

**Broken Bow Chamber of Commerce
Retail/Marketing Meeting Minutes
February 2, 2022**

Present: Lola Chapin, Kristi Wells, Shannon Murray, Chas Fecht, Sid Fessler, Jeana Chancellor, Abby Mattox, Scott Cyboron, Courtney Kusek, Stephanie Grafel

Called to Order: 8:31am

- 1. Love Local:** Love Local is in full swing and ends on Thursday February 10th. All participating businesses need to have tickets into the Chamber office before we go Facebook live, KCNI Morning show at 9am on Friday February 11th. Stephanie will call businesses to remind them of ticket deadline. Businesses are asked to be present so they can draw winners for their business Gift Card or Prize basket.
- 2. Beautification:** This committee needs to be formed soon. They will oversee getting the “Welcome to Broken Bow” signs on the east and west side of town ready for plantings, the corner flower beds around the square, the Melham Park sign cleaned up and ready for summer. They also decide the colors for the flower baskets in the square. Jeana Chancellor, Chaz Fecht, and Shannon Murray agreed to be part of this committee. Stephanie will send out an email for these three along with Rick Maas and Roxann Ellison.
- 3. Business Participation:** Stephanie asked the group for ideas on how to run the current committee to attract more business participants. If moving time, location or type of meeting would meet the needs of the majority we will do that. Scott stated that noon was just not a good time as most small retailers do not have extra staff and the stores are busy then. After 5pm took out the restaurant group. Sid at KBear is short staffed and usually is on the air at the current 8:30am time. It was determined to leave the time the same for now and encourage businesses that are unable to come to send information into the Chamber if there is something that needs to be addressed. Lola suggested that Chamber staff should go to the other area businesses and invite them personally to these meetings. Stephanie agreed that this was best. The group also suggested using a group text to help remind businesses owners to attend. Stephanie will gather numbers at the end of the meeting for those she does not already have and will work on this from here on out. She will try to schedule a message for early in the week and then the morning of the meetings.
- 4. Broken Bow Gear:** This is going to be a very busy summer in Broken Bow. There are at least 3 different bike events that will be held here in town or passing through. BRAN (Bike Ride Across Nebraska) is June 5th – 11th. They will be in Broken Bow on the 8th and may be spending the night. Tour De Nebraska will be in town June 22nd and 23rd. A Lincoln group of approximately 200 are looking at being here Labor Day weekend to bicycle gravel roads. Jr High Ne State Finals Rodeo is May 19th and 20th, NBHA State Finals is June 17th – 19th. Spirit Softball will be the last part of June and State Legion Baseball is during the Custer County Fair. With such a busy summer schedule ahead, Stephanie wanted to have businesses look at stocking some Broken Bow items. Bumper stickers, bike stickers, hats, bandanas, mugs, pop sockets, shirts. Moving forward we can also discuss having items available at the Chamber office on a consignment basis. Stephanie would also like to see businesses that are not centrally located getting a little recognition with sponsoring/advertising during downtown events. I.E. Summer Celebrations, Market on the Square, Crazy Days.

With no other business to discuss the meeting was adjourned.

Meeting adjourned: 9:20am

Respectfully submitted; Stephanie Grafel, Executive Director