

**Broken Bow Chamber of Commerce
Board of Directors Meeting
October 24, 2018**

Present: Melissa Garcia, Mike Hunsberger, Travis Barker, Shantel Daake, Eric Zimbelman, Abby Hilke-meier, Lauren Long, Tammy Schall, Don Paris, Jeremiah Luebbe, Andrew Ambriz, Brent Clark, Terri Licking, Deb Kennedy, Joni Kaczanowski

Absent: Logan Girardin

Call to order at 12:01 pm

1. Approval of September Minutes

- a. Motion by Don, second by Abby, all in favor, none opposed

2. Financial Report

- a. Shantel reported that there was little activity this month. Upcoming membership dues payments, grant applications, and budget review will impact the financials in the upcoming months
- b. Financial report approval motion by Mike, second by Jeremiah, all in favor, none opposed

3. Guest speaker – Terri Licking from Sandhills Byway

- a. The proposed Art Show in 2021 (ANAC) will be discussed at a later date as plans are only preliminary at this point in time
- b. The 2019 Brochure Swap will take place in Seward on May 14-15
- c. Terri shared a discussion about the byway program in Nebraska and the positive impact it has on tourism
- d. She also discussed the upcoming Herefords Crossroads Reception #5 which will take place in Broken Bow on October 11-12, 2019. Terri will collaborate with the Chamber to provide welcome packets for guests, etc.

Committee Reports

1. Events

a. Shock the Block & Trunk or Treat Around the Square

- i. 43 businesses/organization have signed up to participate so far; of those 43, 8 businesses/organization will be set up on the south side of the Square for the Trunk or Treat
- ii. Deb discussed the possibility of needing more crossing guards; Don has 8 volunteers from BD signed up so far and will continue to ask people to help

b. Festival of Lights

- i. The Optimist group has volunteered to help with the fire pits, s'mores, and Santa letters this year
- ii. Brent reported that the Lions Club will be handling the parade again this year

2. Retail & Marketing Committee

a. Recap Discussion

- i. Christmas Bucks; 4 businesses have signed up so far; 50 businesses is the goal. Hometown Holiday Week ads are ready for the Chief
- ii. Black Friday/Small Business Saturday; the Chamber will continue to encourage businesses to take part in these popular sale days. Deb will be providing businesses with a list of ideas they can use to help
- iii. January/February Promotion; the original idea of a "Holiday Destination" punch card has been set aside until potentially January and February to encourage shoppers to support local businesses after the holiday season.

3. Tourism & Accommodations Committee

- a. Karen Kollars, Nebraska Tourism Representative, was the special guest
- b. She provided helpful information to help increase tourism opportunities in Broken Bow

4. Social Media Training

- a. Andrew shared about the Kearney Hub's recent proposal to hold a Social Media Training in Broken Bow
- b. Discussion was held about the possibility of having the Kearney Hub team up with local businesses that provide similar services. Plans will be discussed in the future

Old Business

1. Online/Credit Card Payments

- a. 2.9% surcharge has been approved; Travis will get the function turned on for the website soon

2. Sturgis Banquet

- a. Deb and Andrew were recently invited to attend a post-rally summit in Sturgis to share more about the Sturgis coupon card promotion; schedules did not allow them to attend, however they have plans to meet with Sturgis Rally leaders in the future

New Business

1. Ribbon Cuttings/GROW BB Awards

- a. In October, Grace & Gratitude Floral held a Ribbon Cutting and Gateway Motors was presented a GROW BB Award
- b. Hunters For Youth's Ribbon Cutting is scheduled for November 7th at Melham Pond
- c. Lillie Kate Boutique's Ribbon Cutting has been rescheduled for November 15th and Lt. Governor Foley is scheduled to attend

2. Board of Directors starting 2019

- a. Conflict of Interest Statement; draft has been sent to Board Members to read through and critique
- b. Confidentiality Agreement; will be composed as well and sent out to be proofread
- c. These two items, along with a copy of the By-Laws, will be presented to each Board Member to sign in January

3. End of Year Membership Statements

- a. Deb reported that the packets (which include the membership dues invoice, a pledge sheet, and directory update sheet) will be mailed/delivered in the next few days

4. CEDC Report

- a. Andrew reported that the main focus lately has been conversations with the Kearney YMCA to discuss the possibility of a YMCA in Broken Bow, workforce engagement, as well as housing

5. City of Broken Bow Update

- a. Brent reported that many landscaping projects have been wrapping up lately in preparation for the winter season

Meeting adjourned at 12:58 pm.

Closed session was held.