

MetroWest Moves Meeting

Hudson Town Hall

78 Main Street | Hudson, MA 01749

August 30th, 2012

Meeting Convened: 10:10 am

Members Present: Amanda Loomis, Sam Wong, Bob Landry

Others Present: Tammy Calise, Amanda Ryder, Dana Baarsvik, Karen Shea, Michelle Ciccolo

I. Action Plan

a. Awareness/Media

Website:

- The banner on the site has been changed from gray to purple. The work group approves the change.
- Karen and Michelle gave feedback via email. Karen suggested new links to the site; those changes have been made. Michelle suggested the footer be changed, which has also been changed.
- Changes can be made to the website if other members of the group have feedback.
- The “What’s happening?” section has been updated to link to the events page.
 - Michelle suggested changing the heading to “What’s New” (and include press as well as community events); Press will only remain on this front section until there are events to replace it.
- “In the Press” page has been added to the “About the Initiative” page. Michelle suggests that at some point, an archive of PDFs of these articles be made to give historical context to the initiative.
- Elizabeth will slow down the picture rotation on the home page. She has added some text with each of these images.
- In the “About the Initiative” section, the “Contact Us” page lists Ethan, Sam, and Bob as the representatives for each community.
- *Partners:* A survey has been sent out to the kickoff meeting attendees, as well as other possible community partners. When community partners are chosen, these will be shown in the “Our Partners” section, which currently holds information about the initiative. They will also be listed under “In Your Community”.
 - General rule: Community stakeholders won’t be promoted through MetroWest Moves if community members need to pay for the service they provide. In a few years, sponsors may be a tool to sustain efforts. Karen recommended that organizations that providing scholarships to community members may be included.
- If the group would like certain links to stand out more than others, they can be put on the box to the right.
- Information under “Healthy Eating” and “Active Living” is from Mass in Motion, and can’t be changed legally.

- Breadcrumbs can be used to get back to previous pages (rather than using the back button); Elizabeth will talk to Tsang about making sure the submenus aren't lost on individual pages.
- Free healthy eating web and mobile applications are provided under Healthy Eating Apps. The same is true for active living.
- Healthy Vending will be added as soon as there is more to include (It is currently listed as a strategy)
- Bob suggested an area to feature one of the restaurants involved in the healthy restaurant initiative.
 - Currently, the "Healthy Dining" page only has information about the initiative; In the future, it can be used to highlight a healthy restaurant.
- Janie will be updating Facebook and Twitter and monitoring it weekly (message should be varied between Twitter, Facebook and the website so visitors don't feel like they are reading the same thing three times. JSI will be strategic about how and when to share things on Facebook and Twitter. The work group should send any community information/events they would like to promote.
- The work group approves launching the website this afternoon or tomorrow morning.
- Sam will write a letter to the attorney general's office to inform them that the meeting agendas/minutes will be posted on the website in the future.

b. Healthy Restaurant Initiative

- The healthy dining logo with the MetroWest Moves logo has been approved.
- Letters for the restaurants (signed by community leaders) have been received from Hudson and Marlborough.
- Tammy has spoken to at least three dieticians regarding their availability to do menu analyses. Valisa E. Hedrick, PhD, RD has worked successfully with Tammy in Northborough. She is interested in working with the 40 restaurants that we're aiming for.
 - Sam would like a more local person to observe and oversee the process of changing the menu. Bob agrees that should be a more local dietician to be involved in a face to face interaction. However, the funds aren't available to have that much oversight (the rate for registered dietician is \$100/hour). Also, restaurants may not necessarily be open to this.
 - Tammy recommends starting this online (via email and phone) and occasionally spot check the healthy restaurants.
 - Michelle suggested that we either have health inspectors trained to check the restaurants them from occasionally, or use spot inspectors. This would help with sustainability.
 - JSI looking into buying the nutritional software; it is very expensive and requires renewals each year. Sam suggested using the USDA nutritional database; it is quite a bit more difficult to calculate these nutritional breakdowns manually. The group agreed that the USDA site link should be included on the website.
 - The work group approved the budget for the registered dietician; She should invoice the Town of Hudson (and her W9 is needed). Tammy will send her W9.
 - Board of Selectmen must approve contract if the cost is \$5,000.00 or greater.
 - Sam made a motion to amend the prior approval of the \$6,000 budget for the registered dietician. Tammy will renegotiate this price.

