

MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves will conduct an Open Meeting on
Friday, December 20, 2013

12:15 p.m. – 1:30 p.m.

MetroWest Health Foundation
161 Worcester Road, Suite 202
Framingham, MA 01701

I. **Call to Order**

- a. **Meeting convened:** December 20, 2013 at 12:30 p.m.
- b. **Members present:** Amanda Loomis, Steve Ward, Sam Wong
- c. **Others in attendance:** Tammy Calise, Michelle Ciccolo, Janie Hynson, Marianne Iarossi, Amanda Ryder, Kerin Shea, Jeanne Sherlock, Steve Ward

II. **Action Plan**

a. **Healthy Dining Initiative**

- **MetroWest Healthy Dining Week:** The Coordination Team shared a document summarizing the publicity for Healthy Dining Week including print/online ads, distribution of flyers by e-mail/posted, and social media. The Coordination Team followed-up with restaurants after the event to gather their feedback. All restaurants that responded stated that they would participate in Healthy Dining Week again. However, some restaurants had difficulty or were unable to track the number of healthy menu items that were purchased so it was challenging to assess the impact of healthy dining week on increasing business or customers' selection of the healthy menu items.
- **Potential new restaurants:** There are three new restaurants opening in Hudson including a creamery being opened by Rail Trail and a martini bar.
- **Application materials:** The Coordination Team will send Healthy Dining applications and other materials to Amanda Loomis to distribute to new restaurants in Framingham.
- **Brazilian restaurants:** We received recipes from one restaurant but they are not complete yet in order to be analyzed by the dietitian.
- **Business cards:** MetroWest Moves will have business cards made with Tammy, Amanda, and Janie's contact information.

b. **Worksite Wellness**

- **15 Pleasant Street Connector Project** by Framingham Tech Park:
Amanda Loomis suggested putting up a sign to encourage



pedestrians to use the formal crosswalk as opposed to crossing in the middle of the street. These signs are about \$40-50. Amanda Loomis will talk to the company to see if they want to co-sponsor the signs with MetroWest Moves and have their logo on the signs as well. DPW can make the signs in house.

- **Worksite Wellness Survey:** There have been 10 responses to the worksite wellness survey which was sent out in November. The survey will be sent out again in January to try to increase the response rate. It was sent to many members on the chamber of commerce lists, but it is challenging to find contact information for the appropriate contact person at each worksite. Worksites responded that they would allow MetroWest Moves to contact them for additional information, but they are less interested in sharing strategies with other businesses. Another strategy is to ask the Chambers of Commerce to distribute the survey. Amanda Loomis and Steve Ward will reach out to Bonnie Bionchi and the Coordination Team will ask Kathy Ekdahl to reach out to the Marlborough Chamber of Commerce about distributing the worksite wellness survey.
 - **Clinical-community linkages:** John Curran, who is now a new member of the Marlborough BOH, is interested in working on clinical-community linkages with MetroWest Moves. A handout about clinical-community linkages and MetroWest Moves working with physicians/hospitals has been created. He has distributed this handout to physicians. MetroWest Moves will continue to work on this strategy in 2014. He wants to work with MetroWest Moves to make the hospital food environments healthier.
 - **“Healthy Bites”:** Karen White’s “Healthy Bites” nutrition videos are posted on the MetroWest Moves website. They are being played on the cable access channels in Hudson and Marlborough and the Coordination Team is in the process of getting hard copies of the videos so that they can also be played on Framingham public access.
- c. **Community Design Standards/Complete Streets:**
- **CIC grant:** The CIC grant came out really well, and Michelle expects to hear in February or March whether it will be awarded. The Secretary of Transportation and District 3 Director signed on to the grant.
 - **Active streets legislation:** Michelle testified last week about the active streets legislation. It appears that the active streets legislation will go into the bond bill before it is forwarded to the floor. If that happens then possibly the program will be created with \$50 million. Michelle is part of the Communities of Practice group which includes Mass Bike and Walk Boston.



