

Notes
WISCONSIN COUNCIL ON RECYCLING
 Wednesday, November 04, 2015
 Department of Natural Resources, Madison WI

<p>Council Members Present: Joe Liebau, Jim Birmingham, Jeff Zillich, Gary Harter, Heidi Woelfel, George Hayducsko DNR: Brad Wolbert, Barb Bickford, Angela Carey Public: Meleesa Johnson, Marathon County SW, AROW; Mark Walter, Brown County; By phone: Chris Lilek, DNR; Casey Lamensky, DNR; Nina Butler, Moore Recycling Associates</p>	
Call to Order	Meeting called to order at 9:34 a.m.
Approval of Minutes (September 22, 2015)	Motion to approve minutes made by Joe Liebau, seconded by Jeff Zillich and approved by voice vote.
Introductions & Announcements	Council members and guests introduced themselves.
DNR Updates	<p>Brad Wolbert, DNR informed the council that the process of hiring both a Solid Waste Coordinator and Recycling Coordinator has been initiated. The Solid Waste Coordinator is expected to start early in 2016, followed by the Recycling Coordinator.</p> <p>Action: No Action Taken.</p>
Plastic Subgroup Updates	<p>Representatives from each of the four plastic work groups presented updates:</p> <p>Chris Lilek, DNR provided information on the status of agricultural plastic recycling in Wisconsin including a successful pilot project in Green County. Delta Plastics (Little Rock ,AR), now known as Revolution Plastics (RP) in Wisconsin, worked with the DNR and Green County residents, providing roll-off containers at no cost to farmers for ag plastic recycling. Green County provided the labor costs associated with compaction. The compacted materials are transported to Arkansas and recycled into drainage tiles and EPA compliant Revolution Bag trash can liners by RP. A survey indicated that 60% of participants were willing to pay to recycle ag plastics if the cost was comparable to landfilling the material. Collection and recycling in Columbia, Monroe, Vernon and Sauk counties has also taken off and Revolution Plastics may be expanding to these counties in the future. Four farms in Shawano County participated in a pilot wash test with Wisconsin Film and Bag. This effort was successful and WF&B is now evaluating options for material compaction as well as material venting during reprocessing. WF&B was recently acquired by Novolex.</p> <p>Nina Butler, Moore Recycling Associates, updated the council on the study of rigid plastics in the Wisconsin waste stream. A determination of the amount and source of rigid plastics can be challenging. A significant portion appears to be generated by the commercial sector including grocery stores, retailers, restaurants and cafeterias. Approximately 19,000 tons are likely to come from multifamily residences included in ICI collection routes. Hospitals</p>

	<p>and universities together generate approximately 3,500 tons per year, while the industrial sector seems to generate very little. Rigid plastics generated by multifamily housing may be more easily collected. In contrast, many of the smaller generators in the commercial sector have the greatest barriers to recycling. An increased awareness and expanded network of collection sites would facilitate collection.</p> <p>When compared with all plastics in the Wisconsin waste stream, rigids account for a significantly smaller portion compared to film, especially in the commercial sector.</p> <p>Casey Lamensky, DNR updated the council on WRAP's (Wrap Recycling Action Project) progress. The project's goals for residential film recycling included increasing awareness of the variety of materials which can be recycled, increasing the number of locations that collect film and educating the public to keep film out of curbside collection programs to maximize value and prevent process disruptions at MRFs.</p> <p>Pilot projects in the city of Milwaukee and Dunn, Eau Claire, and Outagamie counties included a well-documented education component to determine which strategies are most effective.</p> <p>The project's goals for the ICI sector were similar with a focus on awareness that plastic film recycling can be at least cost neutral and recycling options are based on the amount generated and location.</p> <p>Results of the study will be made available when the project is complete. Next steps will include taking the project to a larger audience outside Wisconsin.</p> <p>Meleesa Johnson, AROW updated the council on the progress of the plastic bottle recycling project, which focused on increasing public awareness and access to recycling containers at away from home events. The ultimate goal is to establish a sustainable distribution network of low-cost recycling bins for use at a variety of events.</p> <p>The council partnered with the DNR, AROW, Wisconsin Beverage Association (WBA), local governments and a waste hauler in a pilot program to achieve these goals. Approximately 300 used syrup bins provided by the WBA were repurposed with new lids and labels to collect bottles. After a successful pilot test, AROW has assumed responsibility of the project. Next steps include developing a sponsorship list and strategy to offset the \$20-50 per barrel cost for a lid mold, wrap and delivery. In 2016, AROW will be seeking \$10,000 in sponsors to launch the program. WCSWMA has donated \$2,500. If funding is limited, access to the bins may be limited to AROW members.</p> <p>Action: No Action Taken.</p>
<p>FOWRD Workgroup</p>	<p>George Hayducsko, provided an introduction to FOWRD, the Future of Wisconsin Recycling Development Workgroup. This group includes representatives from industry, business, government and non-profit organization working to improve the quantity and quality of recyclable materials from residential, commercial, institutional and industrial sources through a variety of recommendations and actions. George will be retiring in 2016 and encouraged the council to stay connected to the work of FOWRD.</p> <p>Action: No Action Taken.</p>

<p>Discussion of Future Priority Issues</p>	<p>Council members discussed future priority issues:</p> <ol style="list-style-type: none"> 1. Plastics – The council will continue its work on plastics recycling. Joe and Heidi will co-chair the plastics subcommittee. This will involve helping define the goals of each of the four work groups, providing support and inviting speakers to update the council. 2. Education – The council should explore how to effectively inform and educate Wisconsin’s citizens and elected officials on recycling related issues. This should include information on what, where and how to recycle as well as a better understanding of how recycling affects citizens individually and the state as a whole. What can the council do to achieve this? 3. Electronics– The council should review the DNR’s annual E-Cycle report (12/01/2015) to determine any necessary actions. 4. Product Stewardship – Representatives from PaintCare, Call2Recycle and other product stewardship organization have attended meetings to educate the council on their approaches to managing various products. The council should be knowledgeable on these topics and well positioned to support legislation in Wisconsin when appropriate. AROW has indicated an interest in helping to achieve this. 5. Construction and Demolition – As one of the largest components of landfills, the council should explore economically feasible options to increase C&D recycling. 6. Organics – The awareness of the benefits of organics diversion from landfills is increasing and communities are becoming more aware of their options including large and small scale composting and anaerobic/aerobic digesters. How can the council work to increase organics diversion? 7. Funding Recycling – The council should understand how recycling is funded and how the funds are being used. How are RUs impacted by the grant determination and the funds available? The council should understand the budget cycle and determine how to work within the timeframe to restore funding to RUs. <p>Role of the council – The council should consider:</p> <ul style="list-style-type: none"> • How to be more effective and which actions will produce results and make a difference in both the short and long term? • How to get information out to the public and elected officials? How can we get an intern to help with outreach? • How to get elected officials to attend meetings? • If another survey would help determine what sectors, organizations and individuals want and need help? <p>Action: Council members will be prepared to decide which items to pursue and develop a strategy to move forward.</p>
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Public Comment	<p>Meleesa Johnson informed the council that she and Lynn Morgan (Waste Management) will be guests on NPR's Kathleen Dunn show "In Defense of Recycling" Thursday, 11/05 at 2:00 pm.</p> <p>The council thanked George Hayducsko for his service over the years and wished him well in the future.</p>
Other Business/ Next meeting	Angie will send out a poll to establish the date and time for a conference call in January. The next face to face meeting will be in late February.
Meeting Adjourned	Meeting adjourned at 12:25 pm; motioned by George Hayducsko, seconded by Joe Liebau and approved by voice vote.