

Village of Southampton - Business Revitalization Committee

December 18, 2019

Attendees: Trustee Kimberly Allan, Danielle Candela, Amy Kirwin, Dede Moan, Robert Ross, Shannon Willey, Julie Fitzgerald

Trustee Allan welcomed the Committee and all reviewed the 12/4/19 meeting minutes. She discussed the Committee Mission for new members, its parameters for operating within a municipal jurisdiction and that one of the main board objectives is to provide suggestions to the Board of Trustees.

The Committee brainstormed potential key website features relevant and unique to the Village, but emphasized that the 'LIFESTYLE' feature should be the banner or header page:

- Beach
 - World-renowned / #4 ranked beach by Dr. Beach – rivals Tahiti & Offers lunch
 - Beautiful aesthetic: Surfing, Mansions, Sunsets
 - Ease of access: PedalShare, Free Rides, Walk from Village center
- History - Oldest English settlement
- Arts & Culture
 - Institutions
 - Arts District
 - Festivals: HIFF, PianoFest, Hamptons DocFest
- Shopping*
 - Independently owned “mom & pop” stores – including Hildreth’s (oldest dept store)
 - Nice mixture of unique boutiques & world class corporate stores (Brooks Brothers, Charleston Shoes, etc.)
 - Nice mixture, including many well regarded design stores
- Dining*
 - Restaurant list
 - Breakfast, lunch, dinner
 - LI and Hamptons Restaurant weeks
- Recreation & Wellness*
- Nightlife*
- Where to stay: *
 - Hotels, B&B’s
- Calendar of Events: *
 - Benefits / Galas / Concerts / Other, (i.e. Silent Disco, Parade of Lights)
- General Tourism Info:
 - How to get here
 - Important Contact info: hospitals, police, fire, emergency services
 - Blogs: Where people go to lunch / Favorite spots / Influencers (viewed as respectable part of the local fabric)
- Blogs/Narratives/Links
- Find our Alec Baldwin? Spokesperson?

Questions for Website Designer: Will there be a SHV directory? How and what links will be added? Will blogs be an option? Will there be a calendar of events?

Discussion: The group believes that **the top banner should reference “LIFESTYLE”**, and be complemented with an overall editorial of the lifestyle via a blog or other medium. The group also mentioned that having a respectable ‘influencer’ might be helpful. The question was raised why the Chamber does not provide a website. The response was that the Chamber is a membership organization and does not include all business entities, but that there are complementary areas to leverage. The Chamber is also overhauling its website for 2020.

The group prioritized the Biz Revitalization objectives discussed since November as follow:

Short-term:

Create website

Updated kiosk offering more real-time information

Create a Brand

Establish new events during the off-season and tie in to existing events, strategically aligned organizations and/or trade shows better (Dede Moan provided a list of many trade shows where the Village could be present)

- Discover Long Island – January meeting with sub-team
- February or early March: WinterFest – Diane Tucci/Glenn Vickers
- Hamptons Arts Fest
- NY Times Travel Show (Javits Center) – EH & Montauk have booth
- Hamptons Visitors Council
- Discover East End
- East End Tourism Alliance
- Travel & Lifestyle Press

Medium-Term:

- Business incentives

The focus of the next meeting will be to act on one or two additional events before the summer season.

NEXT MEETING: Wednesday, January 8, 2020 at 2PM.