



Framingham ★ Hudson ★ Marlborough

MetroWest Moves



MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on
Friday, March 15, 2013

10:00 a.m. – 12:00 p.m.

Jericho Lodge

496 Brigham Street

Marlborough, MA 01752

I. Call to Order

- a. **Meeting convened:** March 15, 2013 at 10:15am.
- b. **Members present:** Bob Landry, Ethan Mascoop, Sam Wong
- c. **Others in attendance:** Tammy Calise, Janie Hynson, Amanda Ryder, Kerin Shea, and Michelle Ciccolo

II. Administrative 10:00 – 11:00 am

- a. **Approval of meeting minutes:** The voting members approved the meeting minutes from 2/15/13 and 3/1/13.
- b. **Community awareness – updates:**
 - Bob shared about Marlborough Moves which should be featured on the MetroWest Moves' website. Bob was asked by Ellen Carlucci to sit on the Marlborough Hospital Community Benefits Wellness Committee.
 - The Steering Committee made a motion and voted that under current grant guidelines we cannot support programming and it is not in our work plan for this year to advance marketing related to Complete Streets. At our working group meetings, we do not have presentations for vendors whose activities are outside of our work plan.
- c. **Upcoming meetings:**
 - Mass in Motion Action Institute Meeting (April 3rd, 8:30am-4:30pm, Marlborough). Tammy sent out the registration link and registration closes on March 22nd. Teams are requested to be in attendance and MetroWest Moves and Fitchburg have been asked to present for 10 minutes about partnership development. The coordination team spoke with HRiA and compiled key talking points about the role of MetroWest Moves' media and outreach strategy in partnership development and the expansion of the steering committee to include members of other areas in addition to public health. The Steering Committee suggested several other points to add and decided that Amanda Ryder will give the presentation on behalf of MetroWest



Moves. The coordination team will send out draft slides to the Steering Committee early next week.

- The tobacco group will meet again April 5th from 10:30am-12:00pm in Framingham at the MetroWest Health Foundation
- MassHousing “Aging in Place: Supporting Elders in Housing” Conference (April 10th, 8:30am-4:30pm, Sheraton Framingham <http://bit.ly/XFrMOM>). Chris Banthin asked whether MetroWest Moves wants to distribute materials related to tobacco.

d. **Budget Update:**

- Rubyane Marques-Franca presented at the last meeting and sent a proposal to MetroWest Moves stating that she would be the liaison to ethnic restaurants (particularly Brazilian restaurants) for the Healthy Dining Initiative. The coordination team will meet with Rubyane and outline specific services that we are requesting. For the first phase, Rubyane will be asked to meet with coordination team, assist with data collection from the restaurants, and work with coordination team to develop the protocol. The Steering Committee agreed to contract with Rubyane for phase one and two of this process. Coordination team will reach out to her to see if she is interested.
- The coordination team will check to see how much it costs for Brazilian radio station time. The Steering Committee decided to purchase another round of print ads and online media for the restaurants. The first budget priority is the Brazilian radio, then online ad, then print ads. Coordination team will send out quotes for all of these items to the Steering Committee. The Steering Committee made a motion and voted to purchase these media options as well as pay Rubyane by the end of March, all of which is not to exceed \$5,200.

e. **Evaluation:** To be discussed during the next meeting.

f. **Work plan Updates:**

- **Tobacco Control:** Natick has decided that they will be the lead on the grant. Tammy sent out an e-mail requesting letters of support from each community, ideally by March 22nd. Sam says that many of the selectmen will not sign on until they see a draft or the grant and the budget. The coordination team has been working on the grant, but needs examples of collaboration among the communities other than MetroWest Moves as well as organizational information from Natick. The coordination team will send out a draft of the grant. Sam has data on how much it would cost to perform a compliance check on each establishment. There are nine communities that are interested in



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participating; most of these communities are also a part of emergency preparedness Region 4A.

- **Healthy Dining Initiative:** Mass in Motion is taking nominations for participating restaurant champions. To start, MetroWest Moves will nominate one restaurant from each community including: Eggcetera, Etc. (Framingham), Old School House (Hudson), and Stevie's (Marlborough). For new restaurant recruitment: the coordination team will reach out to Big Apple Deli (Owners: Joao Andrade and Jamila Neves).
- **Community Design Standards:**
 - The Complete Streets workshop will take place May 3rd from 9am-12:30pm in Marlborough (Jericho Lodge). Steering Committee members are requested to share the Baystate Roads brochure and promote attendance at the event. The goal is to have about 25 people across the communities. Steering Committee members should also sign up for the workshop. For the extra 30 minutes (the training is 3 hours), we are hoping that Bruce Leish can present the completed checklist. This event is an opportunity to network and share with participants about MetroWest Moves' Complete Streets strategy. The coordination team will create a survey monkey to send out and will make calls and update Steering Committee on who has signed up a couple of days beforehand. The rail trail group in Hudson will be invited and Bob will invite Mary Scott (Main Street Café, Marlborough downtown cultural district). The coordination team will distribute the invitation to the larger MetroWest Moves stakeholder list.
 - Michelle gave an update on Hudson's work on Complete Streets. They talked with Barry Keppard and set up a meeting next week to discuss educating planning boards about regulations related to not being able to waive requirements. Barry Keppard could be asked to speak about his work in modernizing the regulations during the Complete Streets workshop. Some of Hudson's rules are in their zoning bylaws including site plan review. In order to modernize these, they have to hold a public meeting and take this to town meeting where a 2/3 vote is required. Framingham also has to go to town meeting. Within the year, each town should be aware of issues with their rules/bylaws and identify the steps that they need to take to modernize them.



