Litchfield Waste Reduction Committee Special Meeting

Held at Litchfield Town Hall

November 18, 2026

Chairman J Geci called the meeting to order at 4:05 pm.

Members Present: J Geci, S Mullen, K Zullo

Attending: D Raap, First Selectwoman, P Allen, Prospective Member, Waste Zero representative, Tory.

PUBLICITY FOR GRANT

J Geci shared want publicity has been done for the grant program:

- SAYT Scarecrow
- Flyers have been posed on bulletin boards at grocery stores, library, Post Office and local stories, including Ace Hardware, Village Wine Celler and Espresso 59
- Press Release sent to Litchfield.bz, Litchfield Connection, and newspapers
- J Geci went on WZBG and spoke with Dale Jones and on Channel 5 with Tim
- J Geci will be speaking to the Lunch Club at the LCC

WASTE ZERO GRANT UPDATES

Tory reported that Stop has Shop has placed order for bags, Ace Hardware is watching to see how popular, Bantam Market will not carry the bags. As of this week, 150 people have signed up to the program. The group discussed the success and steps to take to reach the goal of 250 households.

Waste Zero will start data collection and will look at new tonnages compared to historical data as well as revenue from bag sales. Brett and Paul at the Recycling Center will be sharing the needed numbers with Tory. Tory will share that data in 3-4 months.

NEXT STEPS

The group brainstormed options for increasing awareness, including:

- Direct mailing to all residences - Tory will quote both direct mail postcard and the inclusion of a bag.
- Door Knocking
- Purchasing Ads
- Social Media Videos of SAYT in action

Meeting adjourned at 4:46

Respectfully submitted,

Kate Zullo