



Framingham ★ Hudson ★ Marlborough

MetroWest Moves



MEETING MINUTES

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

Friday, April 26, 2013

1:00 p.m. – 3:00 p.m.

Hudson Town Hall

3rd Floor Conference Room

Hudson, MA 01749

• Call to Order

- a. **Meeting convened:** April 26, 2013 at 1:10pm.
- b. **Members present:** Michelle Ciccolo, Sam Wong
- c. **Others in attendance:** Jackie Doane (Tobacco Free Community Partnership), Janie Hynson, Amanda Ryder, Kerin Shea

• Action Plan

a. Community Design Standards

- After the Master Plan is completed, Hudson will be taking the site plan regulation updates to town meeting. They will also be working on subdivision regulations. Michelle has asked MAPC to try to extend the regulation review to Framingham and Marlborough. The Sustainable Communities program/grant is expiring next February.
- Complete Streets Workshop: JSI will check with Marlborough to see if they can provide refreshments (coffee/tea/fruit/healthy breakfast snacks/yogurt). Michelle will coordinate with Chris about their presentation from 9:00 – 9:30am. JSI will communicate with Baystate Roads to ensure that they will be bringing a projector and screen. JSI will distribute the invitation to the larger MWM e-mail list.
- Bruce Leish sent JSI his partially completed checklist and his PowerPoint presentation. He cannot complete the checklist since he ran out of funding. The intended purpose was to share this checklist with boards and committees to help them start to think about projects. The group will try to identify a way to get the checklist completed.

b. Healthy Restaurant Initiative

- Amanda Ryder went with Susan Svencer to Eggcetera, Etc. and Stevie's Eatery. Susan was very impressed with MWM's criteria for the restaurants including the nutritional analysis of the meals. In May and June, these two restaurants which each be featured in a Mass in Motion blog post. On May 23rd, Amanda and Susan will visit Old School House. Amanda has been visiting restaurants to check compliance with displaying the clings, plaque, and menu inserts.
- In the future, MWM may consider expanding the healthy dining initiative to large corporate dining halls.



- Hudson Fest is coming up on Saturday, June 1st. MWM will share a table with Hudson Substance Abuse Coalition. Kerin Shea said she could help with posters and other display materials. MWM health dining materials will be distributed.
- DPH wants to coordinate a restaurant week across the state in the fall.
- Amanda had a call with Rubyane this morning. She has been conducting mini-assessments with the Brazilian restaurants to assess interest in participating in the MWM health dining initiative. She was not able to find any Brazilian restaurants in Hudson. Overall, they seemed very interested but one owner had a concern about whether participation in the program would require increased prep time or costs. She is compiling her recommendations and suggested approach. JSI will ask Rubyanne to reach out to the Portuguese banquet facility in Hudson.
- Smyle's is donating 10% of their proceeds this weekend to the One Fund.

c. Healthy Vending:

- JSI received a product/price list from the Healthy Vendor from Natick and distributed this to the steering committee.
- The steering committee discussed the possibility of developing "MetroWest Moves Healthy Vending" guidelines which vendors could publicize when they are in compliance with these guidelines. There could be a sticker developed that could be placed on the machines. JSI will see if DPH has any criteria already developed. MWM could send letters to organizations encouraging them to explore healthy vendors and if they are already in compliance, invite them to display a "MetroWest Moves Healthy Vending" compliance sticker on their machines.

d. Worksite Wellness:

- Amanda spoke with Mari Ryan who currently works with Advancing Wellness, previously worked with DPH, and will soon be working at Tufts. Mari connected Amanda by e-mail to the MetroWest Human Resource Management Association. Mari was supportive of MWM's idea of convening a meeting with large employers and said she would be willing to be a keynote speaker if MWM convenes a worksite wellness meeting. She talked about the HERO (Health Enhancement Research Organization) scorecard which employers could be asked to complete before the meeting as a self-assessment. JSI listened to Advancing Wellness' "Massachusetts Small Business Wellness Tax Credit" Webinar on 4/25/13. Slides and notes from this webinar were distributed to the steering committee and will be e-mailed to the group as well.
- MWM plans to convene a "Worksite Wellness for Small Business" forum the week of June 10th (either 6/10, 6/11 or 6/14) from approximately 8-10am. Potential speakers could be Mari Ryan, Lea Susan, and/or a DPH contact person on the Small Business Wellness Tax Credit approval committee.



Michelle will contact the chamber presidents to encourage their participation. MWM will kick off the meeting by sharing with business leaders about MWM's purpose and strategies related to worksite wellness.

- Amanda reached out to Trish at Bose but has not heard back yet. MWM wants to establish a working group of the larger businesses that could meet approximately quarterly to assess and discuss best practices which could be shared with smaller businesses in the future. At the next MWM meeting, the steering committee will divide up the list of larger businesses for steering committee members to reach out to these organizations. JSI will draft talking points about the added value that MWM can provide for large businesses related to worksite wellness and the purpose/goals of MWM's worksite wellness strategy.

e. **Tobacco Control:**

- Jackie Doane from the Tobacco Free Community Partnership attended the meeting. She works with 56 communities (including in MetroWest) providing cessation education to providers and low-income populations, media campaigns, youth tobacco use prevention, smoke free housing in Brockton, parent and community education on tobacco industry targeting of youth, and working with communities to implement local policies/update regulations. Their cessation program is very population-based including promoting the MA Quit Line, Mass Health and Commonwealth Care benefits, QuitWorks, MA Clearinghouse. They have six different work plans. For smoke-free housing, they specifically only work with Brockton. They have CTG funding for Brockton.
- Tobacco Free Community Partnership also works with the "84" (represents the 84% of youth in MA that do not smoke cigarettes). The FDA does compliance checks and they are looking for youth in Framingham, Marlborough, Hudson to be trained and participate in this paid opportunity. Jackie Doane provided some applications which are due May 10th.
- Sam Wong will send Jackie Doane contact information for Southborough Physician Group and hopes that her colleague Tina (who covers Southborough) will be able to connect with these physicians about Tobacco Free Community Partnership's services.
- Amanda Ryder had a call with Chris Banthin to discuss MWM strategies related to tobacco. He suggested that MWM could provide publicity for Framingham State University going tobacco-free. He said that John Auerbach is working with Northeastern to become tobacco-free and offered to support MWM's efforts although he doesn't have contacts at FSU. MetroWest Moves decided to provide resources to FSU as needed and publicize their efforts to become a tobacco-free campus.

f. **Awareness/Media:**

- JSI will connect the MetroWest Moves' Twitter and Facebook feeds. JSI provided a social media update from April 5th to April 25th, 2013.

- **Administrative**

- a. **Approval of meeting minutes:** The Steering Committee postponed the approval of meeting minutes until the next meeting.
- b. **Community awareness-updates:**
 - MWM plans to hold a “strategic planning” session regarding MetroWest Moves’ strategies and how to engage more town members.
- c. **Budget update:** No update.
- d. **Completion of Steering Committee timesheet:** Steering Committee members completed the timesheet for 4/6/13 – 4/26/13.
- e. **Review of Tasks**
 - MWM will draft a letter to send to Framingham’s Chairman of the Board of Health (and copy Framingham’s Town Manager) requesting that they designate a MWM steering committee member from Framingham.

- **Next Meeting Date/Time:** JSI will send out a doodle to select the next meeting time. The key agenda item for the next meeting will be a strategic planning discussion related to MetroWest Moves’ strategies for the next year as well as planning for the two worksite wellness events. General updates will be provided on a handout.

- **Adjourn**

The meeting adjourned on April 26th, 2013 at 3:05pm.