c. **Vending Policies**

- Framingham: Amanda Loomis has given us the contact (Ashley) in charge of vending machines for some of Framingham. (JSI has reached out to Next Generation Vending, the company holding contract. Tammy is waiting to hear back from them); Ashley has also provided the names of people in charge of the union vending machines in Framingham. Janie has started working to get in touch with these contacts. Tammy will reach out to Ashley in Framingham to see if a contract is in place with Next Generation.
- Hudson: JSI has also received the list from Hudson; Next Generation Vending is also the vending company in Hudson. (there is no contract) For the vending machine in Town Hall in Hudson, a policy can be put in place by first reaching out to the vendor. Before procurement, Hudson will notify companies that Hudson will remove all vending machines unless healthy options can be provided. Sam will talk to Paul (chief procurement officer) about bidding out three year vending machine contracts (Michelle and Karen will help with the procurement); Hudson will set the standards for the machines. Union vending machines own/control the rest of the machines (Michelle believes doesn't believe it is included in the union contract). Hudson will wait on the union machines
- Marlborough: Bob will reach out to Beverly Sleeper (procurement officer) to see if there is a contract with the vending companies. He believes the Board of Health in Marlborough can create a policy to address this with little resistance.

d. **Community Design Standards**

- Bruce Leish (contracted with MAPC) has been looking at zoning bylaws, subdivision regulation; Tammy negotiated with Bruce to get general recommendations (rather than line by line recommendations) to create a checklist be used by planners/developers.
 - Michelle suggests that each community should meet with Bruce, Board of Health and Planning Board for a workshop; Barry from MAPC has reached out to Tammy about complete streets. He should be involved in this workshop.
- Once the checklist is done, these groups will be brought together either at community level or the tri-community level.
- Framingham has a checklist used by the planning board; Amanda will share this with the work group. She believes it can be incorporated fairly easily with the checklist being created by Bruce.
- MAPC is convening a transportation working group. Michelle has put together a checklist for each community as a program. MAPC has not finished vetting this checklist; Michelle has pushed for them to work with MassDOT and DPH to sponsor a program, as a funding source is needed. Michelle will share this document with the work group at the next meeting on September 14th.

II. **Budget Update**

- Spending around \$5,000 for RD; money will be moved over for evaluation
- Clings will be purchased to put in clings for healthy restaurants
- Plaques will be purchased for healthy restaurants that will be presented to restaurants that comply with standards

III. **Collaboration Opportunities**

Paula Kaminow

Vice President, Operations- Framingham
Edward M. Kennedy Community Health Center

- Paula works on the Framingham CTG clinical grant, and is representing them on this team to promote communication between the two groups.
- MetroWest Moves can promote Framingham's events on website.
- The Edward M. Kennedy Community Health Center can advertise the healthy restaurants.
- Paula is pushing to allow healthy food vans allowed on the health center's property. MetroWest Moves can be used as a venue to help with food vans
- Paula would like to reach out to Metrowest RTA to get a bus stop near their center. Amanda Loomis informed the group that Framingham is currently moving their bus routes.
- On October 17th MASS DOT is holding a walking and biking conference at 39 Dalton Street in Boston called "Moving Together".
- MAPC is coordinating a complete streets workshop

IV. Town Updates

- Change tool has been submitted and approved
- The food service directors from Northborough and Framingham met at the Framingham High School
- The food service directors of Hudson and Marlborough will meet again this fall
- Michelle suggested to involve the schools more in year two and three so that Mass in Motion (CTG, MetroWest Moves) can be used as a bridge between the Department of Education and the Department of Public Health
- Tammy suggested creating a newsletter highlighting healthy eating and walking to school events (reaching out to principals, bring awareness to what the schools are doing); Or a survey with teachers to find what is happening currently at the schools to highlight successes and build upon them
- Sam suggested working with booster clubs to eliminate unhealthy foods in year two and forward.
- Late October, Michelle recommends a reconvening of the major stakeholders (with possible breakout groups
- Results from the change tool can be used at town meetings to create awareness about the necessity for change.; Amanda Ryder suggested that we present it broadly rather than in detail. Amanda will highlight the findings from the qualitative notes for the individual communities.

Next Meeting: Friday, September 14th at 11:00am at Marlborough City Hall

Meeting Adjourned: 12:28pm