

MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on
Friday, January 25, 2013

10:00 a.m. – 12:00 p.m.

Hudson Town Hall
3rd Floor Conference Room
78 Main Street
Hudson, MA 01749

I. Call to Order

- a. **Meeting convened:** January 25th, 2013 at 10:00am
- b. **Members present:** Michelle Ciccolo, Amanda Loomis, Sam Wong
- c. **Others in attendance:** Tammy Calise, Janie Hynson, Vincent Messina (txt2tour), Amanda Ryder, Kerin Shea

II. Site Visit with MAPC/DPH

- **DPH Requests:** DPH has concerns about MetroWest Moves' staffing structure and wants to ensure that 0.5FTE is devoted to MetroWest Moves. MetroWest Moves will submit a summary memo detailing the role of the Steering Committee which directs/votes on the work of JSI. Before the next site visit, MetroWest Moves will submit a sustainability plan outlining how the work will continue to the end of grant funding, how the municipal and community partners are being engaged and the role of the Directors of Public Health. This is an intermunicipal agreement which spells out membership (one vote per community), but there are no bylaws. The intermunicipal agreement outlines the "committee" and three voting member positions. The agreement also outlines that a voting member who is not in attendance can pass their voting right onto another person from their community.
- **Content for Memo/Sustainability Plan:** The memo will emphasize the limits of the funding especially for three communities with significant populations. JSI is able to provide diverse technical assistance (e.g. Portuguese translator, website development). Data to cite: dollars per head based on population compared to other communities). Emphasize that the Steering Committee members from each community are actively engaged, attend the meetings. Towns are quite familiar with this model and have routinely used consultants with a steering committee to drive complex planning and policy projects (e.g. using consultants for school building projects, master plans). The decision makers who drive policy locally are on this Steering Committee (list titles, backgrounds of Steering Committee members). Tim Cummings and Priscilla Ryder from Marlborough have both been invited to join the Steering Committee. In order to ensure that there are adequate numbers of Steering Committee voting members from each community



including planning, community and economic development, health, and schools, the group discussed broadening the Steering Committee and making it more official (e.g. expand the number of voting members).

- **Formalizing the MetroWest Moves Steering Committee/working group:** Members should be added to the website and it must be emphasized that there are standard scheduled meetings which rotate around the three communities. Another option is to have the Board of Selectmen/Town Manager/Mayor officially appoint members to the MetroWest Moves working group. Responsibilities for new work group members' participation and meeting attendance should be defined and outlined clearly. The agenda will be reformatted to specify which specific strategy will be highlighted during the second hour of each meeting. Amanda Loomis will speak with Allison Stein and will follow-up with a formal letter inviting her to join the working group. Jen Burke, Tim Cummings, and Priscilla Ryder will also be officially invited. JSI will formalize a statement of expectations for working group members.

III. New Year Kickoff Meeting Wrap Up

- Following the Kickoff, MetroWest Moves has received lots of unsolicited positive feedback. Attendees were particularly interested in the "splash" community partner presentations.
- Thank you notes were sent out to all participants, state officials, those who RSVP'd but did not attend, and those who did not respond at all.
- Several of the state officials responded and expressed interest in continuing to collaborate with MetroWest Moves.
- To keep up the momentum, JSI suggests using the "Partner Tool" which is a questionnaire which can be tailored as an assessment tool to look at partnerships formed, resources leveraged, interactions and trust among partners. This would be a great opportunity to send this out now as a baseline and it could be sent out annually to compare to this baseline. It would be sent out online like a Survey Monkey with follow-up by phone to non-respondents.
- Additionally, a listserv (distributed approximately every 1-2/months) could be another opportunity to share information and sustain the momentum from the kickoff event. Ideas for content include the Academy of Pediatrics story about the analysis of Safe Routes to School.
- Several important connections were established and furthered during the meeting. Particularly, Trish Beaudreau from Bose expressed interest in continuing to work with MetroWest Moves. MetroWest Moves will continue to collaborate with her particularly around workplace wellness.
- For future community meetings, the work group would be interested in holding breakout sessions around each strategy.

