

Pilot Program for Manufacturing Facilities on Brownfields

July 26, 2019 | 10:00 a.m.– 12:00 p.m.
Wisconsin Department of Natural Resources
101 S. Webster Street | Madison | Room G09

Notes

- I. Welcome and Agenda Review (All) – 5 minutes
 - No agenda repair

- II. Metrics Team Update (Jennifer BuzECKy) – Informational – 20 minutes
 - Recapped Metrics Team meetings
 - Metrics Team established to:
 - Identify program metrics
 - Track success of the program
 - Prepare for legislative report
 - Through the discussions it became apparent that WEDC partnership is important
 - They may be able to help with economic development metrics
 - Our data should be comparable to data collected by WEDC
 - They could help with data collection and normalization
 - Reviewed Metrics inventory document
 - Lists goals for EDGE
 - Brainstorm of potential metrics to show progress on those goals
 - Still needs to be vetted for feasibility
 - Discussed options for collecting and tracking data
 - Spreadsheet to collect information from participants
 - Survey Monkey
 - We will need to rework the Access database to include metrics information

- III. Communications Team Update (Mark Thimke) – Informational – 20 minutes
 - Recapped Communications Team meeting
 - WEDC
 - Partnering with WEDC will be important from a communication standpoint. DNR may need to send a letter to WEDC
 - WEDC may have an interest in marketing EDGE to potential businesses
 - Individual sites can also be marketed to businesses
 - Can the Certified Sites program be altered to include VPLE sites?
 - Communications Team tasks
 - Vision Statement
 - Communications plan
 - Outreach & implementation materials
 - Discuss ways to target business decision makers & consultants in addition to key audiences

- Subgroups
 - Core Messages
 - Coordinate with DNR Office of Communications & Mueller Communications
 - Vision statement and messaging
 - Communications plan
 - Develop talking points and outreach materials
 - Conduct Outreach
 - Social Media
 - Coordinate with DNR Social Media Coordinator
 - Develop social media strategy
 - Conduct social media outreach
- Communications team should prepare for questions related to emerging chemicals

IV. Updates on Potential Candidates (All) – Informational – 15 minutes

- Provided updates on 2 potential projects
 - The first project is a facility who is interested in the Green Tier ROP
 - They are preparing to apply for Tier 2
 - The second project is a facility interested in an EDGE charter
 - They have been actively recruiting other facilities to lease the property
 - Working on finding the right direction to take for VPLE and the ROP options

V. Next Advisory Team meeting:

- Future Meetings
 - Advisory Group check-in mid-September
 - Full Advisory Group meeting in October
 - Advisory Group check-in November/December
 - Discuss where to go for 2019 when we begin further implementation
- Scheduling Subgroups
 - Metrics group to meet through August
 - Communications group to have materials ready for implementation by October meeting