

**PORT & RESOURCE RECOVERY DEPARTMENT**



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DEAN R. HAEN  
DIRECTOR

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**PROCEEDINGS OF THE BROWN COUNTY SOLID WASTE BOARD**

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A regular meeting was held on **Monday January 18<sup>th</sup>, 2016**  
Brown County Resource Recovery Facility, 2561 S Broadway, Green Bay, WI

1) Call to Order:

The meeting was called to order by Solid Waste Board Chair John Katers at 2:30 pm.

2) Roll Call:

Present: John Katers, Chair  
Mark Vanden Busch, Vice-Chair  
Mike Van Lanen  
Norb Dantine  
Ryan Holzem

Excused: Lisa Bauer-Lotto  
Bud Harris  
Dave Landwehr

Absent: Bill Seleen

Also Present: Dean Haen, Brown County P&RR  
Chad Doverspike, Brown County P&RR  
Mark Walter, Brown County P&RR  
Shelby Schraufnagel, Brown County P&RR

3) Approval/Modification – Meeting Agenda – *Request for Approval*

A motion to approve the agenda was made by Mike Van Lanen and seconded by Mark Vanden Busch. **Unanimously approved.**

4) Approval/Modification – Meeting Minutes of October 19<sup>th</sup>, 2015 - *Request for Approval*

A motion to approve the October 19<sup>th</sup> 2015 meeting minutes was made by Norb Dantine and seconded by Mike Van Lanen. **Unanimously approved.**

5) Announcements/Communication

Mr. Haen announced that the Wisconsin Integrated Resource Management Conference (WIRMC) will be held the 24<sup>th</sup> - 26<sup>th</sup> of February. If any board members are interested in attending please inform Shelby Schraufnagel.

Mike Strenski will be retiring from the Port & Resource Recovery Department, effective January 31<sup>st</sup>, 2016. Staffing needs will be absorbed by existing part-time staff members increasing their status from 0.4 FTE to 0.5 FTE and receiving part-time benefit status.

6) 2016 Public Relations Plan – *Request for Approval*

Mr. Haen provided the board with the public relations plan for 2016. The budget for 2016 is \$15,000 including \$12,000 for public relations services and \$3,000 for advertising. The main focus of the plan will be on recycling and Household Hazardous Waste, specifically on VSQGs. Mr. Walter explained that ads are proposed to run four times throughout the year through The Business News. Advertising for recycling is more of a broad year round effort that is tied in with the BOW efforts. He also explained that the “What Do I Do With” videos will continue to be created and updated, along with the County’s NEWEye Channel that will provide free time for Resource Recovery and Port for public service announcements, education, and informational content. The organics program will continue to be promoted as well. In 2015 the program was successful and with an additional location at UW-Extension in 2016 the program should continue to grow. Social media will continue to be a large component of the plan, with platforms such as Facebook, Twitter, Pinterest and efforts into acquiring a LinkedIn account for VSQGs as well as the Port. In terms of direct marketing, a big push will be towards Household Hazardous Waste.

**A motion to approve the 2016 Public Relations Plan was made by Norb Dantine and seconded by John Katers.**

Mr. Katers suggested that marketing and advertising efforts tie in with New North, promoting Northeastern Wisconsin to potential businesses to move into the area. A story on the amount of recycling that takes place in the area along with the low tipping fees making the cost of doing business here desirable could be submitted for publication.

Mr. Haen explained that Advance is putting together a strategic plan for the Green Bay area. Part of the plan will be to distinguish why Green Bay is different and why companies might want to locate to the area. He suggested that recycling and solid waste services and costs are factors that should not be overlooked when promoting the area.

Mr. Holzem asked if there is a plan in place to track which media outlet is getting the most return. Mr. Walter explained that having an event is a good way to track how well an ad works. He also explained that the department uses Google Analytics to provide a click through rate on the website.

