

MetroWest Moves Meeting

MetroWest Health Foundation

161 Worcester Road, Suite 202 | Framingham, MA 01701

May 31, 2012

Meeting Convened: May 31th 2012 at 10:05am

Members Present: Michelle Ciccolo, Laurie Courtney, Bob Landry, Sam Wong

Others in Attendance: Dana Baarsvik, Tammy Calise, Janie Hynson, Amanda Ryder, Ramani Sripada, Kerin Shea

I. Logo

The group discussed revisions to the logo following discussions with DPH. The Mass in Motion logo will be included on all print materials.

II. Intern – Welcome Dana Baarsvik

Masters student at BU, Dana Baarsvik, was introduced. She will continue working part-time in the fall as she finishes school. Her concentration is epidemiology and has a particular interest in obesity prevention.

III. Kick-off Meeting

- **Sign up list:** Representatives from schools, engineering/public works, chamber of commerce, fire or police chief are still needed. The group discussed invitees and expected attendees. The RSVP deadline will be extended until Tuesday. Group members will make personal calls to encourage attendance.
- **Panel:** The meeting will include a panel discussion and participants will be given talking points to discuss what their community's efforts.
- **Kick Off Agenda:**
 - ❖ Greetings Hospital/Housekeeping (2 minutes)
 - ❖ Opening Remarks and Welcome— Mayor of Marlborough (3 minutes)
 - ❖ Introduction of MetroWest Moves—Michelle Ciccolo (5 minutes)
 - ❖ Overview of the Community Transformation Grant—Marty Cohen, MetroWest Health Foundation (10 minutes)
 - ❖ Mark Fenton Presentation (70 min)

- ❖ Thank Mark Fenton and Introduction of the Panel—Michelle Ciccolo
 - ❖ Panel moderated by Michelle Ciccolo (15 min)
 - ❖ Questions and Discussion—Facilitated by Michelle Ciccolo (10 min)
 - ❖ Concluding Call-to-Action—Michelle Ciccolo (5 minutes)
- **Fact sheet:** The group reviewed the draft fact sheet which will be handed out at the Kick Off Meeting. JSI will make edits and send a revised draft to the group for review on Monday, June 4th.
 - **Follow-up Press Release:** The group reviewed the draft press release which will be sent out on June 8th. A quote from the Mayor or other key stakeholder will be added following the Kick Off Meeting.
 - **June 1st preparation meeting with Mark Fenton:** Knight’s Shuttle Service Van will transport the group. The van will leave from Framingham and then travel to Marlborough and Hudson.

IV. Action Plan

- **Town Updates:**
 - Laurie Courtney attended a meeting with the planning department and Downtown Renaissance to discuss Picnic in the Park Day. Laurie also discussed the Farmer’s Market in Framingham Center.
 - Bob Landry discussed the Marlborough’s 43 Community Gardens at Stow Road. Marlborough will look for two more garden sites next year. Tammy discussed the option of “Grow-a-Row” which will be given to food pantry or low income community members.
 - Sam Wong says the community gardens are starting up for the first year in Hudson. They have applied for a grant to put in a permanent fence and the Board of Health is contributing to a temporary fence. They have a public water outlet. The soil is donated by a farm and the wood bed frames were donated by Lowe’s.
- **Website:** Tammy discusses the cost of developing the website and how the price varies depending on the content and time needed to develop new content. The website will be developed in Wordpress and each community can add to the site. JSI will manage the site. The group voted and the decision was made to increase the website line item to \$7500.

- **Assessments/Change Tool:** The change tool is due July 31st. JSI will be contacting MetroWest Moves members to complete the change tool. These tools are completed approximately once a year. This is an assessment and monitoring tool to track progress in each community. Ramani says it should also be used as a dialogue/call to action.
- **Healthy Restaurant Initiative:** JSI has begun compiling a spreadsheet of all of the restaurants in the three communities and categorizing the restaurants. DPH is asking that we focus on restaurants in lower income communities and minority-run restaurants. There are guidelines that we can choose to follow or adapt. One option is to ask restaurants to agree to implement one change or strategy initially.
- **Vending Policies:** Will begin with a listing of government buildings in each town. Group members are asked to send the listing/contacting information for these buildings to JSI. Dana has put together a listing of best practices in vending policy. DPH and MAPC also have a tool kit.
- **Complete Streets/Community Design Standards:** JSI is working with MAPC to finalize a Complete Streets training.

V. Budget Update

Sam Wong says that the contract will be officially approved this coming Monday. The change to the website line item will be added as a contract amendment. There is a line item of \$1,000 for reimbursable expenses such as transportation costs for MetroWest Moves members.

Next Meeting: Thursday, June 14th, 10am-12pm (Framingham)

Meeting Adjourned: The meeting adjourned on May 31st, 2012 at 12:06pm.