



Minutes
Wisconsin Small Business Environmental Council

May 21, 2019
DNR Central Office and Skype
101 South Webster St, Madison, WI
Room 713
2:00 pm – 4:00 pm

Members Present: Amy Litscher, Vince Ruffolo, Greg Pils, Senator Miller, Jody Jansen (Skype), Senator Jacque (Skype)

Absent:

DNR Staff: Laurel Sukup, Renee Bashel, Lisa Ashenbrenner Hunt, Jennifer Feyerherm

Speakers: Andrea Keller, DNR

Public Participants:

Welcome and Introductions

Greg Pils introduced himself as the council's new DNR representative, replacing Ann Kipper. Greg was recently appointed to succeed Dave Siebert as Director of DNR's Bureau of Environmental Analysis & Sustainability. He is a 22-year DNR veteran and holds a BS - Chemistry degree from UW-Madison. Prior to joining DNR, he worked for a number of small private environmental laboratories and consulting firms.

Agenda Repair

Lenders Conference
National SBEAP Annual Training

Update on Small Business Week and other web changes

Small Business Week outreach

- SBEAP worked with DNR communications and social media experts on social media campaign to promote awareness of DNR's business services.
- Posts throughout week on Twitter and LinkedIn, videos.
- Twitter targets reporters. LinkedIn targets businesses. Facebook focuses on natural resources – not target audience.
- Day focused on promoting Council. Amy's video, picture of members.
- Small Business Week web page still live. Promoting SBEAP, Green Tier, Compliance Audit Program.
- Senator Miller distributed SBEAP info locally.

Outcomes

- No known new articles except for one verifying a statistic.
- Increase in web hits for SBEAP main page and Council page.
- Overall trend of decreasing calls and increasing web traffic.
- SBEAP to debrief with Office of Communication later in the week.

Other outreach

- New newsletter from Environmental Management Division. SBEAP outreach activities supporting EM division programs are included in the new EM newsletter.
- Council articles in other publications - could include trade association newsletters, business magazines, and economic development publications. Need to tailor articles to different audiences.
- Secretary's directors should promote Council.
- Messaging of Council as a resource for businesses.
- Discussed possibility of Council having Facebook group. DNR currently only allows agency-wide Facebook page.
- Content changed on SBEAP and Council pages.

Web changes

- Business Resources dropdown "no fee small business help". Language also included under Licenses and Regulations section.
- Still working on getting SBEAP helpline at bottom of DNR homepage.

Introduction to Office of Business Development

Mike Woicekowski – Governor's Office

- Unable to attend, reschedule for future meeting.
- Exploring how office has interacted with agencies in past.

Proposed Hazardous Waste Generator Rule

Andrea Keller, DNR

- Summary of large rule package (Board Order WA-06-07). See PowerPoint for details.
- Incorporating federal standards from Hazardous Waste Generator Improvement Rule, Pharmaceutical Rule, Recalled Airbag Exemption, Definition of Solid Waste.
- Wisconsin authorized by US EPA to enforce.
- Rules will impact small businesses in different ways based on generator status.
- Allows for occasional generation of larger quantities of hazardous waste without changing generator status.
- Vince suggests averaging monthly generation over three-year period to determine generator status. Federal regulations do not allow.
- Discussed consolidation of hazardous waste from VSQGs to LQG parent companies. No restrictions on distance or crossing state lines, although rules are different in other states.
- Waste Program developing voluntary forms to help with recordkeeping (i.e. waste determinations, discussing 50-foot waiver with fire department, etc.)
- Open for public comment in July. Final in February 2020.
- Waste Program looking for feedback on anything that's unclear, anything not restrictive enough, other issues. Can't be less stringent than federal rules.
- Outreach to small businesses will be needed. Waste Program doing outreach but hard to reach VSQGs.

Debrief on Milwaukee Small Business Event and plan for September event

- 250 total conference attendees.
- Low attendance of Council session, but those who attended were engaged.
- Issues – conference pulled together quickly, lack of promotion, too many breakout sessions at a time.
- Value in having booth and talking to chambers at booths. Focus on things businesses do that trigger requirements.
- Planning fall conference attendance.
- Wisconsin Economic Development Association (WEDA) Fall Conference sometime in September. No date announced.
- Suggest Council session similar to Milwaukee format.

Next Council meeting date

- Planning meeting in July. Schedule via Doodle Poll.

Other discussion items

Lenders Conference

- SBEAP conflict with National Training but other Sustainability and Business Support Section rep attended.
- Lots of interest in SBEAP tools for lenders.

National SBEAP Annual Training

- Presentations from marketing professional and trade associations.
- Trade associations don't think social media works to connect with members. Email best.

Emerging issues

- Senator Miller suggests connecting with businesses with digesters selling compressed natural gas.

Compliance Audit Program legislation

- Bill introduced by Senators Jacques, Cowles, Miller.
- Possible hearing next week.

Public comment

None

Action items:

- **SBEAP staff will draft “meet the Small Business Council” article, Council will review.**
- **SBEAP will share info when hazardous waste changes open for public comment.**
- **SBEAP will make changes to Dry Cleaner Compliance Calendar and develop other outreach on hazardous waste changes.**
- **Jennifer will reach out to WEDA on conference date and speaking opportunities.**
- **SBEAP will send Doodle poll to schedule July planning meeting.**

- **Senator Jacque will update on Compliance Audit legislation hearing.**

Next meeting: July - date TBD by Doodle Poll.