

MetroWest Moves Meeting Wayland Town Building

41 Cochituate Road | Wayland, MA 01778

June 28, 2012

Meeting Convened: June 28th, 2012 at 9:45am

Members Present: Michelle Ciccolo, Laurie Courtney, Bob Landry, Sam Wong

Others in Attendance: Dana Baarsvik, Tammy Calise, Elizabeth Costello (phone), Janie Hynson, Amanda Ryder, Kerin Shea

I. Recent Updates

- Amanda Ryder provided an update from the June 14th meeting. Some of the group members attended a planning and public health training on June 20th where Mark Fenton and Dr. Lauren Smith, Medical Director of DPH spoke on statistics and background information on the issues. MAPC spoke and had several breakout sessions. The group discussed key points from the presentation.
- Laurie Courtney has accepted another position and her last day will be Thursday, July 5th, 2012. Group members should correspond with Ethan Mascoop.

II. Town Meetings

- The group discussed convening individual community meetings and creating workgroups. The group will also convene a meeting of food service directors.
- The group plans to have individual community kick off meetings on or around Labor Day and suggested communicating with restaurants and with schools/students to encourage their involvement.

III. Change Tool

- JSI is in the process of meeting with each community to work on the Change Tool. JSI will compile the demographic information and provide this in a formal format which will reflect differences in scoring.

IV. Website

- JSI provided materials to review. By phone, Elizabeth Costello from JSI discussed the content outline that she developed for the website based on the brainstorming activity conducted during the June 14th meeting. The main content areas/pages will

include the following: Home, About the Initiative, The Communities, Eat Healthy, Get Active, Events, Blog (Year 2 Activity), Stay Connected, and Get Involved.

- The group discussed whether information should be separated out by individual community or presented all together. There should be multiple ways to access the same information. At an organizational or municipal level, it is important for the information to be presented as MetroWest Moves as a tri-community initiative.
- The Eat Healthy and Get Active pages will potentially include information such as health, exercise, and transportation apps as well as a customized mapping tool. Both community-specific and Mass in Motion resources will be included.
- Events: The group agreed that a list of events is preferable to a calendar of events.
- Blog (Year 2 Activity): A blog could serve as a forum to share tools, news, and information and could include categories such as healthy eating, active living, community spotlight, news/events. Blog entries should also be linked to relevant information on other pages of the website. Blog posts could also be repurposed on Facebook and Twitter and visitors will be able to post comments on the blog. Based on level of engagement on Facebook and other areas of the website, the group will decide upon an appropriate time to launch a blog.
- Sam suggested that the website include a place to post meeting times, agendas, and minutes. The group agreed.
- JSI provided group members with a website development schedule. Elizabeth Costello (JSI) asked for feedback on the content outline by **next Thursday, July 5th**. Feedback can be sent to Tammy at tcalise@jsi.com and she will forward it to Elizabeth. The goal is to have the website live by **August 28th**.

V. Action Plan

a. Awareness/Media

- Prior to the website launch on August 28th, group members will distribute and post flyers around the towns to encourage interest in the upcoming website.
- Labor Day could be a great opportunity to advertise for community kick off events or to hold these events. Information about MetroWest Moves could also be included within school bulletins at the start of the school year.
- Michelle discussed possibly utilizing Pinterest as a photo sharing tool.

b. Healthy Restaurant Initiative

- JSI has created a listing of all restaurants with food permits which are categorized by type of restaurant, whether they have a menu available, and divided based on census block and median income within each census block. During the first year, DPH advised focusing on non-chain, ethnic restaurants, and restaurants in lower income neighborhoods.
- JSI drafted a letter and application which could be sent by the Mayor or Board of Selectman to restaurant owners and managers. Group members reviewed these materials and were asked to respond to JSI with feedback.
- The group discussed options for minimum requirements for restaurant participation. Before the next meeting, each town representative will determine what their town can provide in terms of benefits and marketing for participating restaurants. JSI will look into print advertising. Information will be sent to Tammy to compile and edit before the next meeting.
- Tammy provided an example of window clings which would cost around \$600 for 500 clings. Northborough also bought wooden plaques which were given to restaurants at a Board of Selectman meeting.

c. Vending Policies:

- JSI put together a list of government owned buildings (other than schools) that may have vending machines. Group members were asked to review this list and provide information about contact persons and overseers of these vending machines to learn about the contracts that might be in place, food options, etc.
- At Michelle Ciccolo's suggestion, JSI will contact Fernanda Santos (Board of Selectman office) or Ray Gerard (maintenance) regarding the vending machine(s) in Hudson Town Hall.
- Sam Wong has been communicating with the Hudson Chamber of Commerce about the healthy vending initiatives.
- The group discussed the possibility of advertising healthy options on posters next to the vending machines.

d. Community Design Standards

- JSI will review the master plans in each community and work with MAPC to determine when they will hold the complete streets trainings.

- The group will work to convene a working group of planners and Kick Off participants to move this strategy forward. Jay (Framingham Planning Director) attended the Acton meeting and would be a great partner moving forward particularly in terms of site design for pedestrian and biking.
- The group needs to refine its approach and develop very narrow action items. One option is to create a steering committee for each town with more narrowly focused implementation committees in order to define the operating structure going forward. Due to the momentum on Community Design Standards, the group will focus on working with diverse stakeholders to move this forward.
- JSI will ask MAPC to review the three town subdivision regulations and site plan regulations. The group plans to develop a complete street policy statement and may request MAPC technical assistance. A survey will be sent to Kick Off Participants and others to request input and develop policy alternatives.

VI. Budget Update

- There is more than \$7,000 to spend before the end of June. Sam will ask MetroWest Health Foundation if the money can be carried over.
- The group received permission to help the communities buy the fence for the community gardens as long as there will be a policy component included.
- The group may ask MAPC to invoice us immediately to review our site plan and subdivision regulations if they are unable to do this for free.
- Sam Wong asked the group to submit their mileage by tomorrow, June 29th.

VII. Town Updates

- The Mayor of Marlborough is very excited about the Complete Streets initiatives. For CTG reporting evaluation purposes, Tammy will send out a form which towns can use to document these milestones/events.
- An update will be sent to Kick Off attendees to promote the upcoming website launch, survey, and September meetings.
- Michelle also discussed strategies such as walking town hall meetings or extended lunch breaks for walking.

Next Meeting: Wednesday, July 18th at 2pm in Marlborough, Town Hall
Meeting Adjourned: The meeting adjourned on June 28th, 2012 at 11:51am.