

Village of Southampton - Business Revitalization Committee

November 19, 2019

Attendees: Trustee Kimberly Allan, Trustee Mark Parash, Danielle Candela, Besim Cukaj, Gloria Dios, Tom Dunn, Tom Edmonds, Sharon Kerr, Amy Kirwin, Kirsten Lonnie, Dede Moan, Robert Ross, Shannon Willey, Julie Fitzgerald
Trustee Allan welcomed the group and noted that at the suggestion of Trustee Andrew Pilaro who had attended a meeting on the arts district, there were representatives from Southampton Arts Center, Southampton Cultural Center and Southampton History Museum in attendance.

Trustee Parash provided an overview of the upcoming events for the Thanksgiving Holiday Weekend; discussed the Holiday Window Decorating Contest, mentioned that the Village was in the process of creating legislation on vacant storefront window décor and parking signage.

Discussion regarding how to get the businesses to stay open later during the 11/30 holiday event as well as during other Village events (eg. SouthamptonFest);

- Shannon Willey mentioned that there were a group of businesses that had worked together to create a “Design Crawl” on 11/30 and many others mentioned specials that they were planning on having on that day.
- The Committee discussed additional ways to promote the weekend’s events:
 - SH Inn has created a flyer which Julie will modify to include all the Decorations Committee/Village events – individual businesses cannot be listed on this flyer
 - Julie will send out an email to the Business District members with holiday flyer, info on window decorating contest and the opportunity for businesses to have a custom ice sculpture created and delivered to them for 11/30

Mr. Parash also spoke of the branding project that the Village had undertaken with members of the SouthamptonFest Committee with Dead on Design to create a new logo for the Village business district. Question: Is the new logo Trademarked? Can the Village monetize the logo by allowing businesses to use it on their shopping bags?

Trustee Allan asked Gloria Dios and Danielle Candela to update the group on the social media campaign they had launched on Instagram – VisitSouthamptonVillage:

- 130 followers, 260 views
- Suggested plan for postings during the week:
Monday: special events / Tuesday: restaurants / Thursday: history (“throwback Thursday”); Friday: fitness.
Suggestion to have Saturday: “Shop Local” or “A day in the life...” but what about Wednesday?
- Suggested tagline: The Off-Season is the In-Season.
- Email account: visitsouthamptonvillage@gmail.com / suggestion for businesses to create their own posts and email for submission and to include their logo, hashtag, etc.
- Suggestion to explore creating a poll for a “People’s Choice” Award for the Holiday Window Decorating Contest

Trustee Allan discussed the proposed [visitsouthamptonvillage](http://visitsouthamptonvillage.com) – website:

- Website needs to include a basic listing for all Village businesses (retail, service, non-profit, etc.) and establish bylaws in general
- JF will invite John Lasurda of DOD be invited to attend the next meeting
- SouthamptonFest can underwrite the cost of the design as it received a grant and the SHFest website will be migrated over to this new site.

- **NEXT MEETING: Wednesday, DECEMBER 4th at 2PM**

NEXT STEPS & ONGOING:

- **Create website** - visitsouthampton.org – JF has invited John Lasurda of Dead on Design to attend 12/4 meeting
- **Social Media campaign Test**– Inventory existing media channels, i.e. radio, leverage/create new, i.e. Instagram
 - **Danielle & Gloria** volunteered to test for upcoming Festival of Lights/Fireworks
 - **Trustee Allan** to reach out to radio stations
- Work with Discover Long Island & Discover the Hamptons (off-shoot) to promote events, etc. – **Trustee Allan to set up and include Dede, Shannon & Danielle**
- Hamptons Visitors Council – **Trustee Allan** to reach out to Victoria Gorman and set up meeting
- Research SHV T-Shirt (Tagline: 11968) – **Sharon**
- Create more year round events
- Tanger Outlet – can we work with them to bring people from the outlets in Riverhead to Southampton? - (Besim and TBD, timing TBD)
- Reach out to Hampton Jitney for reverse ‘Visit SHV’ Experience and general advertising - 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 (Timing TBD)**
- Need representatives to attend tourism events – **Dede to provide known inventory**
- Need to tap into existing on-line platforms, (i.e. Infatuation bought Zagats, NYEats, etc.) – **TBD (include with Social Media team?)**