

EDGE Pilot Program - Notes

June 25, 2020 | 1:00 p.m.– 2:00 p.m.

Wisconsin Department of Natural Resources

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

Advisors: John Antaramian – Mayor of Kenosha, Art Harrington – Godfrey and Kahn, Dave Misky – City of Milwaukee, Jennifer Buzucky - Citizen, Ken Yass – Geosyntec, Mark Thimke – Foley and Lardner

DNR: Renee Bashel, Peggy Frain, Katie Grant, Kristin Hart, Bill Nelson, Jodie Peotter, Michael Prager, Bart Sponseller, Weston Wegner, Kevin Garstka

- I. Welcome (Bart Sponseller) – 5 minutes
 - Reflection & Progress of Pilot
 - Review Communications & Metrics Teams

- II. Standing Items (All) – Discussion—5 minutes
 - Agenda Review
 - o No Repair

 - Metrics Recording
 - o Communication contacts
 - Mark noted that he has talked with CA Lawton and they offered to provide testimonials
 - Mark and Weston met with city of Sheboygan on redevelopment of the Alliant Edgewater site

 - Communication Efforts
 - o Nothing additional

- III. Advisory Group Member Updates (Advisors)—Informational—15 minutes
 - Gauging Interest Levels
 - o Nothing additional

 - Suggested Improvements
 - o Need to distill the message into a 5-minute sound bite to pull people in first and then they are ready to listen to more details. They need to see the business benefits before they dig in
 - o The program is complicated so need an initial grab
 - o Mark Thimke – It may be difficult to get manufacturers involved due to the turn in the economy
 - Shift focus to municipalities to help them prepare for the time of contraction and prepare for future economic growth
 - o Art Harrington – Note that this is a complex program – Brillion was impressed that DNR was able to meet the multimedia challenge
 - The cross-media approach is a big benefit and we should focus on that.
 - Willingness of the Department to meet the challenge on a multimedia level should be emphasized
 - This is the way that businesses work so it is a major benefit to them
 - Art is interested in exploring flexibilities beyond the Air program
 - To Do: Art to discuss ideas for VPLE, Green Tier, Water related regulations and Flexibilities with Weston and Bart
 - o Mayor Antaramian – Probably need to distill the complexity down

- Show what the value added will be – multimedia approach, competitive advantage, marketing, EMS, etc
 - Need to figure out how to market to companies
 - The effects of pandemic are significant, but this provides us time to tailor outreach so that we can sell this approach
 - Dave Misky – suggests DNR discuss with Matt Howard how he messaged his outreach to EHS departments
 - Mark Thimke – grabbing attention of senior management is key and leads to them directing other staff to get involved and then we can dive into the details. Have to grab upper management first
- Conceptualizing Future Candidates
 - Art Harrington– A challenge for one participant on the Green Tier side was the requirement to prepare an EMS.
 - EMS is a challenge but also has a lot of benefits
 - Using the charter approach is beneficial to companies who don't want the EMS
 - Green Tier for marketing is very valuable
 - Finding regulatory flexibility to sell Green Tier 2 may be the key
 - Mark Thimke– Announcements of facility closures
 - Reached out to Sheboygan after news of Edgewater shutdown
 - Start discussing the reuse of the site
 - Huge need in the community to redevelop these sites
 - To do: Ramp up looking at the charter to see if it can help facilitate these discussions with the municipalities when facilities announce closures
 - It will be important to get in on the ground floor of closures to ensure responsible redevelopment
 - We can stay on top of the closures by monitoring WARN act notices
- Experience of potential participants
 - Brillion
 - Site work and charter development are in the works
 - Art will have a more substantial update for next meeting
 - Art shared a news article that discusses the scope of the project
 - CA Lawton
 - they have their EMS up and running
 - Had a community outreach and goal setting meeting
 - Coverage granted under the ROPG
 - They are available to provide outreach to others
 - VPLE is on hold because of COVID as it is discretionary

IV. Expanding the Scope of EDGE – (Mark Thimke) – 15 minutes

- Brownfield Study Group Recap
 - Focusing in on specific topics

- EDGE effort expansion
 - Need economic development tools given the change in the economy as increased plant closures are anticipated
 - Really focus on making EDGE an economic development tool
 - Must partner with WEDC, WHEDA, PACE, certified sites
 - Building off Certified sites – Certified Brownfield Sites
 - How to bring in other partners
 - What initial level activities need to take place to easily move a facility into an EDGE site
 - Coordinate with the existing Wisconsin Plant Recovery Initiative (WPRI)

