

# William Obre

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## for Saltaire Trustee



It is with great pleasure that I announce my candidacy for trustee and humbly ask that you, the citizens of this great village, vote for me on September 15th.

Nothing in my life has shaped the man I've become more than Saltaire. A true home away from home, I've spent every summer (and quite a few autumns) for the last 32 years here. This town has given so much to me: my closest friends, mentors and even a job or two. As I look to the future of this village, I believe I can be a force of good to help secure Saltaire's bright future and give back to the community that has shaped my values, connected me with powerful role models and provided me with irreplaceable learning experiences.

I commend the current board and their work managing the town over these last two years, but I believe there is definite room for a fresh voice bringing a different perspective to the issues we face. I believe that our board needs to reflect the changing dynamics of our community while still maintaining the core values and characteristics that have made Saltaire such a vibrant and successful part of Fire Island for many generations.

For the last ten years, I've served as a strategic advisor to major financial institutions, Fortune 500 companies, NGOs, as well as state/local governments, counseling on public response while creating programs and campaigns that have driven increased sentiment and awareness. I bring extensive tech savvy and social media expertise and a fresh new perspective on the challenges and opportunities in this town. My experience handling the communications of major organizations will help bring the Saltaire Village Board into the digital era with better communication.

Justice Louis Brandeis was once quoted with "sunlight is said to be the best of disinfectants." While not directly applicable to the global pandemic we are all faced with, the quote speaks to the recent actions of this Board. We need to make a return to honesty and transparency, and I pledge that as your trustee, I will be an independent voice and force on the board, beholden to the community I serve.

Listed on the next page are my positions on what I believe to be the biggest issues currently facing the Village of Saltaire Community.

## ***Capital Improvements:***

Given the uncertainty in these challenging economic times, we need to be considerate of our expenditures. While we have enjoyed a prolonged period of low-interest rates, we can't expect that this will continue going forward. As a town, we need to be cautious in our projects and only pursue projects that provide a strong value on the investment that every homeowner puts in this village. As such, I don't believe that the proposed dock or the project at 14 Bay Prom will offer enough in the way of benefit for the town and will only add to our financial burden. As a trustee, I will fight to make sure any type of financial decision will be thoroughly vetted through town halls and other open public forums, instead of taking place in closed-door sessions outside of the public eye.

## ***Recreation Adjustments:***

Saltaire used to have a camp system that was recognized across the island. Led deftly by Chuck Jones in the 1980s and 1990s, Chuck led a program that provided a wonderful experience and the first job for a majority of our young citizens. When Chuck retired, Ted and Jen Nagengast took over and continued the stellar work, growing the camp while continuing to enhance the experience of camp for the younger generations. However, the board decided that it was in the best interest to radically change the direction of the camp and remove Ted and Jen. The result? We've had extensive turnover in camp operators and our rising costs (up 17% percent since 2017) have far outpaced net income brought in (up just 9%). If elected as a trustee, I will push for a return to a more traditional camp set up and work closely with parents to build a program that best reflects what will best serve their children.

If you elect me to be your trustee, I pledge absolute transparency in everything I do. No matter the issue, you, the citizens, will know clearly where I stand on major issues and have access to the same levels of information that I do. I will also work tirelessly to enhance the board communications processes through increased communication, better utilization of social media platforms and increased events to allow the town to voice their thoughts and opinions, so the electorate can be informed on the machinations within the town and how those decisions will impact your lives.

Let's build the future of Saltaire today and create the best version of this town that we can happily pass on to generations to come.

## ***William Obre Bio:***

With a decade of experience in integrated marketing digital strategy and communications public relations, William has advised Fortune 500 companies, NGOs, and local governments, building compelling, award-nominated public campaigns and deftly navigating crises and internal/external investigations.

A graduate of the University of Southern California, William is an active member of the New York Athletic Club and the Ocean Reef Club in Key Largo, Florida. He also serves as a junior associate of the Museum of Modern Art, a MoMA affiliate group dedicated to maintaining the MOMA as one of the premier museums in the city. When not in Saltaire, he lives near Union Square in Manhattan.