



Framingham ★ Hudson ★ Marlborough

# MetroWest Moves



## MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on  
Friday, May 17, 2013

10:00 a.m. – 12:00 p.m.

Marlborough City Hall

140 Main Street

Marlborough, MA

### • Call to Order

- a. **Meeting convened:** May 17, 2013 at 10:00am
- b. **Members present:** Michelle Ciccolo, Bob Landry, Sam Wong
- c. **Others in attendance:** Amanda Ryder, Kerin Shea

### • Action Plan

#### a. **Worksite Wellness:**

- o Small Business Wellness Tax Credit Seminar: The meeting will be held at the Hudson Town Hall Auditorium on June 10<sup>th</sup> from 8:00-10:00am. Bob will talk to Stevie's Eatery about providing food (coffee, muffins) for the meeting. Sue Leeber and Sarah Cressy (Assabet Valley Chamber of Commerce) will be distributing to their members. Michelle also e-mailed Bonnie Bionchi (MetroWest Chamber of Commerce) but had not heard back yet. The Assabet Valley Chamber of Commerce, the MetroWest Chamber of Commerce, the Marlborough Chamber of Commerce, and the Hudson Economic Development Commission are co-sponsoring the event. Bob will talk to the Mayor to see if the Marlborough EDC would like to participate. JSI created a save-the-date to be distributed which will include logos for the sponsors. JSI will contact Bob Halpin (Framingham Town Manager) and Amanda Loomis to ask them to distribute information about the event. The targeted audience is small businesses and the goals are to encourage employers to be engaged in worksite wellness issues and to provide them with resources about the tax credit. The capacity for the Hudson Town Hall Auditorium is about 100 people.

Meeting Agenda: MetroWest Moves will open the meeting and discuss the worksite wellness strategy and encourage attendees' continued engagement with MetroWest Moves. DPH will be asked to cover the technical aspects of the Small Business Worksite Wellness Tax Credit while Advancing Wellness will be asked to describe types of programs that businesses have rolled out. Amanda Ryder will provide opening and remarks on behalf of MetroWest Moves and MetroWest Moves will also provide closing remarks (perhaps by Michelle Ciccolo). Amanda will draft a performance based agenda (e.g. with learning objectives) and send it to the Steering Committee to review. JSI will look for materials/forms



related to the tax credit that could be provided to attendees including the Model Wellness Guide developed by DPH which includes best practices.

- Ongoing potential opportunities to work with small businesses: MetroWest Moves discussed potentially convening a Quarterly Worksite Wellness Working Group as a forum for businesses to share best practices related to worksite wellness. This could also be part of a larger annual MetroWest Moves' meeting which could include vendors, topic speakers, and/or breakout speakers for each of the strategies. MetroWest Moves could offer free services for small businesses such as providing pre- and post-health screenings for employees (perhaps using medical reserve corps) and/or facilitating connections with insurance companies through an insurance forum. It would be important to ensure confidentiality of health screening data – perhaps the data could be presented in aggregate. Another potential idea is that MetroWest Moves could help businesses to work more closely with their municipality to identify and improve access to walking routes for their employees.

## b. Community Design Standards

- Safe Routes to Schools Survey: There is a survey tool that is available for all schools. Parents identify the intersection closest to their house and indicate how their child gets to school. It enables the city/town to identify schools that have kids in close proximity to the school and target infrastructure funds to improve walking and biking access and safety in those areas. It yields a map that the town can use for planning that shows the density of students near schools. MetroWest Moves plans to work with schools to implement this survey in the fall in conjunction with the PTOs. Communities typically provide an incentive/contest to encourage as many parents to participate as possible.
- Amanda met with Judy Styer, Director of Health Services for Framingham Public Schools. They submitted an application to be a part of the Alliance for a Healthier Generation and may be interested in partnering with MetroWest Moves.
- Michelle asked if MetroWest Moves would consider sending in an endorsement for the current zoning legislation. There are several beneficial elements related to health issues including that subdivision and site plan projects have to be sent to the Board of Health, which would pull the BOH into the local permitting and review process of projects which is very important for incorporating Complete Streets. It also eliminates automatic approval not required subdivisions (ANRs), includes a request for consolidated hearings at the start of a project, puts public health back in the master planning process, and clarifies site plan review laws and developer impact fees. Michelle provided materials including a summary of the legislation. The legislation is supported by Jamie Eldridge and has



numerous co-sponsors. Michelle will draft the letter and circulate it; the Steering Committee voted to submit a letter of support for H1859, endorsing the legislation in its current form.