- Aligning with New Opportunities
 - EPA has also done some restructuring
 - EPA has an innovative approaches group
 - What are next steps after the meeting with EPA in February?
 - Think about redevelopment in a different way by focusing on the facility and their needs
 - Look at using federal brownfield funds for promotion (EPA is looking at these new approaches)
 - Need to articulate exactly what we want to do, potentially looking at a certified brownfield site program for redevelopment.
 - How do we build in partnerships with local redevelopment organizations?
 - Can these locals help by providing information to determine future uses (chemicals used, etc)
 - How can we explore making an easy charter agreement to fit with our econ dev partners?
 - DNR had contact with WEDC “Main Street” program and they were enthusiastic and wanted our promotional materials for a webinar
 - Would be nice to know if WEDC is willing to partner with us and their certified sites program. A VPLE brownfield is just as competitive as a green field
 - EPA was very excited about certified sites. How can we move this forward?
 - DNR can plan to try one more time to make a connection with WEDC. If they are not able or willing to be involved, the advisors are interested in pursuing the approach from another angle. If nothing after that, we may just want to move on
 - All agree that WEDC’s involvement would be very valuable

- Ideas
 - When closure notice is received, implement a mechanism so that EDGE marketing material can be sent to closing plant and to municipality
 - To Do: Send this to our communications team to work on this further.
 - To Do: DNR team will discuss the [WPRI](#) and explore how it can be used or improved to include EDGE in its communication materials.
 - Mayor Antaramian will discuss the topic with the metro area cities and let us know their thoughts
 - To Do: Any advisors on this call that are able to participate in contacting WEDC please let Weston know

- ROP-G Updates
 - o CA Lawton was granted coverage
 - o The source has used most of the unique features of the ROPG including obtaining coverage before Tier 2 status granted
 - o Used source specific feature
 - o So far they have not had many questions
 - o In discussion with another source which should be deciding in July or August if they will apply for ROPG coverage. This source already has Tier 2 status.

- Other outreach
 - o Sheboygan in discussing the redevelopment of the closing Alliant Edgewater site

- Communications Toolkit Materials
 - o Weston showed the toolkit. The link will be sent out and can be found here: <https://wi-dnr.widencollective.com/portals/0rext9vp/EDGEToolkit>
 - o Toolkit contains:
 - Message map
 - Rack Card concept
 - Talking points
 - Presentation
 - Descriptions of scenarios
 - Social media templates
 - Newsletter templates
 - EDGE logos and style guide for using
 - Color Palettes
 - o Toolkit is intended for partner organizations (league of municipalities, etc.), cities, economic development organizations and others to use to conduct outreach about EDGE.
 - o To Do: DNR will discuss next steps for communications tools and implementation of toolkit
 - o To Do: DNR communications team to work on sustainable development resource list, plant closing information, etc..

- FET Topic Approval – will speak at the conference in October

VI. Next Steps (All)—Review—5 minutes

- Implement Recruiting Strategy
- Define Roles for Report to Legislature
- Review Legislative Report Outline for 2023

Next Advisory Group Meeting: **September 29, 11:00 AM**

Action Items:

EDGE Program Improvements

To Do: Ramp up looking at the charter to see if it can help facilitate these discussions with the municipalities when facilities announce closures

To Do: Art to discuss ideas for VPLE, Green Tier, and Flexibilities with Weston and Bart

To Do: DNR team will discuss the [WPRI](#) and explore how it can be used or improved to include EDGE in its communication materials.

To Do; Mayor Antaramian will discuss the topic with the metro area cities and let us know their thoughts

To Do: Continue to develop partnerships with economic development focus to expand EDGE.

- Need economic development tools given the change in the economy
- Must partner with EPA, WEDC, WEDA, WHEDA, PACE, certified sites
- Building off Certified sites – Certified Brownfield Sites

EDGE & WEDC

To Do: DNR can plan to try one more time to make a connection with WEDC. If they are not able or willing to be involved, the advisors are interested in pursuing the approach from another angle. If nothing after that, we may just want to move on

To Do: Any advisors on this call that are able to participate in contacting WEDC please let Weston know

Communications:

To Do: Need to distill the message into a 5-minute sound bite to pull people in first and then they are ready to listen to more details. They need to see the business benefits before they dig in

To Do: Shift focus to municipalities to help them prepare for the time of contraction and prepare for future economic growth

To Do: DNR discuss with Matt Howard how he messaged his outreach to EHS departments

To Do: DNR will discuss next steps for communications tools and implementation of toolkit

To Do: DNR communications team to work on sustainable development resource list, plant closing information, WPRI communication information etc..