**Motion was carried unanimously.**

7) Recycling Education Grant – *Request for Approval*

Mr. Walter explained that at the end of 2014, when BOW added the conveyer and baler at the BOW recycling facility, part of the money to do the expansion came from the Carton Council. The Council made a point of noting that schools are one of the largest users of cartons and many do not recycle them. They have a grant available to communities and school districts to do

recycling education. Mr. Walter applied for this grant and has been award \$5,000 to start recycling education in schools in the area. The recycling education will start with West De Pere and Howard/Suamico School Districts, from there it will move on to other school districts.

Mr. Walter went on to explain that as part of the grant to the Tri-County, the Carton Council guaranteed a floor on cartons at \$90 a ton for five years. Mr. Dantine asked if the program will continue to sustain itself when the grant comes to term. Mr. Haen explained that aseptic packaging and some cartons are made of layers of quality paper fiber and aluminum so they do not spoil. . Mr. Katers asked a question regarding the budget, what portion in the recycling education efforts is attributed to staff time. Mr. Walter explained that \$35 an hour is for an education consultant through BOW and the remainder is estimated to be in-kind staff time.

**A motion to approve the Recycling Education Grant was made by John Katers and seconded by Ryan Holzem.**

Mr. Holzem asked if the Carton Council will be able to estimate the amount of savings that will occur. Mr. Walter explained that there may not be a direct savings that will show up. Most businesses do not pay for garbage and recycling disposal by the pound, they pay by the number of times material is picked up. These schools will decrease the frequency of garbage picks and increase the frequency of recycling picks. Mr. Holzem clarified that he is interested in knowing if the Carton Council will be able to track the increase in cartons being recycled. Mr. Walter confirmed that they intend to track what will be diverted.

**Motion was carried unanimously.**

8) Fox River Fiber – *Update*

Mr. Haen provided the board with recently received legal notices from Fox River Fiber. Last spring Fox River Fiber filed a notice of claim with Brown County. Brown County responded with a disallowance of claim. In December, Fox River Fiber filed legal notice of the claim. Subsequently, Fox River Fiber filed a stipulation for extension of time (March 31, 2016) by which Brown County is to answer or otherwise respond to complaint. During 2015, Brown County and Fox River Fiber essentially drafted an amendment to our 2005 sludge disposal agreement, but was unable to execute because of the development of issues with Outagamie County. Additionally, the draft agreement between Brown County, Kewaunee County and Fox River Fiber for placement of additional sludge at Kewaunee County will not be finalized due lack of continued interest by Kewaunee County.

In regards to the Outagamie County, a letter from the Outagamie County Executive was received by Executive Streckenbach in December. Executive Streckenbach is preparing a response to Outagamie County Executive. This issue is being handled by the Executives.

Mr. Van Lanen asked how this situation will affect future agreements with Outagamie County. Mr. Haen confirmed that this will and does have an impact on how future agreements and current relations.

A meeting with the three County Solid Boards and staff will take place in April or May this year at Brown County to provide a BOW tour of the Brown County compactor. Hopefully this issue is resolved. Mr. Haen also explained that Winnebago County is having a closed session meeting to discuss the Outagamie County situation.

Mr. Van Lanen asked if the County Executive has shared anything with Mr. Haen regarding the situation. Mr. Haen explained that the Executive is looking out for the County's best interest and he sees the value of long-term agreements.

9) 2014 BOW Landfill and Recycling Audit – Update

Mr. Haen explained that in the 2014 Tri-County audit, landfill tonnage decreased 4% from 2013 to 2014, resulting in the actual cost per ton to increase \$2 per ton. The increase is due to the change in tonnage and the operational change of using at-cost spray-on ADC by Outagamie County. In 2013, the cost to operate the BOW landfill was \$12.2 million. In 2014, the cost to operate the BOW landfill was \$13 million, an increase in \$800,000. It is worth noting that the spray-on cover started in the middle of 2014. The Brown County benefit for operating the BOW landfill in 2014 was \$47,000, a percentage of \$120,000. The benefit for operating the landfill in 2013 resulted in a Brown County disbursement of \$430,000. Although the landfill is still operating at a profit, it was a significantly narrower margin.

