

## VILLAGE OF SOUTHAMPTON - BUSINESS REVITALIZATION COMMITTEE

December 4, 2019

**Attendees:** Trustee Kimberly Allan, Danielle Candela, Besim Cukaj, Gloria Dios, Sharon Kerr, Amy Kirwin, Kirsten Lonnie, Dede Moan, Shannon Willey, Julie Fitzgerald. Absent: Robert Ross

Trustee Allan opened the meeting and asked for a quick overview of the **Thanksgiving Holiday weekend events:**

- Consensus was that overall it was a very successful weekend with a great turnout for the Parade of Lights and Tree lighting and individual store events, including the Design Crawl and DJ at were very well received. The Ice Sculptures were a big hit as well.

### **Suggestions and comments for 2020:**

- Committee would like to ask the Decorations Committee if they would consider moving the event back one week to the first week in December.
- Signage for Parking – set up further in advance so that people are aware of street closures
- Check with Police Department as to why Jobs Lane is closed and not Main Street – could both streets be closed in the future – it was noted that many families do park on the street to “tailgate” during the parade so closing both streets would limit that ability
- Have music throughout the Village – this could be all day or just prior to the parade until 9pm
- Consider starting the event later so as to lessen the impact on retail business, especially when the event coincides during Small Business Saturday.

### **SOCIAL MEDIA UPDATE:**

Danielle and Gloria reported that the number of followers for the IG page continues to grow and all were pleased with the results. It was suggested that they also look into TikTok as well.

### **WEBSITE & SOCIAL MEDIA**

A presentation was made by John Lasurda of Dead on Design regarding the proposed Visit Southampton Village website and reviewed the following:

- Most important is any marketing campaign is having one brand and one message that is carried throughout: website, Facebook/Instagram, etc. and to keep that brand clear all platforms should be coordinated through one company.
- The design for the site would be similar to the following: <https://www.aspenchamber.org/>; <https://www.visitparkcity.com/>
- Site would include all Village businesses for a basic listing and placed within categories – there could be an opportunity to pay for an advanced listing.
- The goal would be to have it serve as a clearing house for events – although parameters will be put in place regarding how to input that information and who has ability to do so. This would need to be controlled and monitored so as not to alter the design and branding.
- The issue of ongoing maintenance was discussed and the goal would be to have Dead on Design maintain the overall site - John will get back to Julie with a monthly fee and look at options of how that could be covered.
  - Discussion regarding memberships for the businesses which would offer them an expanded listing on the site as well as tie-in to a social media including Facebook and Instagram
- Current plan is for SouthamptonFest to underwrite the cost of the design of the website as it will be home to the SouthamptonFest event.
- Action Plan: the Committee was asked to think about what they might want to see included in the website and forward comments/notes to Julie Fitzgerald

## **BRAINSTORMING/ COMMITTEE SUGGESTIONS:**

- Dede raised the concern for increasing traffic for the remainder of the holiday season.
  - Discussion by Committee on marketing and networking for holiday events:
    - Suggestion to request PSA's with WPPB and WLNG
    - Dede offered that her marketing person could draft a press release
    - Discussion regarding publicity around activities scheduled for Christmas through New Year's: cultural and shopping events.
  - Discussed the need to target second homeowners
  - Suggestion to create a Survey (using Survey Monkey) for Village businesses to get their input on various matters.
  - Discussion regarding recommendation to the Village for new outdoor kiosks (locations: Village Hall, Chamber of Commerce, Agawam Park) that would be a combination electronic/touch-screens as well as standard bulletin board – Julie will research options that can then be presented to the Board of Trustees.
  - The Committee discussed the use of the new Village logo and recommended that the Village use that logo on the trash cans should they be replaced as opposed to the Village seal. Trustee Allan will bring this to the attention of the Village Beautification Committee.
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- **UPCOMING MEETINGS: Wednesdays at 2:00PM**  
**DECEMBER 18, 2019**  
**January 8, 2020**  
**January 22, 2020**