

2015 AUG 31 AM 9:21

*VIC Committee  
Meeting Minutes*

July 21, 2015

***Call to order***

George Durante called to order the regular meeting of the VIC Committee meeting at 7:05 PM on July 21, 2015 at Room 1 of Town Hall.

***Roll call***

The following persons were present: George Durante, Chair, Natalie Leino, Vice Chair, Paul Solomon, Donald Mercier, Jennifer Page, Doug John and Suzanne Johannet from Belmont Food Collaborative.

***Approval of minutes from last meeting***

The minutes of the meeting of May 16, June 2015 were unanimously approved.

***Survey Report Distribution***

**a) PRESENTATION**

George reported that the VIC had been re-scheduled to present the survey to the Board of Selectmen (BOS) at the August BOS meeting. This is the 2<sup>nd</sup> time that VIC is being re-scheduled to present the survey report to BOS.

It was agreed that George would contact the BOS once again expressing the importance of making the results available to the town as soon as possible and request to be on the August BOS meeting agenda.

**b) MARKETING STRATEGY**

Distribute the survey presentation at Meet Belmont event, and have people know about the survey and how to access the survey, and leverage all distribution avenues to market the survey.

## ***Next Initiative Updates***

### **a) BELMONT TALKS**

Potential "Ted Talks Belmont" series: George reported that Ted Talks has a very tight outline.<sup>1</sup> He suggested that we should call it some other name "Bel Talks" so we are not confined with their limitation. This is for the town of Belmont, and we should utilize Belmont Media to record the sessions, follow by a reception.

**Next Steps:** Build out the list of speakers, potential venues, and timing.

### **b) GOOGLE GROUPS**

Natalie suggested that this was very easy to do and format the group. The main question is if this requires a BOS approval. After further discussion, it was recommended that the committee should not sponsor to create this group due to a decent amount of work is involved in maintaining the lists and moderating.

**Next Steps:** Natalie to connect Ellen Cushman to understand if there is a possibility for the town to create a distribution list and announce major events/updates for the town. Jennifer mentioned that there is a Yahoo group in place for Belmont, and she will forward the email to the committee members to review.

### **c) GOVERNMENT CLASSES**

Jennifer reported that at this time it was not clear to provide a six-week course or just one shot. Natalie recommended that it would be much easier to do it the one-night two-hour course repeated annually. Furthermore, Paul recommended that this course also should cater to high school seniors.

**Next Steps:** Jennifer to connect with adult education program and see if they can do it for free. Further discussions and planning is required to organize these classes.

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<sup>1</sup> TEDx is a global program that is brought to life by thousands of individuals all over the world – which calls for some ground rules. Here, you'll find the complete set of rules for organizing a TEDx event, from start to finish. The rules are non-negotiable and mandatory for all TEDx event organizers. Because it's both our job and yours to maintain the integrity of the TEDx vision.  
<https://www.ted.com/participate/organize-a-local-tedx-event/before-you-start/tedx-rules>

## ***Meet Belmont***

This event will take place on August 25<sup>th</sup> from 6-8 at Chenery Middle School. Committee members were assigned to distribute the flyers to local Belmont establishments the first weekend in August. Committee members will be volunteering at the event as needed.

## ***Special Guest***

Suzanne Johannet from Belmont Food Collaborative (BFC) provided a summary of this a not-for-profit volunteer organization in Belmont, Mass. Their mission is promoting good health, access to fresh and local food, nutrition, and local and sustainable farming<sup>2</sup>.

Suzanne also has created “Be Well Belmont” coalition which is a coalition of leaders in Belmont community, dedicated to the promotion of healthy lifestyles through education about healthy eating and activity. The coalition brings together stakeholders from the schools, town departments and community groups to plan and coordinate efforts to improve the health of the citizens of Belmont.

Be Well Belmont will provide a forum for stakeholders to work together to make sure that our efforts are reaching the maximum number of residents, with the best possible information and practices on lifestyle changes. There is an opportunity for VIC to be part of this coalition and work with Be Well Belmont to promote the vision.

**Next Steps:** Natalie has volunteered to attend the Sept 30<sup>th</sup> leader community forum which will take place in the art gallery. Next town wide meeting is scheduled on Oct 18<sup>th</sup>, to facilitate discussion and understand community needs.

## ***Next Meeting Goals***

- a) Create marketing plan for the presentation.
- b) Further discussion on next initiatives.
- c) Search for a volunteer for Paul Solomon to replacement.

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<sup>2</sup> For more info on this organization please visit <http://belmontfood.org/>

## ***Other Business***

Next Meeting: TUESDAY, AUGUST 18<sup>TH</sup>, 2015 in conference room 4.

## ***Adjournment***

George Durante adjourned the meeting at 8:55 PM.

Minutes submitted by: Allen Babroudi