

WRC Minutes for

Special Meeting

July 21, 2026, at 2:00 p.m.

First Selectman's Office

Meeting was called to order by Chairman Jerry Geci at 4:06 p.m.

Present: J. Geci, S. Mullen, H. Simko, First Selectman D. Rapp, and representing Waste Zero: Kristen Brown and Tory McBrien-Vranken.

Brown (B) reiterated that she needed the estimated tonnage and estimated cost of transportation of the trash. With those figures and the approximate number of participants she will be able to determine the price we will have to charge for a roll of five bags of different sizes for trash disposal.

B and McBrien-Vranken (M-V) said promotion of the program could begin soon with a sign-up list of those people interested in receiving more information about the pilot program. In the meantime, it would help to have a daily count taken of the number of people that use the RC.

Once again, the group discussed where bags should be sold, and although selling them only at the Recycling Center seemed a good way to control who purchase the bags, the group decided that the bags should be available at convenient locations such as Stop & Shop, Bantam Market, Walgreens, CVS, and Ace Hardware. The color of the bags is yet to be determined but it will most likely teal, the color used by LHS for uniforms, etc.

Thought must be given to the hours of operation so that working families have some convenient times. Is it feasible to have additional hours or a day? Another consideration is giving each participant a starter kit. Contents could be a sample of each size bag, a fresh handout on recycling of what's in and what's out, a compost bucket, etc.

To introduce the folks by way of a flyer to the new program and the new website, the group decided that we ought to have helpers at a table in front of Stop & Shop (and possibly the post office) on July 31st, August 1st & 2nd. Folks would only be able to sign up through the website. For this event we will need a table and some chairs – and of course, volunteers – hopefully some high school students.

Promotion is extremely important, and the group hopes to use various media, events and marketplaces. Brett will lead us in the marketing of this pilot program. We want to name the program, establish a motto, and a logo. We brainstormed a bit to come up with: Litchfield Lightens the Load, Litchfield's Future is too good to Waste, Refuse to Waste, Save as You Bag, Leave a Legacy not a Landfill, etc. Suggestions are welcomed.

At the next WRC Meeting (August 12th) Waste Zero would like a formal motion to go ahead with this pilot program. We plan to initiate the program early in November with a Pumpkin Launch at the RC.

Respectfully submitted,

Jerry Geci

Chairman, WRC

