

**Events Committee**  
**Broken Bow Chamber of Commerce**  
**November 11, 2020**

**Present:** Gavin Higgins, Deb Kennedy, Michelle Nelson, Hannah Jones, Levi French, Michaela Bissonnette

**1. Christmas Stroll**

- a. Starting to get businesses signing up.
- b. This takes place during regular business hours on Saturday, November 21<sup>st</sup>.
- c. Loup Basin is okay with this event happening since they are moving and going alone and not bundled together.
- d. Have Santa's Mailbox set up during this event so parents can drop off their letters.
  1. This should still be sanitary and able to be done.

**2. Black Friday, Small Business Saturday, Mega Monday**

- a. Will take place.
- b. Loup Basin is okay with these events happening as well due to the not gathering.

**3. Parade of Lights**

- a. Loup Basin's recommendations were to not have gatherings outside of their homes huddles together.
- b. They are highly recommending not having the parade of lights.
  1. The new DHM's go through November 30<sup>th</sup>.
  2. Festival of Lights may not be happening.
- c. Could possibly still do the Santa's Mailbox and have it sitting outside.
- d. This may not look good to have this.
  1. Gavin motions to cancel the Festival of Lights and Michaela seconds that motion.
- e. Gavin had the idea of doing a "reverse" parade and having the floats parked and having people driving to see the floats.
- f. Possibly would have 10-15 floats. Could maybe do this at the Custer County Fairgrounds?
  1. More people would maybe be able to come if they drove through one entrance and out the other entrance.
  2. Maybe have them enter in by Melham and have them go out the other entrance.
  3. Maybe have KCNI/KBBN doing Christmas music while driving through the floats!
    1. Deb and Hannah will work on the virtual parade.
    2. We will put out our new plans and let businesses.
  4. Could maybe start this a little earlier. Maybe start at 5:30PM and go until 7:00PM.
  5. We will talk with the city too and talk to them to see when they are going to turn their lights on.
  6. In the past, the Optimist has done smores, City does lights, Bruning does hot chocolate, Methodist has done caroling.

1. If businesses would like to hand stuff out, maybe they could put together a goody bag? Let businesses do it so we are not in charge of the goody bags.
7. This might give the opportunity for new businesses to even join and for businesses that usually do it to go really big and decorate big.
  1. Will stick with the Polar Express Theme.

#### **4. Christmas Bucks Promotion.**

- a. First drawing will be the first week of December.
  1. Deb will need someone here to learn how it works to do the following 2.
- b. Trying to get every business that participates a winning draw.
  1. Each person that wins can only win once during the promotion.

#### **5. Banquet**

- a. The entertainment team has selected entertainment.
  1. Lauren is going to check to see if they need a deposit.
  2. Cobblestone is donating a room for the entertainment
  3. The entertainment costs \$2,500 exactly.
- b. The down-payment has been made for the banquet.
  1. Someone will need to go out to pick out decorations/table cloths/etc.
- c. SurveyMonkey for these awards need to be going out soon.
- d. Will need to send out for the Anniversary businesses and the recap goes in all of the programs.
  1. There is a template for the program.
- e. Even if there can't be a banquet, the businesses should get awards.

#### **6. Tiffany Theater Commercials**

- a. Need photos updated each month.
- b. Deb will get December's taken care of.