

Craig, Sondra

From: City of La Crosse Notices - No Reply
Sent: Friday, February 6, 2026 10:49 AM
To: Craig, Sondra; Elsen, Nikki; Janssen, Barb; Kahlow, Chris; Sleznikow, Larry; Trost, Jennifer; Mindel, Mackenzie; Dickinson, Tamra; Goggin, Erin; Steele, Annette; Washington-Spivey, Shaundel; Weston, Lisa; Newberry, Aron; Bedford, Crystal; Padesky, Gary; Stine, Olivia; Northwood, Rosanne
Subject: City Council Contact Form: License Application for 3019 Commerce St Supporting Docs
Attachments: Letter of Support - C&D.pdf; Recycling Excellence Award .pdf

Submitted on: 2/6/2026

Name: Zach Harter

Email Address: zharter@harters.net

Is this related to a legislative agenda item: Yes

Agenda item number: 26-0081

Subject: License Application for 3019 Commerce St Supporting Docs

Dear members of the Common Council of the City of La Crosse,

My name is Zach Harter. I am the General Manager for Green Circle Recycling and Green Circle Recovery.

I appreciate the questions and feedback that were given during the J&A meeting on February 3rd. It's nice to be in a community that understands the necessity of reuse and recovery of materials. As I stated in the meeting the work we are proposing doing directly helps the City achieve it's Climate Action goals. We understand the nature of our work and how the public often perceives it. That is okay. We want to step up to the plate to do the work to achieve these goals. It's not glamorous and often dirty, but I know it is necessary to ensure a better livelihood for future generations.

All of our processing is mechanically oriented. Magnets to separate steel, eddy currents for aluminum and copper, screens to size material, optical sorters to recognize different material types or plastic polymers. My toddler son loves talking about all the cool equipment we have to get the work done. (His favorite is the front end loader.) We will not use chemicals, fire, or other environmentally harmful processes to do this work. We are committed to the health and safety of our team and the communities we serve.

This is a license that we feel will benefit the residents and businesses of La Crosse by bringing a new outlet for old building materials and items at the end of their life. There was one question that I wanted to follow up on to ensure diligence through this process. You'll see attached is a letter of support from the La Crosse County Solid Waste Department. This letter provides general support for establishing construction and demolition (C&D) recycling in our region. The letter addresses that any C&D operation be evaluated within the broader context of the regional solid waste system. We agree. This license is the first step to ensure regulatory compliance and community support for these operations in the City of La Crosse industrial park. Director Stilwell also encourages a comprehensive proposal that demonstrates a clear understanding of how the system integrates. We have been and will continue to regularly meet with the Department to ensure this is a benefit to the residents, and that we are taking care of our own solid waste system first. Council Member Padesky can attest to our organization's (Harter's Quick Clean-Up and Green Circle Recycling) regular attendance to Solid Waste Policy Board meetings as he is a member of that board. We invest that time at meetings to keep a beat on how the system is operating and looking for additional ways that we can support in the health of that system. We are committed to giving materials their next best life while supporting the regional system and economy. Upon

approval for this license we will continue to meet with Director Stilwell and staff at La Crosse County Solid Waste to work through the finer details of an everybody wins scenario.

We currently operate Green Circle Recycling in the La Crosse industrial park. Green Circle Recycling is in the top 10 MRF's in the state based off tonnage processed. (#7 in 2023 *most recent available DNR data for all Wisconsin MRFs). We have consistently maintained an annual recovery rate of 90% or higher. 92% average in our history. That 92% is the highest average recovery rate for a single stream MRF in the State of Wisconsin. In 2024 we received the attached Recycling Excellence Award from the Wisconsin Department of Natural Resources. That is a direct result of the commitment of our team members to do the best job possible. We work with local businesses to design and install all of our own machinery integrations and retrofits to keep jobs local. This also gives us direct oversight on the effectiveness of our plant's operation. We will bring that standard of excellence directly into our C&D and metal recovery operations. We appreciate the consideration and continued support from the City of La Crosse and it's residents.

If anyone has questions or need for clarification my email is zharter@harters.net and my cell number is (608)-317-3193.

Thank you again for your consideration.

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Tony Evers, Governor
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Oct. 10, 2024

Zachariah Harter
Green Circle Recycling
2850 Larson St
La Crosse, WI 54603

Dear Zachariah,

Congratulations! The Wisconsin Department of Natural Resources' Recycling Program is happy to present Green Circle Recycling with a Recycling Excellence Award under the Overall Program category. The nomination submitted on your behalf showed that Green Circle Recycling has a strong commitment to recycling and waste minimization that deserves recognition.

Green Circle Recycling's work demonstrates the importance of recycling and waste minimization efforts and provides a great example to other organizations. The Recycling Excellence Awards winners will be announced on Nov. 15, America Recycles Day. The winners will also be promoted on the DNR's Recycling Excellence Awards webpage (dnr.wi.gov, search "Recycling Excellence Awards").

To help us promote the winners, please submit one high resolution photo (1 MB/1,000 KB) of an employee or employees holding the award. If you haven't already, also provide at least one well-lit, high-resolution photo that represents your organization's work. Photos can be emailed to Peter Waples at peter.waples@wisconsin.gov or sent for free via WeTransfer. A photo release form is also enclosed. If your organization has a webpage or social media accounts that highlight your waste reduction efforts, please provide the links.

Lastly, we would appreciate your organization providing a 1-3 sentence response to the question, "What advice would you give to others looking to start a waste program or initiative?" and the name and title of the person providing the quote. The quote is subject to editing for clarity or length. If you could please email the above requested information by Oct. 24, 2024, to Peter Waples, at peter.waples@wisconsin.gov, it would be greatly appreciated.

We sincerely appreciate all the work your organization has accomplished!

Sincerely,

Kate Strom Hiorns, Program Director
Waste and Materials Management