

Litchfield SMART Task Force Meeting Minutes

Held on Zoom

January 13, 2021

Chairman J Geci called the meeting to order at 4:04 pm.

Members Present: J Geci, K Zullo, C Liley, H Simko, S Mullen

Attending: D Raap, First Selectwoman; N Boccio, Litchfield Public Works Liaison

Minutes from December 8, 2021 – J Geci typo in first paragraph “no” to “now” and in education section “meet” to “met.” H Simko moved to accept. C Liley seconded. approved unanimously.

RECYCLING CENTER UPDATE

N Boccio shared the revenue gains and losses at the Recycling Center over the past twenty years. In the last two years revenue has been up. Staffing changes, fee changes, and implementing permits for town of Litchfield residents have contributed to the increase in revenue. The signs for the on-site composting program need to be installed and then on-site composting can begin. The composting will be more work for the staff at the Recycling Center. We will retain the services of CT Curbside Composting during the transition. People bringing up compost with animal products could be charged a fee to use Curbside Composting. Ultimately, only plant-based scraps will be allowed.

WAYS TO EDUCATE AND INFORM TOWNSPEOPLE RE: ON-SITE COMPOSTING

The group discussed how to promote the on-site composting. J Geci suggested putting stickers on trash bins with message about composting. H Simko brought up the incentive of finished compost. J Geci will write a Press Release and K Zullo will create a flyer.

The task force has set the goal of having 350 families sign up to commit to compost. S Mullen sourced 2-gallon buckets with lids. Ace Hardware will be approached to see if they could match the cost or sponsor the buckets. K Zullo will make a spreadsheet of venues for marketing.

The following venues for marketing were discussed:

- Farmers Market
- John McKenna (Litchfield.bz / Rep-Am)
- WZBG Interview
- Community Newsletters (ex: White Memorial, Community Center)
- Post office table

WEBPAGE UPDATE

D Rapp had a SMART Task Force button added to the Town of Litchfield homepage to make it easier for residents to access any information they may need about recycling anything. S Mullen will meet with N Boccio and Liz. C Liley would like to add images and infographics and continue to edit text. S Mullen will

add the current website text to the shared google form. H Simko shared the town of Wilton's website as inspiration/imitation.

SMART TASK FORCE COORDINATOR

D Rapp has asked to have a part time (10 hours a week) coordinator position added to the budget. That person will be responsible for coordinating with business, managing social media, researching grant opportunities, and working with the volunteer SMART Task Force. J Geci suggested the task force think about possible projects and responsibilities for the coordinator.

DRAFT OF BUDGET REQUEST

The Task Force discussed submitting a budget of \$1500 - \$500 for promotional printing, \$500 for advertising, and \$500 for stickers. The cost of promotional compost buckets would come from the Recycling Center budget to expedite purchasing this winter. J Geci will submit the budget on behalf of the task force.

STATUS OF TRASH & RECYCLING BINS PLUS DOGGIE BAGS IN TOWN CENTER

N Boccio has ordered the bin/dispenser and bags. One location by the municipal parking lot bathroom was approved by the Borough. The green location was not approved. A discussion for sharing the cost for the trash and recycling bins led to an understanding that the cost would probably be shared between the town, the Litchfield borough, and possibly the beautification commission.

OLD BUSINESS

K Zullo had a positive conversation with K Carroll about having a table for promoting composting at an upcoming Farmer's Market. The task force will arrange to be at the market in April.

NEW BUSINESS

J Geci shared State Senator Minor's recent statement against Pay-As-You-Throw initiatives at the State Level. K Zullo suggested the Task Force send a letter to Minor expressing the members support of PAYT and EPR. K Zullo will write the letter.

J Geci asked for feedback on the letter he wrote from the Task Force to the Board of Selectmen regarding having non-residential entities pay for their trash. He will send it soon.

S Mullen motioned to adjourn, H Simko seconded. All approved.

The meeting adjourned at 5:45

Respectfully submitted,

Kate Zullo