

Sustainable Litchfield Committee

Regular Meeting

3:30 pm Tuesday, March 1, 2022

Litchfield Fire House

MINUTES

- **Call to Order:** Dean Birdsall called meeting to order at 3:39pm
Present: Vice-Chair Dean Birdsall, Diane Field, Margaret Hunt, Jeff Zullo
Also present: Denise Raap
- **Approval 2/15/22 Minutes:** Motion to approve by M. Hunt. Second by D. Field. All in favor.
- **Committee Alternate Vacancy Update:** D Birdsall followed up with Anthony Zuffelato, and he is interested. D. Birdsall is planning to have coffee with Shawn Mullen. Shawn is also on SMART. M. Hunt is planning to talk to Caroline King on Saturday.
- **Composting/SMART Task Force report (DB, CS):** D. Birdsall announced he will be attending a meeting tomorrow at 4:00pm with SMART sub committee: Kate Zullo, Jerry Geci, and Ms. Winter. He reported that his students met with LHS principal. They are spreading the news of the compost effort by going to meet with the Video Production classes and the Marketing classes and FBLA to get the word out about composting as well as are putting together lesson activities to support the effort. They are presenting to grade 6 science students. Lots of good stuff going on. Denise Raap said that some CT towns are negotiating trash contracts on their own. Discussion and clarification of what the trash disposal process and fees are for a municipality. Further discussion of how the town could transition to transferring the cost of trash disposal from the town to users. Diane Field suggested that Sustainable Litchfield/SMART should create a chart that makes the pros and cons of the cost of trash disposal clear to the public. Jeff Zullo suggests talking about this with the SMART sub committee.
- **“Litchfield Celebrates Earth Day” Community Awareness/Celebration Event (Saturday, April 23)**
 - Partners/Program/Venue Task Force report (JP, JZ, DB): J. Zullo reported that Litchfield Housing Trust will sponsor a table and will be using the event to build its visibility to the public. The Action Tracker is filling up with committee members who will be contacting partners to participate in the event. Will also have an EV charger demo. Aquarion Water Company will be there with a demo and will take orders for the 60 gal rain barrels as well as will have a raffle. D. Birdsall has done the paperwork to reserve the high school cafeteria as the venue. Discussion ensued about who the speakers will be.
 - Discussion of whether or not to cap partner/vendor tables. How many is too many?

- Needs for day of: Signs on road? D. Birdsall is calling it a school event. Have LHS Secretaries put announcement on school's marquee electronic sign. Working on food: lunch for morning trash clean-up team. Possible food trucks? Meraki? Who are we feeding and how?
- **Marketing/Promotion Task Force report (DF, MH, BB, CS):** C Szwed is working on flyers for the event. D. Birdsall suggest getting together a list of who will be at the event for marketing purposes. M. Hunt said advance publicity will include WZBG radio interviews, town FB page, Litchfield BZ, LCC advertise in its email blasts, flyers posted around town at key public locations, and also publicized via the LPS communication tools. J. Zullo suggested creating a re-usable banner for the day of the event. D. Field and M. Hunt gave a SWAG report: mugs and tee-shirts and tote bags with logos. Think about what to give to partners as thank you's. Maybe design a bumper sticker with a tagline. J Zullo's tagline suggestion was somewhat wordy. Discussion of possible taglines.
- Agreed on ordering 50 of the tote bags presented by M. Hunt.
- Agreed on D. Field's proposed T-shirts: 75 shirts/unisex med and large. With logo. Colors at discretion of the sub-committee. Free for vendors and committee members.
- D Raap suggested: to-do notepads with logo and tips for sustainability. The sub-committee will work on that idea.
- **Letter to partners (MH):** M. Hunt shared flyer to use when having coffee with partners to sign them up for the Earth Day Event and a follow up letter to partners who sign up. She will share the flyer and the letter digitally with committee members for their use.
- **New Business**
- Adjournment and next meeting date: Tuesday, March 15, 3:30pm, Litchfield Firehouse. in –person. **Diane Field moved to adjourn. Jeff Zullo seconded. All in favor. 5:00pm**

Respectfully submitted,

Margaret Hunt Secretary pro tem for Carrie Szwed, Secretary