



Framingham ★ Hudson ★ Marlborough

MetroWest Moves



MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves will conduct an Open Meeting on
Friday, July 12, 2013

10:00 a.m. – 12:00 p.m.

Hudson Town Hall

3rd Floor Conference Room

78 Main Street

Hudson, MA 01749

I. Call to Order

- a. **Meeting convened: July 12, 2013 at 10:00 a.m.**
- b. **Members present:** Sam Wong
- c. **Others in attendance:** Amanda Ryder, Michelle Ciccolo, Martin Levins, Jeanne Sherlock, Paula Kaminow, Kathy Ekdahl, Rubyane Marques-Franca, and Michael O'Brien.

II. Action Plan

- a. Healthy Restaurant Initiative
 - Rubyane Marques-Franca shared her experience of working with Brazilian restaurant managers who operate buffet-style meals in Framingham and Marlborough. Rubyane reported that many restaurant owners are interested in implementing healthy dining options, however, they also expressed concern over resources and logistics (i.e. how much these changes will cost and modifying current cooking styles). Rubyane put together a healthy dining exchange table with modifications to typical foods to assist restaurants. Rubyane expressed the importance of gaining the trust of restaurant owners in order to help create changes in menu options.
 - Through her research, Rubyane reported that a total of 7 Brazilian restaurants in Framingham and Marlborough serve buffet style meal options. Members discussed the importance of acknowledging cultural differences as barriers to change, but did suggest the following options to help motivate healthy eating: offer 'healthy plate' examples to help guide healthy eating options, label healthy menu items on table tents, and provide community members with information on portion/serving sizes.
 - Rubyane announced that she will be speaking on the Brazilian radio network to promote the MetroWest Moves Healthy Restaurant Initiative. Currently, Rubyane has two confirmed radio spots at 4:00 and 5:00 p.m.



- The Coordination Team will put together a Phase II Scope of Work for Rubyane and she will begin recruiting restaurants.
 - The Coordination Team will organize previous online advertisements and newspaper prints of the Healthy Restaurant Initiative into one document, so that Rubyane can present them to Brazilian restaurant owners.
- b. Worksite Wellness
- Amanda presented a one-page 'MetroWest Moves Worksite Wellness' hand-out to steering committee members and partners. The hand-out is designed to target employers who may consider implementing worksite wellness programs. The hand-out also describes the benefits to employers that participate in worksite wellness and the ways in which MetroWest Moves can help. Partners expressed approval of the handout and made a few suggestions for future dissemination:
 1. Partners agreed we should specifically target not only large and medium, but also small businesses who might be most receptive to our assistance. Small businesses often lack the time and resources to implement worksite wellness initiatives. It is important for MetroWest Moves partners to emphasize that small business employers can participate in worksite wellness initiatives, without expending large amounts of internal resources. Members suggested utilizing the leadership of local community members to engage small businesses in worksite wellness initiatives. Kathy volunteered to reach out to small businesses in Marlborough as it is tied to the mission of Marlborough Moves.
 2. Another way MetroWest Moves can be of help to businesses is by connecting employers with community resources (i.e., public parks, walking trails).
 3. The Coordination Team will compile information to educate community members on the benefits of wellness activities, including local information, and they will compile toolkits and resources on worksite wellness programs to serve as a "clearinghouse."
 4. Kathy Ekdahl suggested reaching out to Marlborough Savings Banks to gain insight into best practices when replicating other successful, small-business worksite wellness programs. Partners emphasized the importance of



replicating worksite wellness programs throughout the three communities, so that all community members have equal access to these health and wellness benefits.

5. A future draft of this hand-out targeted to small businesses will include tax credit information for Massachusetts small-businesses (defined as under 200 employees). The form will also be expanded to add relevant examples in the 'Benefits to Employers' section (i.e. yearly savings from Marlborough Savings Bank since participating in worksite wellness initiatives).

c. Complete Streets

- Chris Kuschell, who is currently working on bike and pedestrian planning in Hudson and Marlborough, has stated that in the fall/winter MAPC will determine whether they can offer Framingham the same services. In the meantime, he provided Framingham with a report that describes MAPC's methodology should Framingham wish to get started on their own. The group discussed the importance of having all three participating MetroWest communities on the same page with regards to bike/ped facility planning.
- Ben Wood, Built Environment Community of Practice (COP), spoke with Jeremy Marsette in Framingham about potentially providing the town with technical assistance as it relates to complete streets policies. Framingham is in the process of hiring a Transportation Planner for Framingham. Once the Transportation Planner has been hired, Ben and Jeremy would like to bring key municipal staff together for a meeting to discuss how the COP could help Framingham. Michelle suggested that Jeremy refer to the town of Lexington, which recently hired a Transportation Planner and will have an updated job description.
- Active Streets Legislation will hold a hearing on July 18, 2013 at 10:00 a.m. This legislation has been prioritized by the Act Fresh Campaign and is of great interest to the steering committee. If passed, the legislation will allow towns to become active and complete streets certified (both for funding and policy purposes). With the help of incentives, town boards and committees will be motivated to become active and complete street certified, while also become more involved in the process of ensuring that town sidewalks are useful, safe, and effective.



- MAPC has offered to complete Bruce Leish's checklist, which he developed to promote best practice design guidelines for new and existing developments. This checklist will be used by municipalities to ensure that new and older developments are built and maintained with these checklist standards (i.e. asking developers to conduct traffic studies and increase access for both bikers and drivers). A meeting will be held in the near future to present this checklist to interested partners.

III. Administrative

- a. **Approval of meeting minutes:** The voting members were unable to approve the meeting minutes from 6/14/13 at this time.
- b. **Community awareness – updates**
 - Stevie's Eatery from Marlborough, MA, has been named a Healthy Dining Champion by the Massachusetts Department of Public Health. Stevie's was featured in a Mass in Motion blog post, which has been shared and highlighted on the MetroWest Moves website. Old School House Pub & Restaurant will be featured as next month's Healthy Dining Champion.
 - Tammy Calise, Amanda Ryder, Sam Wong, and DJ Wilson met with Mayor Vigeant of Marlborough to continue to engage him in MetroWest Moves initiatives and offer ways in which the group can help move forward related initiatives in Marlborough. Mayor Vigeant expressed interest in complete streets.
 - Amanda reported that JSI recently created a database of municipal contacts that will be used to distribute information on future meetings and events.
 - Amanda attempted to reach out to the Market Basket Foundation to learn more about grant opportunities through this organization. Amanda will continue to follow up.
- c. **Upcoming meetings:** Prevention and Wellness Trust Fund Listening Sessions (July 17-18, 2013 in the Southeast, Boston, Western, and Central regions). Sam will be attending the Central region, while Amanda and Jeanne are scheduled to attend the Boston region sessions. The goal of these listening sessions is to work together to provide research-based interventions that will: reduce the rates of the most prevalent and preventable health conditions, increase healthy behaviors, increase the adoption of workplace-based wellness or health management programs, and address health disparities. MetroWest Moves partners are interested in trying to



Framingham ★ Hudson ★ Marlborough

MetroWest Moves



incorporate planning activities into these listening sessions and apply for funding in areas not currently being supported by CTG.

- d. Next meeting date/time: Wednesday, August 14th from 9:00-11:00 a.m. at Edward M. Kennedy Community Health Center, Conference Room B. The coordination team will send out a reminder e-mail with meeting agenda prior to this date.

IV. **Adjourn:** The meeting adjourned at 12:05 pm