In 2013 the BOW recycling operating cost was \$4.5 million increasing to \$5.9 million in 2014. An additional \$1.4 million was spent to expand the BOW recycling facility in 2014. Revenue in 2013 was \$8.2 million and rose to \$9.3 million in 2014, an increase of \$1.45 million in revenue. This was due to tonnage increases of adding a second shift while commodity markets were flat. The results after the expansion yielded an increase in net revenue of \$100,000.

Mr. Katers asked if operating costs and development costs are able to be separated and broken down to determine where costs are coming from and if the spray-on is costing more. Mr. Haen explained that this information has been requested from Outagamie and has only been verbally communicated that spray-on ADC cost around \$200,000/year.

10) 2015 BOW Landfill and Recycling Tonnage – Update

Mr. Haen explained that BOW recyclables increased by less than 1% and the recycling material that passed through Brown County increased by 6%. The Brown County increase directly results in the 1% BOW increase. With the compactor installed, Brown County has more capacity and recyclables should increase through the facility in 2016. Mr. Walter pointed out that some MRF's in the area may potentially close due to continual low market rates. The average price in the market is down 30%. Brown County and BOW may have the possibility of taking some of the recyclables from other areas.

Mr. Walter pointed out that voluntary organic drop-off collected nearly 8 tons of material. An additional site has been added at UW-Extension which should increase tonnage for 2016.

Mr. Haen added that BOW solid waste increased to 648,000 tons in 2015. Other observations included a decrease in electronics due to other outlets in the area, Hazardous Waste in general increased and with a shingle competitor across the street shingle tonnage decreased.

11) BOW C&D Recycling Analysis – Update

Mr. Walter explained that over the past year a permanent C&D recycling facility for the BOW has been evaluated. In addition, BOW staff will evaluate a 3-season C&D processing facility. Factors that were looked at for the indoor C&D recycling facility included; what material is in the

BOW system that is already being segregated, what material is needed to run the operation, what operation costs would be; and, whether or not it is worth it to set up the facility. BOW will evaluate a permanent and three season facility and will hold discussions with possible vendors that include all of BOW C&D tonnage, disposal pricing over a 3-5 year period.

#### 12) Director's Report

Mr. Haen explained that several 2012 solid waste management service contracts are starting to come to term, Van's Waste being the first. Both parties have agreed to term extensions. .

In regards to the compactor, the final steps for completion are in progress. Lien waivers are being completed in preparation of making final payment to Badgerland. Upon completion, final costs will be given to the Solid Waste Board and then the Department will seek reimbursement from the BOW. As far as the efficiency of the compactor, Mr. Haen explained that there is less wind-blown material, the facility is never full and Great American Disposal is able to manage the pile better.

Mr. Haen added that the \$0.25 charge for the universal waste items brought to the Household Hazardous Waste is going smoothly and resulting in higher weekly revenue that should help the budget. There have been no complaints over the change. In addition, a credit card swipe has been installed as added customer convenience.

#### 13) Such other Matters as Authorized by Law

Mr. Dantine asked if the Gas-To-Energy generators are running at the landfill. Mr. Doverspike explained that they shut down on the 17<sup>th</sup> of January as they do when it gets really cold and the wells freeze. He added that Foth will be putting together the annual report of the leachate system.

Mr. Dantine also asked if the use of land at the South Landfill as a wetland mitigation bank has been looked into. Mr. Haen explained that there is plenty of land and staff will explore the possibility with an engineering firm.

#### 14) Adjourn

A motion to adjourn was made by Mike Van Lanen and seconded by John Katers.  
**Unanimously approved. Meeting adjourned at 3:37 pm.**