

MetroWest Moves Meeting Wayland Town Building

41 Cochituate Road | Wayland, MA 01778

July 26, 2012

Meeting Convened: July 26th, 2012 at 9:10am

Members Present: Bob Landry, Ethan Mascoop, Sam Wong

Others in Attendance: Dana Baarsvik, Tammy Calise, Janie Hynson, Amanda Ryder

I. Action Plan

- a. Assessments/Change Tool:** The change tools are nearly complete. According to the latest 2010 census, the population of Hudson is around 19,200 so this will be corrected. The change tool will be submitted to DPH by July 31st.
- b. Awareness/Media**
 - **Website:** The group discussed some design and font changes. JSI is working on the content and will provide an update on the content on August 16th. The work group will then have one week to review content. The workgroup would like to see the logo larger on the top of the front page or a photo added behind the logo. JSI has requested local photos to incorporate on the website and other project materials. Photo release forms will be provided to work group members and should be completed for anyone whose pictures are taken. For the front page, pictures of people participating in healthy activities would be ideal.
 - **Flyer:** The work group decided to wait to distribute these after the launch of the website.
- c. Healthy Restaurant Initiative:** The work group discussed the list of restaurants and criteria for the Healthy Restaurant Initiative.
 - **Languages:** Once finalized, restaurant materials will be translated into Portuguese, Chinese, and/or Spanish, depending on the list of targeted restaurants. Sam will do the Chinese translation. Janie will reach out to the Massachusetts Alliance of Portuguese Speakers and another person at JSI will translate the materials into Spanish.
 - **Criteria:** The work group discussed criteria for restaurant participation in the initiative. Materials will state: "These restaurants are beginning the process of offering healthy options." Restaurants will have to select 1 food option, 1 beverage option, and work with a dietician.

- **Restaurants to target:** Ethan would like to target the downtown area restaurants. Bob would like to target all of the non-chain restaurants in Marlborough. Sam would like to target all of the non-chain restaurants. The workgroup agreed that they would like to target 50-60 restaurants within the three communities.
 - **Publicity:** Bob would like to have publicity on cable TV similar to their previous recycling initiative.
 - **Enforcement/inspections:** The group discussed inspection and enforcement of this initiative. For the mandatory qualifications, restaurants would be given warning(s). Sam says he is in the process of revising local smoking and tobacco regulations which may be helpful for this initiative. In case of change of ownership/management, the Healthy Restaurant designation does NOT transfer.
 - **Timeline/application process:** The letters/brochures will go out at the end of August around the launch of the website. Restaurants will be given two weeks to respond. If they have not yet responded at that point, JSI will begin going to restaurants. Restaurants will hopefully be signed on by the third week of September to align with MAPC grant contract reporting. Additionally, a special letter/brochure to highlight participating restaurants could be included with the license renewals which go out a week or two after Thanksgiving.
 - **Brochure:** Will keep Fall River and Somerville quotes, and add a Northborough quotes. Sam discussed potential for cross promotion between Building a Healthy Northborough and MetroWest Moves' brochures. Fruit/vegetable photos will be replaced by photos with community members. For "Why Participate?" section of the brochure add: participate in MetroWest Moves Restaurant Week, future walking/biking maps, community events (e.g. Marlborough's Chowder Fest and Heritage Festival, Hudson's Pumpkin Fest and Hudson Fest in June), future preferred caterer's list, distributed at local hotels. Marlborough has a hotel tax which potentially could cover printing of brochures distributed at hotels. JSI will get quotes from a couple of printers for color brochures.
 - **Other comments:** In January, there could be Healthy Restaurant Week. Sam says that the Hudson nutritionist can assist in all three communities. JSI will send three quotes for window clings to Sam. Rather than menu item stickers, JSI suggests table tents.
- d. **Vending Policies:** Sam believes that the controller, Tom Able, is in charge of all equipment/vending machines. However, it is often unclear who is in charge at a municipal level. Commonly, vending policies require that 30% of items meet certain healthy standards and that healthy foods are placed towards the top. The group will start to develop policies within city/town halls before working with unions and businesses.. JSI will develop a concise list of criteria based off of the DPH standards/guidelines.
- e. **Community Design Standards:** JSI has pulled master plans and design standards to look at sidewalks, street width, and multi-use development. So far, each community has goals within the

master plans and so we need to look at what progress has been made to achieve these goals. The group discussed potential for working with MAPC to draft example policy language for working with planners/ community designers. Lola is checking to see if MAPC can review the site plans and subdivision regulations and make recommendations as part of their technical assistance. Bob would like to keep up the momentum on this initiative from the Kick-off meeting to begin collaboration.

- f. **DPH's Mass in Motion Bike and Pedestrian Observations:** The group needs to identify locations where our work may have the strongest impact. In Hudson, Sam is concerned that the area with the greatest impact (near Wal-Mart) would not be safe to sit and observe for two hours as there are no sidewalks. Lower Main Street (62 towards Sudbury) could also be considered. Sam will send JSI this address information.

II. Budget Updates

- Bob would like to see if there are funds to have someone (possibly an intern) go out in the community to communicate with restaurants and share information about the Healthy Restaurant Initiative. JSI will be conducting many of these visits although would not be able to visit all restaurants in each of the three communities.
- Budget report is due on July 31st.

III. Town Updates

- Sam discussed Hudson's Adopt a Rail Trail Program. Bob will speak to Priscilla to see if Marlborough would also be interested in participating in this program. There are six sections of the rail trail in Hudson and it is estimated that each section will cost \$2,000/year.

Next Meeting: Thursday, August 9th at 10am in Framingham at the MetroWest Health Foundation (JSI will check to make sure the room is available for this date/time)

Meeting Adjourned: The meeting adjourned on July 26th, 2012 at 11:30am.