

**Broken Bow Chamber of Commerce
Retail/Marketing Committee
Tuesday, August 9, 2021**

Present: Kristy Wells, Shannon Murray, Scott Cyboron, Keely Butler, Jodene Taylor, Suzanne Glendy, Susie Walker, Julie Griebel, Stephanie Grafel

Meeting Began: 8:40am

1. **Fall Promotion:** The meeting began by diving right into doing a Retail Fall Promotion. The group agreed that November 13th should be the date. Shannon or Kristy suggested having some sort of Fall Display for customers to take pictures at in the Square or maybe inside the Chamber if the weather turned. Stephanie came up with a Catch Phrase "Fall in Love, with our Local Flair". It was undecided as to having a passport or Prize ticket sign up. Businesses were asked to continue thinking about how they would like the promotion to work and return in September with ideas.
2. **A Christmas Stroll:** Tentatively scheduled for Dec 18th. Store wide discounts or some sort of Chamber Bucks give away can be done. For the Punch card Stephanie suggested an Olaf theme, "Do you want to build a Snowman". Each Business could have a sticker or stamp to add to the Snowman. Completed Snowmen would be entered in for a prize.
3. **Marketing:** Stephanie reminded the group that this is not only a committee for Retail events, but all sorts of Marketing. If there are strategies that non-retail businesses would like the Chamber to do for promotions, bring those ideas to this meeting! We are eager to see all our businesses thrive!
4. **Melody Cards:** Scott asked if anyone had heard about BB School Melody Cards being done this year. He said in the past, businesses are usually contacted in July about continuing to be on the card. Stephanie sent a message to M. Mohlman asking about it and will bring it up at the Music Booster Meeting tonight.

With no other items to discuss, the meeting was adjourned.

Meeting Adjourned: 9:11am

Upcoming Dates to Note:

August 30th – Sept 3rd – Spirit Week – Student Council Window Painting

Sept 10th – Homecoming Pep Rally

Sept 13th – Ladies Steak Fry

Sept 20th – Men's Steak Fry

Oct 29th – Trunk or Treat/Shock the Block

Nov 13th – Fall Promotion

Nov 26th – 29th – Black Friday, Small Biz Saturday, Mega Monday

Nov 29th – Festival of Lights

Dec 18th – A Christmas Stroll

Respectfully Submitted: Stephanie Grafel, Executive Director