**Sustainable Litchfield Committee**



**Special Meeting**

 **3:30 pm Tuesday, May 17, 2022**

**Litchfield Fire House**

**MINUTES**

* Call to Order – 3:41 pm
In attendance: Diane Field, Margaret Hunt, Dean Birdsall, Carrie Szwed
* Approve 4/19/22 Minutes – M. Hunt motioned, D. Field seconded, approve
* Earth Day Event Reflection
	+ Building community of cooperation for targeted actions
	+ Do you want to coordinate an event annually?
	USA Recycling was pleased with turnout, Meraki said attendance was just OK
		- Document positive components
		- Had about 100 people there for the event; however, many of them were affiliated with one of the booths or family members. Probably did not have more than a couple dozen people from the “general public attend.” Regardless, it was nice for all the partners to be able to see what others are doing and network with each other
		- It was a perfect event to show what we do and what we have accomplished (fits our “profile” too)
		- There is currently no Earth Day-specific event besides the clean-up, so this event “filled that void” for Litchfield
		- Worked well to partner with SMART Task Force
		- Free giveaways were received well
		- Identify opportunities for improvement
		- Perhaps partner with Litchfield Park and Rec and the clean-up event – talk to Colleen Kinkade early so that we can collaborate in planning. Market it as a “Town-Wide Earth Day Clean-up and Family Celebration” sponsored by SusLitch, Park and Rec, and SMART.
		- Have it at Community Field because it is a gathering place for families, whether it be for the clean-up or sports games. Better to have it at a “high profile” location.
		- Clean-up is 9-12, so have our celebration from 11am-2pm
		- see if we can “share” the Pavilion with the clean-up event so that we have an undercover space
		- There are tables at Litchfield Firehouse we could bring over if need be; other option is to rent tents/tables from ACE
		- There were plenty of kids’ activities provided by some partners (Audubon, Ripley, LHS, White Memorial), but the public didn’t KNOW that, so we need to better emphasize the fun activities in our marketing. Plus, we could add more kids’ activities, such as an organized kickball game or some other simple, outdoor games that don’t require the use of any energy or technology…fitting for Earth Day. Ask Colleen if she would want to work with us on that.
		- Emphasize to partners that they should also be publicizing the event to their audiences too
		- might be nice to have live music or an MC to “hype up” activities
		- Fortunately, next year Earth Day won’t take place over Spring Break, so more families may be in town.
		- possibly do a Lights Out/Black-out that evening at a specific time
		- Financial accounting
		Expenses for the Earth Day event:
		$674.54. for 60 Sustainable Litchfield t-shirts
		$470.00 for 250 notepads
		$102.00 for banner
		$79.30 for flyer copies at Staples
		TOTAL: $1,325.84
	+ Thank you to participants, other follow-ups
	- Dean will draft up a thank-you and send it to the Committee for review
* New Action Goals and Revised Submission Actions
- We need to come to the next meeting with ideas for what new actions we want to focus on. We also need to review the revision assignments that we discussed several meetings ago.
* Climate Leader Designation
- We have expressed an interest in pursuing the SusCT Climate Leader Designation. Dean circulated (via email) a Climate Leader worksheet that SusCT has developed to help groups work towards the designation. There is a submission window in August that we might want to consider.
* ACAAA Energy Score Card
- We are waiting for them to get back to us. Diane will check in with them again and “cc” James on the email so that he can be involved too.
* SL Marketing – proposed efforts and material management
- Diane will be the keeper of all SusLitch materials (giveaways, t-shirts, banners, etc.) at her house
- We still have plenty of “swag” to give away or potentially sell (the t-shirts). If we identify an Action that requires sharing information to the public (such as an educational program or booth), we could have our items at those events.
* Committee Vacancies

Tabling until next week

* Adjournment at 4:33 pm. Next meeting date: June 7th at 3:30 at Litchfield Firehouse
(C. Szwed is unable to attend, so M. Hunt has agreed to take Minutes).