

6/23/25/ Minutes, Town of Otis Revitalization Hybrid* Committee Meeting
Conference Room, Otis Town Hall
June 23rd , 10:00 AM

Members Present: Stacey Shultze, Glenn Steinberg (Zoom), Hal Kobrin, Jackie Gentile, Tim Wighton, Cynthia Fletcher, and Susan Ebitz **Absent:** Celeste Watman
Guests: Rick Bliven, Robert Schlossberg (Zoom)

1. Meeting was called to order by Stacey Shultze at 10:02 AM
2. Minutes from 4/23, 4/28, 5/13 and 5/19 were unanimously approved
3. Personnel Changes in Revitalization Committee: Sue Brofman resigned, Hal was named a regular member and Cynthia was named alternate

4. Subcommittee Reports

Working Group #1 – Needs Assessment: Tim, Susan and Stacey, reported that the survey had many revisions, and contained several branches to poll residents (full and part time), businesses, and visitors/vacationer's, questions about Otis and their respective preferences for town. There is a page for individuals to volunteer to participate in various committees anonymously. Several individuals including the select board were solicited for input. The survey QR Code and website link will be shared on the Town of Otis News, flyers that will be distributed around town, at the Farmer's Market, at local restaurants, and on social media. The library has been asked to share the survey with their patron list. The \$500 to purchase the Survey Monkey License was donated by members of the committee.

Working Group #2 – Promotion & Community Events (Jackie, Cynthia, and Stacey) Jackie reported the upcoming events that will be taking place in July that she will compile and advertise in the "Otis is the Place to Be" Calendar of Events in the *Otis Observer*. The first of two food truck visits has been scheduled. On 7/1 and 7/22, North Elm Butcher Block will park their truck at the Catholic Church from 4 - 8 PM. More vendors are in the works.

Working Group #3 – Business, Culture & Recreation, (Glenn, Hal, Celeste, Susan, and Stacey)

- A business directory has been proposed
- The committee is considering making a recommendation to the select board to determine a point person to whom questions concerning business-related questions can be directed.
- Sharon Delevie is willing to volunteer her time leading two focus groups of 4-6 area business groups concerning their feedback for the town. This meeting will take place in late September.
- The subcommittee will draft a sample questionnaire that can be used to approach external businesses that might be a good fit for the community.

Group #4 - Downtown (Stacey, Cynthia, Tim)

- With input from Brandi Paige and Larry Gould, Stacey and Cynthia applied for MA Development Planning & Technical Assistance which will provide recommendations and advice concerning buildings in the downtown areas. The town will find out within 8-10 weeks if it has received the grant.
- Two public safety grants related to speed have been filed with the state.

Working Group # 5 – Infrastructure (Hal, Stacey, All) Currently assessing needs.

Working Group #6 – Services & Population Retention/Growth (Stacey & Tim)
Currently assessing

Working Group # 7 – Cost/Benefit (All)

6. **Next Steps:** Stacey referred to the Environmental Scan in the working PowerPoint Document. A template will be developed to narrate the beginning, middle and result of priority initiatives.

7. **Other** Next meeting: Monday, July 28th, GYM, Otis Town Hall* (Hybrid) 10:00 AM

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9. The meeting was adjourned at 11:55 AM

Respectfully Submitted,
Susan Ebitz, Secretary
