering questions on compliance.
 - Revised last year to add communities, city management, supply chain and other interested companies.
 - Format is standard with pre-work to sustain dialogue
 - Best number is 20-25 members for discussion.
 - Template agenda – have technical topics, introductions, networking topics and approaching issues.
 - Complete pre & post survey for metrics
 - It is by word of mouth or directly asking participants from DNR lists.
 - Mentoring occurs
 - SBEAP would need to generate a list for a group and determine topics of interest to companies.
- Secretary's round tables:
 - Occur by invite only, categorized by size or business type.
 - Participation is decreasing
 - Open agenda typically focused on company issues.
 - Regarding big picture issues for getting information out.
- Comment: Alabama is doing a concierge service that integrates all agencies. It also offers recruiting of employees through local universities. The state of Wisconsin will offer training for companies starting in the state but doesn't assist existing companies.
- Business portal has focus groups, structured agenda and by invite only.
- What ideas does the council have to increase outreach opportunities?
 - SBEAP should go to cities and hold hearing. Invite chambers of commerce, economic development groups, public officials, elected officials, financial institutions.
 - Small businesses need help to get into Green Tier or implement more sustainable practices.

Meetings next year will be Quarterly on Thursdays at same time. A poll for dates will be sent

Next meeting: TBD in January, 2016