

Village of Southampton - Business Revitalization Committee

November 8, 2019

In attendance: Trustee Kimberly Allan, Gloria Dios, Danielle Candela, Besim Cukaj, Sharon Kerr, Dede Moan, Robert Ross, Shannon Willey, Julie Fitzgerald

Trustee Allan welcomed the Committee and each member introduced themselves and provided a brief background. She reviewed the objectives of the Committee and asked the committee members to weigh in on if it captured what they wanted and who they are.

Trustee Allan stated that the formation of the committee was part of a critical basis to get grant funding and mentioned that she and Mayor Warren would be meeting with representatives of NY State Empire State Development who would provide guidance on grant opportunities.

At the suggestion of Shannon Willey, the Committee chose to add an agenda item to brainstorm what makes SHV great, (see below), followed by some additional brainstorming on how to promote what we have better.

WHAT MAKES SOUTHAMPTON GREAT:

- Pedestrian-oriented, easily walkable
- Seven miles of spectacular beaches, top-ranked beach rivaling Tahiti. Can enjoy all year.
- People like to come to Southampton to re-energize, relax and enjoy the clean, salty and healthy air
- Great wellness options indoors and outdoors, (Agawam park, Soul Cycle, Yoga, etc.)
- Many great parks and playgrounds; a nice dog park.
- Great sporting options: kayaking, walking trails, bicycling – Question: is the County Park open after 9/15?
- Top notch restaurants and decent family restaurants, (or places with discounts)
- Good variety of retail and Free Parking
- Ocean front camping (why does this close so early in the year?)
- Many options in the near vicinity, i.e. three vineyards, museums
- Outstanding hospital and only one hour from airport and two hours from NYC – no need to drive
- Friendly and service oriented people; oldest stores in the US

HOW TO PROMOTE IT:

- Create a SHV brand, (leverage previous work and SHV logo started last spring) – See Next Steps
- Market Southampton as a year-round destination, not just for Summer, start with all holiday events, (SH Fest, Halloween, Apple picking, Festival of Lights/Fireworks)
- Focus on environmental and enjoyable educational experiences: hikes, bike tours, historical walks
- Promote as a family place: offer and/or advertise more activities and experiences, (i.e. library, SCC, fun hikes and trails, Pumpkin Town) – steer away from Billionaire / Kardashian image
- Integrate all activities into one stop information site, 'Here's what's going on in SHV' – SCC, SAC, Bands, Karaoke, Art Exhibitions, Sales, etc. and synchronize with local retailers
- Work with the Hampton Jitney to create reverse weekend packages from NYC to Southampton, not just for Summer
- Focus on our positives in day to day conversations – we have a good story!

Background Brainstorming: Events Suggestions

- Holiday events throughout the year to bring more people in for the weekends?
 - November 30: Parade of Lights / Tree Lighting / Fireworks Display – Holiday Window decorating committee (started by Trustee Parish and Village Improvement Society)
 - Offer up local discount card for 11968 (how to get discount card made up?)
 - Holiday window decorating contest – Judging December 8th - Village Beautification Committee
- Restaurant Open House / Craft Beer or Artisanal wine offerings and tastings (leverage court yards)

- Yoga and other fitness events (Soul Cycle/ Peloton) – hold them outdoors in Agawam Park (need permission of CVO) or on the grounds of 25 Jobs Lane (Village owns the property and can hold events there). Need to leverage local businesses and offer opportunities to hold classes outside
- Educational opportunities with guest speakers
- Need more music – increase the nightlife
- Breakfast Crawl
- Historical Crawl
- Develop a “Restaurant Tour” – tie in with the history of the Village, have a host/guide
- Festivals and off-season events: SouthamptonFest
- Fall get-away packages – work with the Hampton Jitney. Is the County Park open after 9/15?

General comments/suggestions:

- Do we want more tourism or to promote Village as a destination to the year-round community? Or both?
- SHV needs anchors, not just on the corners but in the middle of the streets – All agreed that the Jobs Lane courtyard would be a great spot for a café.
- Can we speak to the landlords with vacancies and ask if they’d bring in pop-up stores for the holiday and shoulder season? Could there be experiences set up in the vacant stores?
- Ask the Hampton Jitney to establish a stop in the Village – location needs to be determined and the Jitney needs to feel “welcomed” by the residents.
- Can we create a “Locals” card offering discounts to locals – how do you determine who’s local? Residents? Employees? Address that shows 11968?
- How do we attract the younger groups who are here in the summer to come back in the shoulder season?
- There is a perception that restaurants are overpriced – how do we combat that?
- Can the Chamber be more helpful? How do we encourage businesses to join the Chamber?
- Can we set up a skating rink in the Village? Doscher Park?

NEXT STEPS: Some items are short-term and some require more work. Status to be provided at next meeting.

- **NEXT MEETING: Wednesday, November 20 at 2PM.**
- **Identify Chair and Co-Chair**
- **Need Village Brand**
- **Create website** - visitsouthampton.org – to highlight Village businesses and serves as a clearinghouse for events, specials, etc. – Dead on Design has given a proposal (work with SHFest Comm).
Suggested Tag Lines: A great year round destination, not just a summer destination, 11968 – A great place to be all year
- **Social Media campaign Test by 11/26** – Inventory existing media channels, i.e. radio, leverage/create new, i.e. Instagram) - **Danielle & Gloria** volunteered to test for upcoming Festival of Lights/Fireworks
- Work with Discover Long Island & Discover the Hamptons (off-shoot) to promote events, etc. – **Trustee Allan to set up and include Dede, Shannon & Danielle by 11/26**
- Hamptons Visitors Council – **Trustee Allan** to reach out to Victoria Gorman and set up meeting **by 11/26**
- Research SHV T-Shirt (Tagline: 11968?) – **Sharon**
- Create more year round events – (**Trustee Parash**)
- Tanger Outlet – can we work with them to bring people from the outlets in Riverhead to Southampton? - (Besim and TBD, timing TBD)
- Create Local Discount Card – Besim and TBD, timing TBD?
- Reach out to Canoe Place Inn for joint marketing and shopping van to SHV – **Trustee Allan & Julie**
- Need representatives to attend tourism events – **Dede to provide known inventory by 11/26**
- Need to tap into existing on-line platforms, (i.e. Infatuation bought Zagats, NYEats, etc.) – **TBD**