- o A kickoff for the MAPC Bike/Ped Study in Hudson and Marlborough will take place on June 6<sup>th</sup> at 10am at the Hudson Town Hall Auditorium. The goal of the project is to engage community members in a planning study to identify key walking and biking routes and improvements that need to be made and to eventually have every street in the community prioritized and categorized.
  
  - c. **Healthy Restaurant Initiative:**
    - o As part of UMASS's overall evaluation of Mass in Motion, they are visiting food retailers (grocery stores, convenience stores, and gas stations). They have selected Framingham and Hudson and have been visiting stores in these communities this week. In June, they will be going to the restaurants.
    - o Rubyane sent a report of her findings related to the Portuguese restaurants detailing where she visited and the level of participation from the restaurants. Amanda sent Rubyane a revised application for the Portuguese restaurants for her feedback.
  
  - d. **Healthy Vending:** Updates provided on a handout.
  
  - e. **Tobacco Control:** Updates provided on a handout.
  
  - f. **Awareness/Media:**
    - o Stephanie Nitka from CHNA 7 attended the Mass in Motion Action Institute, and after the Institute, she got in touch with the MetroWest Moves' Steering Committee. CHNA 7 is having a meeting at Marlborough Hospital of their board/stakeholders. Amanda is going to present along with another Mass in Motion community about building and maintaining partnerships. CHNA 7 is currently partnering with several BOHs, MetroWest Health foundation, Edward M. Kennedy CHC, Southborough Medical Group, and several hospitals to do a community health needs assessment.
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- **Administrative**
    - a. **Approval of meeting minutes:** The Steering Committee postponed the approval of the meeting minutes for April 5<sup>th</sup>, 2013. Only Steering Committee members from Hudson were present at the meeting on April 26<sup>th</sup>, 2013, so these were notes rather than minutes.
  
    - b. **Community awareness - updates:** Michelle discussed the idea of MetroWest Moves becoming a sponsor/part of the leadership team of the ActFRESH Campaign. She received information about ActFRESH at the zoning reform



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hearing on Tuesday. JSI will look into the process for joining the ActFRESH leadership team. More information is available here:  
<http://www.mphaweb.org/actfresh.htm>

- c. **Budget update:** No update.
- d. **Completion of Steering Committee timesheet:** Steering Committee members completed the timesheet for 4/28/13 – 5/17/13.
- e. **Review of Tasks**
  - o JSI provided a handout of updates on each strategy. In the future, these updates will be sent out to the Steering Committee members with the agenda prior to the meeting.
  - o JSI will look into the process for joining the ActFRESH leadership team.
  - o Michelle will draft a letter of support for H1859 (zoning legislation) and will circulate it to the Steering Committee for approval.
  - o Continue to promote the Small Business Wellness Tax Credit Seminar which will be held at the Hudson Town Hall Auditorium on June 10<sup>th</sup> from 8:00-10:00am. Bob will talk to Stevie's Eatery about providing food (coffee, muffins) for the meeting.
  - o Continue to promote the kickoff for the MAPC Bike/Ped Study in Hudson and Marlborough will take place on June 6<sup>th</sup> at 10am at the Hudson Town Hall Auditorium.
- **Next Meeting Date/Time:** MWM will hold a "strategic planning" session on June 14<sup>th</sup> from 1-3pm at the MetroWest Health Foundation in Framingham regarding MetroWest Moves' strategies and how to engage more town members. A 10-15 minute recap about MetroWest Moves' established work plan for the next three years and key action items for Steering Committee members will be provided.
- **Adjourn**

The meeting adjourned on May 17<sup>th</sup>, 2013 at 12:00pm.