

Pilot Program for Manufacturing Facilities on Brownfields

May 15, 2019 | 1:00 p.m. – 3:00 p.m.

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G27

Conference Call Option: Skype or 1-866-715-6499 | Access Code: 2805239246

In Attendance: Mark Thimke, Doug Johnson, Jeff Jaeckels, Jennifer Buzucky, Bart Sponseller, Kristin Hart, Michael Prager, Bill Nelson, Kevin Garstka, Weston Wegener

- I. Welcome and Agenda Review (All) – 5 minutes
 - This will be the last development meeting before we begin pivoting to the pilot

- II. Preview EDGE program infrastructure (Weston Wegener) – Informational – 15 minutes
 - Previewed the website
 - o Pending a few materials before released to production status:
 - Final outreach materials & graphic
 - GIS map
 - Rewording the front page to include a vision / mission statement for the program “how does this contribute to a better Wisconsin and provide value to businesses”
 - Potential Graphics / Logos
 - o Decided on a primary and an alternate logo
 - Need to develop a style guide for participants to use the logo.
 - Review EDGE infrastructure toolbox
 - o Walked through an index of all materials that have been developed to this point. Decided that we have everything that we need to begin piloting (except the communication & performance team products)
 - Partnership with other organizations like WEDC is a critical piece

- III. ROP-G Process (Kristin Hart) – Update – 10 minutes
 - o Walked through the process for obtaining a registration permit, and described the differences between the ROP-G and other ROP permits

- IV. Hypothetical Walkthrough of Facility with ROP-G (Mark Thimke) Update – 10 minutes
 - o Discussed the process for a facility interested in the ROP-G

V. Hypothetical Walkthrough of the full EDGE process (Weston Wegener) – Discussion – 35 minutes

- Walkthrough of "simple case" and complex "charter examples"
 - o Discussed the process for a single facility interested in EDGE
 - Must participate in Green Tier
 - Must have a VPLE Certificate of Completion
 - If interested in the 10-year benefit, must be eligible for a ROP
 - If interested in the ROP-G, must join Tier 2 of Green Tier
 - o Discussed process for the charter example
 - 4 options for charters in the Charter Scenarios document
 - Charter structures will depend on the level of EDGE participation desired, as well as the interested parties, and site-specific needs

VI. Direction to the Communication Team – Discussion – 10 minutes

- Review of goals for the Communication Team and Membership
 - o Mueller Communications offered to provide advice, consultation, and strategy expertise to the team & advisory group
 - o Communications team original directive:
 - Communications plan
 - Branding
 - Training the trainer
 - Outreach tools and materials
 - Funding opportunities
 - o Discussed additional goals for the team
 - Strategic partnerships
 - WEDC
 - State energy office
 - UW Startups & incubators
 - Program vision & goals
 - Collecting testimonials for use in marketing
 - Outreach and recruitment

VII. Direction to the Performance Team – Discussion – 10 minutes

- Review of goals for the Performance Team and Membership
 - o Performance team original directive:
 - Develop KPIs of success
 - Develop legislative report
 - o Discussed additional goals for the team
 - Collect testimonials for use in legislative report
 - Develop reporting criteria for EDGE participants

- VIII. Brownfield Study Group legislative update (Mark Thimke) – Informational – 15 minutes
 - Brownfields Study Group is proposing several changes to the VPLE law
 - Discussed process for making legislative updates

- IX. Next Steps & Review of Assignments (Weston Wegener) – Discussion – 10 minutes
 - Are we ready to pilot?
 - Are we missing anything?
 - Consensus that we are ready to begin piloting.
 - Need to wrap up a few loose ends, but they can be done concurrently
 - Future meetings will be goal oriented and focused on:
 - Providing updates
 - Improving the program
 - Recruitment

- X. Next Advisory Team meeting:
 - Friday July 26, 2019 | 10am-12pm
 - Future Meetings
 - Scheduling Subgroups