



MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on
Thursday, October 4, 2012

9:30 a.m. – 11:30 a.m.

Hudson Town Hall

78 Main Street

Hudson, MA 01749

I. **Call to Order**

- a. **Meeting convened:** October 4th, 2012 at 9:37a.m.
- b. **Members present:** Bob Landry, Amanda Loomis, Sam Wong
- c. **Others in attendance:** Dana Baarsvik, Jennifer Burke (Hudson Town Planner), Tammy Calise, Michelle Ciccolo, Jay Grande, Janie Hynson, Kate Ito (MAPC), Barry Keppard (MAPC), Amanda Ryder, Kerin Shea

II. **MAPC Site Visit:** Kate Ito and Barry Keppard from MAPC attended the meeting.

III. **Action Plan**

- a. **Awareness/Media:** JSI has continued to post on Facebook and Twitter. Janie Hynson (JSI) provided a social media update for September/early October. This update included traffic statistics from the website, Facebook, and Twitter pages as well as list of posts by date and topic/strategy for each site.
 - i. **Events:** Marlborough is having a city-wide flu clinic on October 20th. The Hudson Pumpkin Fest is also on October 20th.
 - ii. **Promotional materials:** The work group ordered 2,000 postcards and 500 magnets to be distributed at festivals and other community events.
- b. **Healthy Restaurant Initiative**
 - i. **Applications:** Since our last meeting, another restaurant has applied. The work group discussed possibly implementing introductory site visits with potential restaurants to ensure that they meet the Healthy Restaurant criteria. JSI has been calling to follow up with restaurants and has distributed Portuguese materials. Kate Ito (MAPC) said that resources are available for reaching out to/continuing correspondence with Portuguese restaurants. JSI requested that work group members encourage inspectors to ask restaurant owners about their interest in the program. Chamber members (Sarah Cressy in Hudson, Sue Leeber in Marlborough, Bonnie Biocchi in Framingham) may be able to assist in this process. Work group members will also speak with restaurant owners to encourage them to apply and will share this list with JSI.



- ii. **Plaques and window clings:** Both the window clings and plaques were purchased from Crown Trophy last week.
- c. **Vending Policies:** The work group discussed the idea of creating MetroWest Moves create own vending program rather than implementing Next Generation's Vitalities Program. Dana Baarsvik (JSI) shared about her research about other vending programs. Vending programs vary in different aspects that they address such as:
 - How nutrition is managed (% of total calories, % of daily value).
 - Range of percentages- most of the policies she found did not go lower than 25% healthy items in the vending machine
 - Recommendations for vitamins and minerals, sodium (lowest was 200mg, highest 360mg), no trans fats
 - Placement of items
 - Stoplight program- green (very healthy), yellow (ok), red (stay away)

The state guidelines (A-list for foods) are very strict. Kate Ito explained that Everett is also working on this strategy and has experienced difficulty. She will take this topic to MAPC and DPH to see how they would like to make these guidelines consistent across Mass in Motion communities.

- IV. **Community Survey:** Amanda Ryder (JSI) shared responses from the Community Partner Survey. Hudson could also send out a flyer with their utility bills or annual census. The other towns may also be able to send flyers with their annual census.
- V. **Community Design - Presentation on Framingham's Master Plan:** Jay Grande and Amanda Loomis presented about the development of Framingham's Master Plan. The consistency document (approach to land use and zoning) is a strong legal premise and there is mandatory master planning in many states throughout the country. Under MA guidelines, planning boards are required to perform planning studies for their community and certain aspects are mandatory (housing, land use, economic development, etc.)

Framingham's planning history and goals: Framingham began their master planning process in 2008 and their planning board voted to adopt this plan a couple of weeks ago. They also report about the master plan at each town meeting. The last plan in Framingham was completed in 1988; however, many action items from this plan were never completed. Framingham has experienced a lot of new development but experiences issues with the physical built environment. Thus, their planning approach was to develop a land use plan and look at strategies to improve the physical environment in Framingham. They embraced new ideas related to Complete Streets and how to improve the environment in light of heavy truck traffic.



Strategy related to Healthy Communities: Framingham drew insight from Moving Massachusetts, Healthy Communities, and Mark Fenton. Mark Fenton helped them to realize the crucial connection between planning and Healthy Communities. The Framingham Board of Health has found Healthy Communities to be very helpful in terms of site plan and subdivision plan review.

Funding and consultants: In 2008, they went out for RFPs and Taintor & Associates, Inc. completed Phase 1. Following funding issues, they hired The Cecil Group, Inc. to complete the plan. They focused on land use and included transportation and economic plans in a secondary plan. They used mitigation funds from developers and their strategy was well received by the town. The planning board (elected in Framingham) served as the steering committee.

Framingham's Master Plan (Sept. 2012): The plan includes two parts. Part 2 (Land Use Master Plan) includes six chapters:

- 1) Introduction
- 2) Master land use plan, maps, critical planning areas
- 3) Master land use goals and policies
- 4) Master plan implementation strategies
- 5) Implementation of land use actions including short-term (1-4 years inc. Complete Streets and Healthy Communities) and long-term actions
- 6) New approaches for zoning and land use management

Additionally, the plan includes several appendices (master land use map, Community-Wide Survey Report, Stormwater Management, Complete Streets, Bicycle Collector Path System, Healthy Communities, Sustainable Site Design Standards, and Live-Work Model Ordinance). Jay and Amanda shared many of the action items associated with the plan. They explained that this plan will set the stage for by-law/regulatory level changes.

- VI. **Zoning and Subdivision Concepts for Pedestrian and Bike Friendly Environment:** Bruce Leish sent a draft checklist and will present this to the group in a few weeks. Work group members should send comments to Tammy to provide to Bruce prior to his presentation.
- VII. **Collaboration Opportunities-** Not discussed
- VIII. **Administrative**
 - a. **Approval of Meeting Minutes:** The voting members approved the meeting minutes from September 21st, 2012.
 - b. **Budget Updates:** None at this time.
 - c. **Town Updates:** None at this time.



- d. **MAPC Updates:** Kate Ito will arrange a meeting between DPH, Everett, and MetroWest Moves to discuss challenges related to the Healthy Vending strategy and the process for updating the work plan.
www.OurHealthyMass.org is under development and she requests that work group members send comments/suggestions. MORE Advertising (previously Causemedia, Inc.) can provide advertising assistance; MPHA and MAPC can help to create a strategic plan related to these issues. MetroWest Moves should also inform Kate Ito of interest in potential MAPC trainings.
- e. **Year 2 Work Plan:** The work group discussed the process for updating the work plan for year 2 and finding ways to increase community engagement. Some opportunities may be to work with school wellness committees and to send out surveys to homes with the utility bills and/or census.
- f. **Next Meeting Date/Time:** TBD

IX. Adjourn

The meeting adjourned on October 4th, 2012 at 12:00pm.