

**Broken Bow Chamber of Commerce
Retail/Marketing Committee Minutes
Tuesday, October 19, 2021**

Present: Lola Chapin, Christy Wells, Shannon Murray, Keely Butler, Jodene Taylor, Scott Cyboron, Melanie Nixon, Stephanie Grafel

Meeting Began: 8:31am

- 1. Fall Promotion:** This is scheduled for Nov 13th from 9am-4pm. Stephanie began by asking the businesses present if they are still interested in participating in this event or if it needs scrapped. There has not been much response from the emails that have been sent out and the information in the Week-at-a-Glance. Scott felt that there was no downside to do the event. Everyone agreed. Lillie Kate added their business in. Stephanie will contact a few others just to verify. Businesses need to contact the Chamber regarding what type of sales they will be running and what item they will be adding to the "Give Away Drawing". The Chamber Staff can come take pictures of the item or a picture can be sent to us. We need to get this promotion going soon!!
- 2. Nebraska Passport Program:** Lola started the discussion on Ne Passport. She was a Passport stop this year. It is a fantastic tourism opportunity for Custer County as a whole. All businesses are encouraged to apply for the 2022 Ne Passport Program. Stephanie thought the Deadline was November 1st to apply. **NOTE: (Deadline for application is actually November 30th, 2021.)**
- 3. Festival of Lights:** This is not really a Retail/Marketing event, but Stephanie wanted to remind the downtown businesses that it is coming up on November 29th, 5:30pm with parade starting at 6pm. The theme is "A Storybook Christmas". If any local businesses or organizations are interested in being in the parade, a registration form can be picked up at the Chamber or emailed to the interested party.
- 4. A Christmas Stroll:** This is scheduled for December 18th from 9am-4pm. The theme for this promotion is "Do You Want to Build a Snowman?". The Chamber will bring participating businesses "snowman pieces" to hide in each store. When the piece (i.e., carrot, tree limb, coal chunk, hat, etc.) is located then the salesperson can sign off on the passport. The prize will be Chamber Bucks that will be drawn for.
- 5. Christmas Bucks:** This was brought up in the meeting. Stephanie asked to confirm details on this promotion. Scott stated that the participating businesses gave the Chamber \$100 dollars to cover the Christmas Bucks and promotion expense. Customers would sign the back of receipts and weekly the businesses would draw two customer names to receive an equivalent amount or a maximum of \$100.00 of money spent. There are 3 weeks of drawings and around \$2800 has been awarded in the past. The businesses at the meeting did not seem overly excited about doing Christmas Bucks this year. We will send out an email to the general membership to get a better sense of whether we go ahead on this promotion.
- 6. YouTube:** Stephanie and Lacey have been looking into setting up a new page for the Chamber. YouTube has become the second largest search engine worldwide and we believe this could benefit several of our members with an additional advertising venue.

With no other business to discuss, the meeting was adjourned

Meeting Adjourned: 9:14am

Respectfully Submitted: Stephanie Grafel, Executive Director