

Broken Bow Chamber of Commerce Board Meeting
May 30, 2018

Present: Melissa Garcia, Mike Hunsberger, Travis Barker, Shantel Daake, Logan Girardin, Jeremiah Luebbe, Eric Zimbleman, Abby Hilkemeier, Lauren Long, Deb Kennedy, Joni Kaczanowski

Guests: Andrew Ambriz, Leanne Gamet, Jessica Weeder

Absent: Don Paris, Tammy Schall

Meeting opened at 12:05 pm

Call to Order

1. Approval of April Minutes
 - a. Motion by Lauren to approve, seconded by Shantel, approved by unanimous vote
2. Financial Report
 - a. Shantel reported that businesses with outstanding balances have been contacted to collect dues
 - b. Currently around \$5,600 outstanding
 - c. Deb would like to sit down with some of the businesses who are not paying their dues to have a conversation to discuss their reasoning

Committee Reports

1. Education
 - a. The Education committee has not been meeting which has been partly due to waiting on the arrival of the new superintendent
 - b. Deb discussed a new online marketing opportunity for businesses that she has been collaborating with Mitch Hunt (Huntrex) to create
 - c. Melissa discussed the importance of the Chamber becoming a business resource center for the community
2. Events
 - a. A calendar has been put together by Deb with all Chamber events included. This will assist in knowing when planning for upcoming events should begin
 - b. Steak Frys
 - i. It has become apparent that July is a very busy month for Chamber events, so it was proposed that the Men and Ladies Steak Frys be moved to August because of less conflicts
 - ii. Motion by Mike to move Steak Frys to August, contingent upon checking with the cooking and planning crews, seconded by Abby, approved by unanimous vote
 - c. Market on the Square
 - i. Deb gave an update on the vendors for the event and shared that we are expecting two new vendors in the next few weeks—The Secret Garden and a gentleman that sells produce from the Holdrege area
 - d. Third Thursdays
 - i. The June Third Thursday event will be sponsored by Custer Care and area senior living facilities as an Alzheimer's/Dementia awareness event
 - ii. Deb also discussed the upcoming entertainment and sponsors for the rest of the summer
 - e. Crazy Days
 - i. Lauren shared a tentative schedule for Crazy Days and discussed that they are looking for sponsors
 - ii. Melissa discussed the 5k Run/Walk "Racing Through Time" that the Chamber is planning
3. Retail & Marketing
 - a. Deb discussed the Adopt a Business event that the Chamber is organizing on July 12th during Crazy Days
 - b. Every business on the square has been visited to discuss the opportunity to Adopt a business and the feedback was positive from the business owners; the businesses will have the option to extend Adopt a Business to Friday and Saturday of Crazy Days

- c. Deb plans to visit with the businesses on the square again next week to form a plan and create a list of possible non-profit, home-based, and off-the-square businesses
- 4. Tourism & Accommodations
 - a. The Rural Futures interns, Leanne and Jessica, discussed their progress on how to get Sturgis goers to shop, eat, and stay in Broken Bow on their way to or from Sturgis
 - b. They have contacted about 20 businesses in Sturgis and are waiting to hear back
 - c. An idea was proposed to work with the businesses in Sturgis and have them offer a coupon to a Broken Bow restaurant for example
- 5. Directory
 - a. Deb reported that the new Chamber directories have been distributed to the businesses around the square and that Joni took them to the Brochure Swap in McCook; directories will continue to be distributed in the community in the upcoming weeks

Old Business

- 1. Payroll
 - a. Connie Ulmer has officially been hired to handle payroll for the Chamber
- 2. By-Laws Signatures
 - a. A few Chamber Board members still need to read and sign the new By-Laws

New Business

- 1. Ribbon Cuttings/GROW BB Awards
 - a. Deb discussed many upcoming Ribbon Cuttings and GROW award possibilities including Walker Enterprises (Cleaning, Smoke, and Quilt Shack), McDonald's, and the Arrow Mini Mall
- 2. NTV/Fox Promotions
 - a. A discussion was held regarding the digital and broadcast promotions that have been discussed to be paid for in collaboration with the City of Broken Bow
 - b. Chamber members expressed concerns that the suggested commercial (Through my Eyes) is too lifestyle directed and does not reflect the retail aspects of Broken Bow
- 3. Brochure Swap 2019
 - a. Joni made contact with a few people in McCook at the Brochure Swap and they expressed an interest in having Broken Bow host the event next year
 - b. Julie Hueftle has offered to help submit the bid for the event
 - c. The Chamber would like to suggest to the Brochure Swap committee to hold the event on a Thursday and Friday instead of a Tuesday and Wednesday so that it could coincide with the first Third Thursday event of the season
- 4. State Fair
 - a. Andrew Ambriz shared information about booths being set-up at the State Fair (August 24 – September 3) to represent various Custer County towns
 - b. The committee is meeting tomorrow to discuss plans further
- 5. Volunteer for the Barn for the Summer
 - a. The Barn has inquired about having the administrative assistant volunteer at the Barn one afternoon a week, however the Chamber board does not feel like it is a good idea at this time
- 6. Other
 - a. Mike discussed that lunch will be offered at future Board meetings for around \$8 each

Meeting adjourned at 1:12 pm