

EDGE Pilot Program

September 18, 2019 | 1:00 p.m.– 2:00 p.m.
Wisconsin Department of Natural Resources
101 S. Webster Street | Madison | Room G27
Notes

Present: Weston Wegener, Michael Prager, Jason Scott, Renee Bashel, Jeff Jaeckels, Kristin Hart, Jennifer Buzucky, Mark Thimke

- I. Welcome and Agenda Review (All) – 5 minutes
- II. Program Updates (Weston) – 10 minutes
 - Graphic Approval
 - The EDGE logos have been approved for use with a few modifications (adding the text “Wisconsin Department of Natural Resources” when used)
 - Partnerships
 - WEDC letter to be sent out when the new CEO begins
 - Current Efforts
 - Internal Communications:
 - Presenting to Environmental Performance Area Support Teams around the state to bring DNR staff up to speed on the program
 - Developing article for all DNR employees to spread awareness & engage with other programs for Green Tier flexibilities
 - Working on a frequently asked questions document & other web tools
 - External Communications:
 - Social Media and Core Messages teams have merged into one team
 - Working on developing a message map for consistent messaging
 - Will be developing a communications plan
 - Will be working on implementation of the plan
 - Metrics Team:
 - Working on an inventory for the collection of metrics, will be updated periodically
 - Working on a database to track the information
 - Will be working to develop the information for the legislative Report
 - Process & Participants
 - Working on our internal processes and finding the best pathway to bring our first participants through

- III. Communications Team Update (Mark Thimke) – Informational – 15 minutes
 - Social Media & Core Messages
 - o Focusing on answering: What is it? Who should consider it? Why use it?
 - Working on interagency approaches
 - o WEDC – Certified Sites & other programs (Locate in Wisconsin database)
 - o WHEDA – Point of Contact for Economic Opportunity Zones
 - Census information used for designating zones
 - Federal rules for zones and zone funding
 - Targeting Potential participants
 - o Map opportunity zones, brownfield locations, Green Tier participants
 - o Meetings with economic development teams
 - o Identify ROP-G candidates
 - o Identify areas with incentives to redevelop brownfields
 - o Trial Messaging with Menominee Valley Partners – using EDGE to attract partners

- IV. Metrics Team Update (Jennifer Buzucky) – Informational – 15 minutes
 - Metrics Document – nearly complete
 - o Focusing on infrastructure development, like partnerships and key components
 - o Focusing on easy to collect and meaningful metrics
 - o Review when new partners join the program
 - o Review with candidates to determine how easy this information is to collect

- V. Updates on Potential Candidates (All) – Informational – 15 minutes
 - Candidate 1
 - o Working on Green Tier application for Tier 2
 - o Developing an ISO 14001 EMS in place
 - o Hoping for 1 more commitment to the community review board
 - o Working on submitting ROP-G application after guidance approval period
 - Candidate 2
 - o Interested in full EDGE program
 - o Having ongoing discussions
 - o Working to define the path forward to assess their needs and the best route into the program

- VI. Next Steps and Review of Assignments
 - Weston to resend meeting requests for Advisory Group
 - Weston to schedule monthly Communications meetings
 - Weston to schedule bi-monthly Metrics meetings
 - Internal Team to continue working on developing the database to track program metrics
 - Internal Team to work on mapping Green Tier facilities, brownfields, opportunity zones
 - Internal Team to decide on a presenter at the October 10th Brownfields Study Group

- VII. Next Advisory Team meeting: **November 1, 10:00 a.m.—11:30 a.m. (In Person)**