

12_3_25, Otis Revitalization Business, Culture & Recreation Subcommittee Meeting
Minutes
Wednesday, December 3, 10:00 AM
Zoom Only *

Members present: Glenn, Stacey, Celeste & Susan

Members absent: Hal

Guests: Robert Schlossberg

1. The meeting was called to order by Glenn at 10:02 am
2. The subcommittee discussed the topics for discussion with Ben Lamb, Vice President of Economic Development for 1Berkshire in the upcoming 12/18 Zoom meeting.
 - Ben's take on tourism and how Otis might benefit
 - What funding sources may be available to fund initiatives?
 - What has Ben seen that attracts businesses to a specific?
 - Ask Ben to speak to sensitivity to existing businesses when new businesses come to the community
 - Ben's take on how to plan and implement a successful "Notice Otis" event
3. The subcommittee then discussed some of the barriers to new business development such a lack of properties for sale with road frontage, the funds to conduct market research and the current appearance of the downtown area. The discussion turned to existing businesses and how visible they are to the community. The group noted it would be great to have all existing businesses in town listed on the Town of Otis Website?
4. Action Item:
 - Subcommittee members will read 1Berkshire's *Berkshire Blueprint* prior to the meeting with Ben.
5. The meeting was adjourned at 11:00