- **DLTA funding:** The DLTA funding was doubled this year, but a lot more applications are expected. Michelle has started drafting the application. Marlborough and Hudson recently completed bike plans (done by MAPC) and Framingham's bike plan is in progress. MAPC mainly looked at key arteries, examined policies, and made recommendations for changes. For the DLTA, MetroWest Moves will ask for technical assistance to look at both policies and procedures in an effort to bring all three towns up to the same level; the goal is to be able to generalize this work to develop a best practices guide that potentially could be used statewide. There are four or five different community types and Framingham, Hudson, and Marlborough are each a different type of community so this is a strength of the application. The three towns also vary based on whether they have city council, open town meeting, etc. Lexington, Northborough, Stow, and Waltham have expressed interested in participating. Adding Sudbury and/or Concord would connect all of the towns. The DLTA application is rolling, but Michelle hopes to submit it in January. She wants the application to be submitted from MetroWest Moves, with a footnote that the other towns are interested in participating. Michelle will put together brief bullets/talking points so that others can begin gathering letters of support. Michelle needs to know what committees are in each town that need to be involved in complete streets as well as the in-kind contribution from each town. The application is two pages only. She also needs letters from each town manager/board of selectmen and potentially DPW director saying that the town is supportive of moving forward with this project.
 - Heather Drake reached out to see if MetroWest Moves would like to join the Safe Routes to School Alliance. Safe Routes to School activities can be added under the Complete Streets strategy rather than as an entirely new strategy. Hudson schools are interested in participating and Marlborough does some of the annual events. If schools are interested, then Heather Drake is very willing to provide materials and technical assistance. The Coordination Team provided the group with the application. Steve Ward made a motion and Sam Wong seconded the motion for MetroWest Moves to join the Safe Routes to School Alliance.
- d. **Tobacco control/smoke-free housing:**
- **Regional tobacco grant:** The MetroWest Health Foundation funded the regional tobacco grant. Natick is the primary agency but they have not hired a coordinator.



e. **Awareness/media:**

- **Success stories:** DPH has a form where we can submit success stories. DPH puts success stories on their website and in their weekly newsletter. MetroWest Moves plans to submit several success stories to DPH. The Coordination Team will reach out to group members to gather information for the success stories.

III. **Administrative**

a. **Approval of meeting minutes:** The voting members were unable to approve meeting minutes at this time.

b. **Community awareness updates:**

- MAPC won the contract to develop the Food Policy Action Plan for Massachusetts. They will work with the Franklin Regional Council of Governments, Pioneer Valley Planning Commission, and MA Workforce Alliance to develop a multi-faceted food policy strategic plan.
- Steve Ward is requesting a Community Health Coordinator position in Framingham.

c. **Budget update:** No update during this meeting.

d. **Completion of work group timesheet:** The group completed the timesheet for 10/16/2013 to 12/20/2013.

e. **Upcoming meetings:** Not discussed during this meeting.

f. **Review of tasks:**

- The Coordination Team will send Healthy Dining applications and materials to Amanda Loomis to distribute to new Framingham restaurants.
- MetroWest Moves will have business cards made with Tammy, Amanda, and Janie's contact information.
- Amanda Loomis will talk to the company responsible for the 15 Pleasant Street Connector Project in Framingham to see if they want to co-sponsor signs with MetroWest Moves and have their logo on the signs as well.
- Amanda Loomis and Steve Ward will reach out to Bonnie Bionchi and the Coordination Team will ask Kathy Ekdahl to reach out to the Marlborough Chamber of Commerce about distributing the worksite wellness survey.
- For the DLTA funding application, Michelle will distribute brief bullets/talking points so that others can begin gathering letters of support. Michelle needs to know what committees are in each town



Framingham ★ Hudson ★ Marlborough

MetroWest Moves



that need to be involved in complete streets as well as the in-kind contribution from each town. She also needs letters from each town manager/board of selectmen and potentially DPW director saying that the town is supportive of moving forward with this project.

- The Coordination Team will complete and submit the application for the Safe Routes to School Alliance.
- MetroWest Moves will submit several success stories to DPH. The Coordination Team will reach out to group members to gather information for the success stories.

g. **Next meeting date/time:** To be determined by e-mail.

IV. **Adjourn:** The meeting adjourned at 2:10pm.