



Framingham ★ Hudson ★ Marlborough

# MetroWest Moves



## MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on  
Friday, September 21, 2012

1:00 p.m. – 3:00 p.m.

MetroWest Health Foundation  
161 Worcester Road, Suite 202  
Framingham, MA 01701

### I. Call to Order

- a. **Meeting convened:** September 21st, 2012 at 1:15pm
- b. **Members present:** Bob Landry, Amanda Loomis, Ethan Mascoop, Sam Wong
- c. **Others in attendance:** Dana Baarsvik, Tammy Calise, Michelle Ciccolo, Janie Hynson, Lisa Mandozzi (MetroWest YMCA), Amanda Ryder, Kerin Shea, David Smaltz (Next Generation Vending), Ramani Sripada

### II. Action Plan

- a. **Awareness/Media:** JSI has continued to post on Facebook and Twitter. Michelle Ciccolo suggested several organizations and local reporters for MetroWest Moves to follow.
  - i. **Events:** The work group agreed that we should also post events taking place in the surrounding communities as long as they are related and open to Framingham, Hudson, and Marlborough residents.
  - ii. **Promotional materials:** JSI shared a draft 4x6 MetroWest Moves promotional postcard which will be distributed at local events.
- b. **Healthy Restaurant Initiative**
  - i. **Applications:** JSI has received a few other applications and these applications and menus have been provided to the dietician.
  - ii. **Plaques and window clings:** Both the window clings and plaques will be purchased next week. JSI is going to Crown Trophy in Northborough today to see their plaque and window cling options.
- c. **Vending Policies:** David Smaltz from Next Generation Vending attended the meeting. Next Generation currently services the vending machines in Framingham and Hudson. The work group explained that one of MetroWest Moves' charges is to reduce obesity by 5% within the next five years.



- i. **Lisa Mandozzi (MetroWest YMCA)** - Lisa Mandozzi shared about MetroWest YMCA's transition to healthy vending six years ago as part of Activate America. They have one snack machine and two drink machines. They have a nutritionist on staff who made recommendations about healthier options. They took out candy bars and soda. They still receive some complaints, but they have not lost revenue and in fact, revenue has increased a little bit. They had to move to a different vending company, and the company refills the machines a couple of times a week. They still have Gatorade, but that will be taken out next. Lisa is also part of the Childhood Obesity Taskforce.
- ii. **David Smaltz (Next Generation Vending)** - Next Generation Vending offers a healthy vending initiative, Vitalities Healthy Snack Choices Program (Vitalities). David said that use of Vitalities is more prevalent among his private business customers (about 85% of his private business accounts have a healthy vending plan in place already). The private sector is driving this due to the rising costs of healthcare. American Food and Vending (Woburn) is Next Generation's largest competitor. Next Generation grows by acquisition and is making between \$25-30 million/year. Hudson Town Hall vending does about \$1,400/year and Framingham about \$3,000/year, so this does not constitute a large amount of Next Generation's business. Next Generation has ice cream machines in Framingham's police station and town hall. David explained that many of these healthy options are already in the machines but may not be labeled as healthier options. There are also "A list" products for schools which are higher cost and are geared toward middle school kids (raisins, fruit snacks, heart-healthy bars). He suggests starting with 10-25%, placing healthy items at eye level and labeling them (e.g. low calorie, gluten-free). Next Generation's employees are already trained to implement Vitalities. All products in Vitalities have been reviewed by a registered dietician. They include lower fat, lower carb, lower sugar, and higher energy snacks.
- iii. **Next Steps:** Next Generation is interested in working with MetroWest Moves. MetroWest Moves would also consider promoting Next Generation's healthy vending items. David Smaltz will share with MetroWest Moves the organizations/buildings that Next Generation services in these communities. They would also like to partner with MetroWest Moves to host tastings of the vending items. The work group is also very interested in having the tastings to hopefully encourage consumers to participate in selecting the items. The work



group suggests starting at 20-25%. JSI will ask David Smaltz for a listing of the current items in the town vending machines.

- iv. **Marlborough vending:** We still do not know who is doing the vending in Marlborough, but it is not Next Generation. Bob Landry will try to find out whether there is a contract in place in Marlborough.

### III. Collaboration Opportunities

- a. **Robert Wood Johnson Foundation Grant:** Tammy has spoken with Michelle, Sam, Ron from DPW, and Pamela from the Impact Enforcement Team about a grant opportunity to work with middle and high school men. The proposal would include training and mentoring of youth with a direct relationship to crime prevention/park safety (working with police departments). This involves pairing up directly with municipalities to provide much needed connections through a community-based program.
  - i. **Next Steps:** There will be a meeting about this next Wednesday from 11:30am-1:00pm at the Marlborough City Hall. From Hudson, either the DPW director or Parks and Rec. representative will be asked to attend. There is a brief proposal (2-3 pages) due October 10<sup>th</sup>. This is a short proposal. If invited, a full proposal would be due in December.

### IV. Administrative

- a. **Approval of Meeting Minutes:** The voting members approved the meeting minutes from September 14<sup>th</sup>, 2012.
- b. **MAPC/CDC Site Coordinators Meeting (9.20.12):** Tammy Calise and Amanda Ryder (JSI) went to the site coordinators meeting. MAPC and CDC discussed their extensive evaluation plan. UMASS Boston is helping them to collect data for 24 communities (Hudson and Framingham have been selected for an extensive evaluation, Marlborough has not been selected). This will include telephone surveys to residents, observations in grocery stores and parks. They will be using the information to compare to non-Mass in Motion communities. They also talked about the Mass in Motion website and MAPC's "Our Healthy Massachusetts" website/data portal.
- c. **Town Updates:**
  - i. **Framingham:** Framingham's Master Plan was officially adopted. They are now waiting for the consultant to complete the corrections and appendices and correct the logos. What is currently available online is a rough version of the plan. During the October 4<sup>th</sup> MetroWest Moves meeting, Amanda Loomis will discuss the process and different components of the plan.



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- d. **Budget Updates:** Sam Wong just submitted next year's budget and narrative to DPH and next year's contract will be signed shortly.
- e. **Meeting Organization:** For upcoming meetings, the work group will have updates during the first hour and a presentation during the last hour. Stakeholders and other community members are invited to the meetings.
- f. **Next Meeting Date/Time:** Thursday, October 4<sup>th</sup> from 9:30-11:30am at the Hudson Town Hall – 78 Main Street, Hudson, MA, 01749. Amanda Loomis will present about Framingham's Master Plan.

## V. Adjourn

The meeting adjourned on September 21<sup>st</sup>, 2012 at 3:29pm.