

**Broken Bow Chamber of Commerce
Retail/Marketing Minutes
Wednesday April 6, 2022**

Present: Jessica Burnett, Abby Maddox, Scott Breazeale, Chas Fecht, Scott Cyboron, Shannon Murray, Christy Wells, Sid Fessler, Keely Butler, Kourtney Kusek, Jodene Taylor, Lola Chapin, Suzie Walker, Tania Kreitman, Lacey Fiorelli, Stephanie Grafel

Call to Order: 8:35am

- 1. 20% off Welcome to Broken Bow Coupon:** Stephanie had Mock-up 20% coupons made to show the committee. Instead of having 2 different ones (one for hotels & one for events) she has combined them. There are less graphics and color, and a larger quantity can be printed on paper for some cost savings. Businesses are not asked to pay to be on the coupon. Each business will also have their coupon available online through the Chamber website as well. Stephanie again encouraged all businesses to check the information on the Chamber site to verify everything is good for their business. If they need help accessing the site, please call the office and Lacey and/or Stephanie can help.
- 2. April Art Show/Spring Fling 2023:** Sid gave a presentation on the idea of a Heritage/Art Festival for next April 2023. The idea is to contact the local gallery and all the local art and music teachers. Suggestions for community members to contact were Lance Bristol, Paul Loomer, Pat Hoblyn. We would like this to be a progressive showcase of multiple artist aspects, displays, vendors, music, dance, theater, poetry, heritage, both old and new, etc. Multi day event. Stephanie will call the City and the Fairgrounds to make sure there would be no conflicts there. She will then send out a Chamber wide e-mail to request volunteers for and Organizational Committee. Sid stepped forward to participate in said committee. The weekends of April 15-16 or 22-23 are what we are looking at for dates at this time. Easter is April 9, 2023.
- 3. Bow Merchandise:** Businesses and the Chamber are interested in having merchandise available for sale that is centered on Broken Bow. During the March meeting we discussed artwork for this. It was decided to have some sort of public contest. Sid suggested hosting the contest on the Chamber website if that is a current option. It will bring more traffic to the site and the businesses. We will need to have a media blitz to promote this and get it set up before school is out to help get the younger generation involved as well. Stephanie and Lacey will work on this, and we will have something available no later than next meeting.
- 4. Chamber Chatter:** Lacey is working on setting up a social post that will highlight different Chamber businesses. These will be added to our website, YouTube channel, and social media posts. She will send a message to all Chamber Members to schedule times for video interview and/or pictures. If any business has an upcoming event or change that could use extra advertising, please contact Lacey.
- 5. Back to School Bash:** Stephanie wanted to let the group know that she is working on a public event for August. It would be a way to bring back to school shopping back to town.
- 6. Additional Information:** Suzie wanted to alert everyone to the "Shop Hop" that is happening from April 1st thru May 31st. The Quilt Shack is one of the last stops on this multi county event. She wants to have the new coupons available at her shop to try and keep customers around Broken Bow a little longer and generate more business. She also is very excited about an upcoming collaboration with Kinkaiders brewing and The Smoke Shack. On August 11th there will be a Cigar and Bourbon tasting at Kinkaiders from 5pm – 8pm.

With no further business to discuss the meeting was adjourned.

Meeting Adjourned: 9:34am

Respectfully Submitted, Stephanie Grafel, Executive Director