



Notes
WISCONSIN COUNCIL ON RECYCLING

Friday, March 3rd, 2017
 WI Integrated Resource Management Conference (WIRMC)
 The Osthoff Resort, 101 Osthoff Avenue, Elkhart Lake, WI 53020

<p>Council Members Present: Jim Birmingham, Gary Harter, Dave Keeling, Heidi Woelfel, Jeff Zillich (by phone) DNR: Angela Carey, Jennifer Semrau Public: Sharon Ehrhardt, Jefferson County; Joe Etten, Up-Cycle; Dick Flynn, City of Fond du Lac; Chris Miller, Outagamie County; Mark Walter, Brown County/AROW Board.</p>	
Call to Order	Meeting called to order at 1:01 p.m.
Approval of Minutes (February 9 th , 2017)	Motion made by Heidi Woelfel and seconded by Gary Harter to approve the minutes of February 9, 2017. Motion carried (5-0).
Introductions and Announcements	Council members and guests introduced themselves.
Election of Officers	Jennifer Semrau, DNR reviewed the duties of officer positions. Motion made by Jim Birmingham and seconded by Jeff Zillich for the following slate of officers: Jim Birmingham, Chair; Dave Keeling, Vice-Chair; Gary Harter, Secretary. Motion carried (5-0).
DNR Updates	<p>Jennifer Semrau, DNR informed the council that:</p> <ul style="list-style-type: none"> • The MRF annual report was released and will be due on March 30th. The RU annual report should be released early next week and is due on April 30th. However, as a result of April 30th falling on a Sunday, the due date is modified to May 1st. • Staff updates: Sonny Zentener has been hired from the Air program to fill the Waste and Materials Management (WMM) program engineer position in Eau Claire. The vacant bureau director position listing closes on March 6th; thereafter the deputy director position will be filled. • Former council chair, Rick Meyers, was honored at WIRMC, receiving the Christy Dixon Recycler of the Year award. Meleesa Johnson, Marathon County Solid Waste Director and AROW President, will be honored on April 20th with the EMBI (Environmental Management and Business Institute) UW-Green Bay Alumni “2017 Earth Caretaker Award.” • DNR exhibited at WIRMC, emphasizing new staff point of contacts for recycling, solid waste and hazardous waste. Semrau was asked to serve as a recycling coach for the WI Wildlife Federation’s Conservation Leadership Corp program. • Revolution Plastics is diverting over 1 million pounds of agricultural plastic/film per month. Over 2,400 farms are currently participating, with another 3,000 signed up on a waiting list. 2017 dumpster distribution begins April 1st. An issue Revolution is encountering is the inclusion of tire sidewalls (commonly used to weigh down plastic sheeting) being included in the dumpsters; over 100,000 tons of tires were received in 1 month.

	<ul style="list-style-type: none"> • Related to DNR's work on proper pharmaceutical disposal, the Centers for Disease Control (CDC) released a report in February, 2017 indicating a 2.5 times increase in overdose deaths, from 6.1 deaths/100,000 in 1999 to 16.3 deaths/100,000 in 2015. • The WMM program is planning a spring Solid Waste Interested Parties meeting. The webinar is tentatively scheduled for March 28th at 9:30 a.m. (<i>post meeting, webinar moved to May</i>)
Recycling Markets Priority Issue Overview	Jennifer Semrau, DNR provided a summary of the priority issue identification process, including topic brainstorming, ranking, selection and identifying next steps. Jim Birmingham indicated that Dave Keeling and Jeff Zillich had volunteered to Co-Chair the Recycling Markets Sub-Committee.
Plastic Markets  TR_WI CORplastic update_ 3.3.17.pdf	Tonya Randell, More Recycling (formerly Moore Recycling Associates) provided a plastics market overview, detailed information on specific plastic commodities and outlined available resources. When asked how the council might positively impact plastic recycling markets, Randell suggested focusing on education pertaining to quality versus quantity of plastics, emphasizing the collection of most valuable plastics and focusing on multi-family audiences.
Metals Markets  Keeling 2017 WCOR 3.3.17.pdf	Dave Keeling, Steel Recycling Institute presented background on the steel recycling industry, recycling rates and a comprehensive overview of steel recycling markets past and present. When asked how the council might positively impact steel recycling markets, Keeling suggested more standardization of outreach materials, promoting additional education and not reinventing the wheel.
Recycling Markets Next Steps	Jim Birmingham, Chair discussed the need to cover paper and glass markets next. Future meetings will include speakers from these industries and/or tours (including a NE WI paper mill and Strategic Materials, East Troy). Action: Jim Birmingham/Jeff Zillich to coordinate and contact Timm Weyenberg, Pioneer Industries to present at a future council meeting.
WI Recycling Markets Directory Update	Jennifer Semrau, DNR informed the council that an agreement between DNR and UW-Green Bay for maintaining the Markets Directory had been executed in Feb. A student has been hired and begun the project of outreaching to all businesses currently listed in the inherited directory data for accuracy. Next steps will involve identifying new businesses and/or materials for inclusion in the directory.
Council Meeting Schedule and Location	The next meeting will be face-to-face in Madison to precipitate public records training required by DOA for all state boards, councils or commissions with legal counsel present. Semrau will send out a Doodle for late April/early May, avoiding the week of Waste Expo. Future potential meeting locations include East Troy (tour Strategic Materials) and NE WI (tour paper mill). Jim Birmingham suggested soliciting comments from programs/counties in future meeting locations to gain regional perspectives. Representatives from programs would be asked to briefly share with the council their challenges and market observations from their regions.
Public Comment	Mark Walter, Brown County/AROW thanked the council for collocating the meeting with WIRMC.
Other Business	None.
Meeting Adjourned	Meeting adjourned at 2:45 pm; motioned by Dave Keeling and seconded by Gary Harter. Motion carried (5-0).