



Framingham ★ Hudson ★ Marlborough

# MetroWest Moves



## MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on  
Wednesday, November 7, 2012

11:00 a.m. – 1:00 p.m.

Marlborough City Hall  
Mayor's Conference Room, 4<sup>th</sup> Floor  
140 Main Street  
Marlborough, MA 01752

### I. Call to Order

- a. **Meeting convened:** November 7<sup>th</sup>, 2012 at 11:15am
- b. **Members present:** Michelle Ciccolo, Bob Landry, Amanda Loomis, Sam Wong
- c. **Others in attendance:** Tammy Calise, Janie Hynson, Kathy Joubert (Northborough Town Planner), Amanda Ryder, Priscilla Ryder, Kerin Shea

II. **Approval of Meeting Minutes:** The voting members will postpone the approval of the meeting minutes from November 1, 2012 until the next meeting.

### III. Action Plan

- a. **Awareness/Media:** JSI has continued to post on Facebook, Twitter, and the website. An update will be provided at the next meeting.
  - i. **Promotional materials/Poster:** JSI shared a draft poster and the work group discussed changes. This will be printed as a 4x6 horizontal poster. Hudson would also like a smaller easel size poster. All of the promotional items (clings, plaques, magnets, postcards) have been completed and will be picked up from Crown Trophy.
  - ii. **Success Stories:** JSI provided drafts of two success stories: 1) article about several approved Healthy Restaurants and 2) article about Framingham's Master Plan.
  - iii. **New Year Kick Off Event:** Bruce Leish and possibly someone else will be asked to briefly present about Smart Growth. MAPC will be asked to discuss Tech Park. Senator Jamie Eldridge and other Mass in Motion communities will be asked to highlight other initiatives across the region/state. The work group discussed options for presentations, possible facilitated breakout sessions, etc. Prior to sending out the invitation, the work group will reach out to key members of the audience and ask them to be a part of the presentation team.



- iv. Bob Landry spoke with Jennifer Claro (Executive Director of Marlborough Council on Aging) about the New Year Kick Off Event. The Council on Aging offers exercise programs and Weight Watchers for seniors. She is excited about MetroWest Moves and will be invited to upcoming meetings.
  - v. **Other Events:** Tim Cummings (MEDC) is having a meeting 11/15 (10am-2pm) at Steven Anthony's Restaurant seeking community input regarding the Route 20 East area (from new Walgreens to Sudbury line).
- b. **Healthy Restaurant Initiative**
- i. **Applications:** JSI provided a revised version of the Hudson restaurants and their status.
  - c. **Vending Policies:** JSI met on Wednesday, November, 7<sup>th</sup> at 10am with Next Generation at the MetroWest Boys and Girls Club (169 Pleasant Street, Marlborough, MA, 01752). Next Generation will send a mock-up of what the vending machines would look like with 40% healthy items as well as a list of the items for the MetroWest Boys and Girls Club to select. Taste tests will be hosted sometime after Thanksgiving before the New Year. The selected percentage of healthy items/guidelines will be written into the existing contract between Next Generation and the MetroWest Boys and Girls Club. Frances Hurley (President of the MetroWest Boys and Girls Club) also expressed interest in MetroWest Moves' initiatives.
  - d. **Tobacco Control:** Kerin Shea provided a list of housing in Hudson to JSI. Sam, Ethan, Bob, and Tammy met to discuss the tobacco workplan. Tammy is working on a draft. This same group also met with other MetroWest communities (i.e. Natick, Southborough, Ashland, etc.) to discuss tobacco control "shared services."
  - e. **Community Design Standards:** See CIC Grant discussion below.
- IV. **Community Innovation Challenge (CIC) Grant:** The group discussed the opportunity to apply for a *Community Innovation Challenge (CIC)* grant. The deadline for grant submission is November 30<sup>th</sup>. Kathy Joubert spoke with DPW who has started a pavement management system and GIS-mapping. Michelle said that MassDOT might be able to submit a letter of support. She provided a preliminary draft scope of work. She received comments from Vanasse Hangen Brustlin, Inc. (VHB). Marlborough, Hudson, and Framingham all have systems but they need to be updated. Northborough is just starting to develop a system. The pavement management system data becomes stale within several years and additional site inspections are required. The visual layers showing sidewalks and ramps need to be updated. None of the systems have line painted in crosswalks

which need to be added for pedestrian and bike mobility. One idea is to put in a database provision (to easily update the dataset) or training in order to ensure sustainability. Traffic calming is missing from the scope of work, but may be added. This would be a helpful tool for future planning (e.g. installation of bike lanes) and planning and zoning boards require specific data which would be provided by this system. It is important to demonstrate replicability across other communities.

- a. **Budget:** Because four communities are participating, a higher budget may be acceptable but this needs to be confirmed. The maximum we can request is \$500,000 but the sense is that they would be more comfortable with about \$200,000. In-kind elements should be added (e.g. staff time to identify right of way width). Another idea is to structure the budget with alternates and separate line items.
- b. **Next Steps:** Michelle will edit the scope of work and send it out to the group for feedback by early next week. Updated scope should then be shared with DPWs for their feedback. Kathy Joubert will talk with Northborough DPW to confirm whether Northborough will participate. JSI will develop draft support letters (school-based, town administration-based, etc.). Priscilla Ryder will send information to Michelle regarding MAPC and sustainable communities. JSI will help to find the work plan elements that are most applicable to Complete Streets in order to demonstrate community commitment. Signatures will be needed from the BOS and Mayors. Work group members were asked to confirm deadlines for getting signatures from each BOS. JSI will make signature pages for each of the BOS and the Mayors as well as a proposal template.

## V. Administrative

- a. **Completion of work group timesheet:** Work group members completed the timesheet for 11/2/12 - 11/7/12.
- b. **Budget Update:** No updates
- c. **Town Updates:** No updates
- d. **Review of Tasks:** See tasks regarding CIC grant.
- e. **Next Meeting Date/Time:** Thursday, November 15<sup>th</sup> from 10am-12pm at the Hudson Town Hall—78 Main Street, Hudson, MA, 01749.

## VI. Adjourn

The meeting adjourned on November 7<sup>th</sup>, 2012 at 1:00pm.