IV. Work Plan/Future Strategies

- a. **Work Plan:** The work plan is due next week (staff, activities, action steps, etc.). The reporting tool (separate from the work plan) will be due twice a year. It is very challenging to fit all activities within the milestones presented on the work plan (e.g. New Year Kickoff Meeting covers several strategies). The dates on the work plan can be changed because some are past-due. Activities can be added to the work plan and then your community would be added for those components of the CDC work plan. Lola is unsure about how far the milestones/objectives can be changed.
- b. **Future Strategies:** Schools, worksite/corporate wellness, day care policies, and complete streets have been considered as future strategies, but the work group has decided against day care policy. The CDC evidence-based list has served as the springboard for discussion of future strategies. Lola will send the work group a list of the milestones for each of the two school-related activities (Safe Routes to School and school nutrition). Examples of school nutrition milestones include helping to implement new MA school regulations, helping schools set up School Wellness Advisory committees or developing Farm to School programs. Many of the school-related milestones may have already been met by MetroWest Moves, but we will identify gaps. The milestones for worksite wellness are very vague/flexible. The work group has a great opportunity to work with Trish at Bose to develop a worksite wellness strategy. MetroWest Moves could work with organizations such as Bose to develop forums/assist with implementation of the new requirements for worksite wellness within the Affordable Care Act. MetroWest Moves could create a worksite wellness tool kit, explain benefits/cost savings to employers, and best practices for small, medium, and large employers.

V. Action Plan

- a. **Community Design Standards:** During a future meeting, we need to compile information about usage data (e.g. existing trail counts are already taking place). MAPC provided the GIS maps which highlight sidewalks, bike, and walking paths. These maps were distributed at the meeting and will be e-mailed to work group members. There may be new milestones that were not included in the original work plan (e.g. hold complete streets workshops). Kate Ito from MAPC provided several dates for when/where complete streets workshops will be held. The work group selected Friday, May 3rd (first choice), 10th (second choice), and 17th as options.
- b. **Awareness/Media:** A social media report was provided to work group members. Over the past week, paper advertisements for the Healthy Dining program have been published in the MetroWest Daily News, Hudson Sun, Marlborough Enterprise, and Framingham TAB. Additionally,



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MetroWest Moves



an online ad was published for 24 hours on January 24th, 2013 on www.metrowestdailynews.com This led to significant increased traffic on the MetroWest Moves website. The work group plans to further discuss free press strategies.

- c. **Website/Events:** The work group discussed potentially adding information on the website about legislation with connection to officials. Events to add: there will be two CDBG Joint Public Hearing's, one in Hudson Town Hall, Monday 1/28 at 6pm and another in Marlborough on 1/29 about the South Street Extension- Kirby street project.
- d. **Healthy Restaurant Initiative:** Not discussed during the meeting; however significant updates have been made to the healthy dining page on the website.
- e. **Vending Policies:** Not discussed during this meeting.
- f. **Tobacco Control:** Lola will get back to Tammy regarding Tobacco Control reporting but this strategy does not need to be reported on for the upcoming reporting period.

VI. **Evaluation:** Not discussed during this meeting

VII. Administrative

- a. **Approval of Meeting Minutes:** The voting members approved the meeting minutes from January 7th, 2013.
- b. **Completion of work group timesheet:** Work group members completed the timesheet for 1/8/2013 – 1/25/2013.
- c. **Budget Update:** Not discussed during this meeting.
- d. **Town Updates:** Not discussed during this meeting.
- e. **Next Meeting Date/Time:** Thursday, January 31st from 2pm-3pm at the MetroWest Health Foundation—Framingham. The primary purpose of this meeting is to develop the work plan and outline milestones. The following meeting will take place on Friday, February 15th from 1-3pm also at the MetroWest Health Foundation in Framingham.

VIII. Adjourn

The meeting adjourned on January 25th, 2013 at 12:17 pm.