

MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on
Thursday, December 13, 2012

10:00 a.m. – 12:00 p.m.

Hudson Town Hall

78 Main Street

Hudson, MA 01749

I. **Call to Order**

- a. **Meeting convened:** December 13th, 2012 at 10:07am
- b. **Members present:** Bob Landry, Amanda Loomis, Sam Wong
- c. **Others in attendance:** Tammy Calise, Jay Grande, Janie Hynson, Amanda Ryder, Kerin Shea

II. **Approval of Meeting Minutes:** The previous meeting minutes will be approved next meeting.

- a. **New Year Kickoff Meeting** Bose Corporation will be hosting the event on January 17th from 8-10:15am (a light breakfast will begin at 7:30 if approved by Bose). JSI has been in contact with Bose regarding details for the meeting. The Save the Dates were sent out on Tuesday, 12/11. Several local and state officials have confirmed their attendance.

Meeting agenda:

- Networking/breakfast from 7:30-8:00am.
- DPH (Lea Susan Ojamaa, Cheryl Bartlett) will be asked to provide a brief overview of Mass in Motion and the growth of this initiative - 10 mins
- Share MetroWest Moves updates since the launch of the project and tie back to the state initiative with remarks from state officials (may include John Polanowicz, new Secretary of HHS who was previous CEO of Marlborough Hospital) – 5 minutes
- Vending Strategy – 5 minutes
- Presentation of plaques to approved restaurants - 20-30 minutes
- Complete Streets Strategy: Tammy will moderate (briefly talk about the checklist and community innovation grant to highlight cross community “gains”), each community will have 10 minutes to present – 40 minutes
 - Framingham: Sean Reardon from Tetra Tech (5 min.) and Jay Grande (5 min)
 - Marlborough: Arthur Bergeron, Tim Cummings or MEDC to share about Route 20/mixed-use zoning
 - Hudson: Master Plan or rail trail, Michelle Ciccolo



- Community partner presentations (one slide each) about their organization/initiative – 30 minutes
- Wrap Up – 10 minutes

III. Action Plan

- Reports:** JSI submitted cost study report and it was very helpful to have the time sheet from work group members.
- Awareness/Media:** JSI has continued to post on Facebook, Twitter, and the website. Success story regarding restaurants was printed in Hudson and Framingham Master plan was posted on website.
- Healthy Restaurant Initiative:** Two more applications were received following Amanda Loomis' outreach to restaurants in the Framingham community. Several restaurants are currently working with the dietician. JSI has contacted several other restaurants suggested by Bob Landry. Bob asked that JSI reach out to Steve at Firefly's. Firefly's is already working with a dietician and has healthy options, but is interested to work with MetroWest Moves. JSI met with the dietician on Tuesday, December 11th. The goal is to have at least 15 restaurants approved by the January 17th meeting. JSI shared several updated designs for the menu inserts/posters. The work group preferred the first, full color option.
- Cultural Competency Training:** Harvard Pilgrim put out a call for proposals which was offered to all Mass in Motion communities. MetroWest Moves responded and was approved. We will be attending some trainings to address cultural competency in the communities and work group members are invited to attend these trainings. These are scheduled to begin next year at this time. JSI will submit additional reporting regarding efforts to improve health equity in the communities.
- Tobacco Control Work Plan:** Tammy explained aspects of the tobacco control work plan. The work plan includes: identify list of apartment complexes (already completed), build partnerships with two champions from the housing industry, and conduct one presentation in each community to educate stakeholders about the harms of smoking and benefits of smoke-free housing policy. Host a seminar to encourage property owners/landlords to adopt smoke free housing. Complete at least two earned-media stories by June of next year and refer at least 5 stakeholders/residents to the smoke-free housing hotline/state quitline. A community regionalization group may also be convened to collaborate on tobacco control regulations and possibly submit a grant by June of next year.
 - Add: efforts to publicize/promote housing communities which adopt smoke free housing



- f. **Year 2 work plan:** A revised work plan must be submitted by end of January-early February 2013. Lola mentioned that CDC is not enthused about the vending strategy. JSI has put together a list of larger businesses in the three communities and there may be an opportunity to reach out to them around worksite wellness and vending. Worksite and school wellness may be future strategies.
- IV. **Evaluation:** MAPC and DPH's evaluation plans collect information to compare Mass in Motion and non-Mass in Motion communities. JSI is interested in using a social network analysis tool called "Partner". Work group members would be asked to identify and send out surveys to initiative partners. This would include questions about resources leveraged, trust, cross-community collaboration, and the overall initiative in order to create a baseline which can be compared year after year. With the data, maps can be created to reflect and analyze the social network within and between communities. The survey should also be provided as a paper copy with a SurveyMonkey link as well as having an option to complete by phone.
 - V. **Sustainability Plan:** JSI and MetroWest Moves will be requesting work group members input into a sustainability plan which will be submitted to DPH.
 - VI. **Administrative**
 - a. **Completion of work group timesheet:** Work group members completed the timesheet for 11/9/12 – 12/13/12.
 - b. **Budget Update:** There is about \$14,000 to spend by the end of December which is the end of the quarter. Posters need to be purchased for the New Year Kickoff Meeting. We could provide marketing for approved restaurants (newspaper ads, online banner ads, table tents, and menu inserts). JSI will contact newspapers (local and MetroWest) as well as Crown Trophy to receive a quote for these purchases. \$5,000 will be allotted to Crown Trophy for printing and about \$3,000 for newspaper/online banner costs. Another idea is to print materials to highlight approved restaurants which could be distributed to local hotels. Another idea is to purchase TV monitors which could be used to scroll through relevant community information and be displayed at community events or within Town Hall although this may need to be approved by DPH.
 - c. **Town Updates:** Marlborough received a historical/cultural designation (spearheaded by Mary and Randy Scott from Main Street Café and Deborah Fairbanks developer/owner of Renaissance Lofts who is considering buying and converting the armory into a theatre). They will be added to the 1/17 invite list.



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- d. **Review of Tasks:** JSI will receive quotes for poster printing and newspaper ads/online banner ads.

- e. **Next Meeting Date/Time:** Wednesday, December 19th from 10am-12pm at the Marlborough City Hall—Marlborough, MA. The following meeting will be Monday, January 7th from 10am-12pm at the MetroWest Health Foundation—Framingham. JSI will confirm that the conference room is available.

VII. Adjourn

The meeting adjourned on December 13th, 2012 at 12:08 pm.