- Michelle also discussed her ideas related to pavement management systems. MetroWest Moves could seek a DLTA grant from MAPC to facilitate many of the ideas that we put forth in the previous grant including establishment of priority walk and bike zones (similar to walk sheds for schools which are being called for by the state), establishment of a ranking/priority rating system for all of the roads (based on road condition as well as walking and biking). Michelle thinks that the ranking tool could be developed using existing pavement management data. Additional ranking criteria could be added and public meetings held to present these ideas. We could distribute a survey to stakeholders (planning, DPW, and police) and later to the public, asking them how they would prioritize road upgrades (e.g. assign points on a 100 point scale to identify what factors are most important). The May 3rd meeting will provide a launching point for these ideas and soon after, Michelle could present her concept. She plans to have the survey ready to follow-up soon after the Complete Streets workshop.
- We may need to ask MAPC for assistance in developing this tool which could also be used in other towns. Michelle will discuss this further with Barry Keppard and keep MetroWest Moves updated.

- g. **Completion of work group timesheet:** Steering Committee members completed the timesheet for 3/1/13 – 3/15/13.

III. Work Plan Focus – Worksite Wellness 11:00 – 12:00 pm

- a. The coordination team spoke to BPHC who said that MetroWest Moves would be taking the lead in Massachusetts in terms of plans to reach out to businesses (small, medium, or large). BPHC suggested that we might focus on small or medium businesses because many of the large businesses may already have worksite wellness policies in place. However, there may be an opportunity to bridge the gap between municipal government (transportation, recreation departments) and the larger businesses. There is also an opportunity for government to facilitate a dialogue between large businesses about best practices in worksite wellness.
- b. The Steering Committee considered the idea of convening a meeting of large businesses. This could be set up as a quarterly or biannual workgroup for large businesses to discuss best practices for worksite wellness. In the following year, this could be extended to medium or small businesses. We will want to include Chambers of Commerce, BOHs, human resources and benefits



- professionals. Bob sits on the insurance advisory board for Marlborough and suggests that we could involve insurance companies in this discussion/workgroup. The Steering Committee decided to focus on large and medium-sized businesses initially. MetroWest Moves will begin to plan for an event and determine who would be invited, what would be on the agenda. We also need to be able to specify clearly what the time commitment would be of participants should we convene a quarterly or biannual workgroup.
- c. The Steering Committee discussed surveying businesses. MetroWest Moves could compile a corporate best practices guide for worksite wellness by incorporating what local companies are already doing plus future ideas. CDC is working to develop a framework for small, medium, large businesses. Boston Scientific is in the planning stages now. Intel, Bose, and Boston Scientific are key local businesses to reach out to at this point.

IV. Review of Tasks

- Steering Committee members are requested to encourage participation for the Complete Streets workshop (May 3rd from 9am-12:30pm in Marlborough). The coordination team will also extend the invitation to the larger MetroWest Moves e-mail group/list of stakeholders.
- Remember to register for the Mass in Motion Action Institute Meeting (April 3rd, 8:30am-4:30pm, Marlborough). Tammy sent out the registration link and registration closes on March 22nd.
- The coordination team will send out quotes for air time on the Brazilian radio as well as for print and online ads.
- For the tobacco grant, Steering Committee members are asked to share with the coordination team examples of collaboration among the communities in addition to MetroWest Moves.
- Michelle Ciccolo will work on the survey to distribute at the Complete Streets workshop and plan for a meeting two weeks to one month after the workshop where she will present these ideas. Michelle will talk to Barry Keppard about requesting further assistance from MAPC and will get back to the work group with further information.

- V. **Next Meeting Date/Time:** Friday, April 5th, 1pm-3pm at MetroWest Health Foundation in Framingham. At the next meeting, we will have updates on the status with Rubyane, worksite wellness (having an event with larger employers), tobacco, and complete streets.

VI. Adjourn



The meeting adjourned on March 15th, 2013 at 12:20pm.