

**Broken Bow Chamber of Commerce  
Retail/Marketing Meeting Minutes  
Tuesday, November 16, 2021**

**Present:** Julie Griebel, Jodene Taylor, Chas Fecht, Scott Cyboron, Kristy Wells, Shannon Murray, Keeley Butler, Randall Corbin, Stephanie Grafel

**Meeting Began:** 8:35am

**Old Business:**

1. **Fall Promotion:** Businesses that participated; Bow Family Furniture, The Garden Center, Broken Bow Floral & Pant Studio, The Quilting Shack, Bow Booterie, Triple Blessed Boutique, Lillie Kate Boutique, Ortello Dale, Geared4Sports, Chapin's, Off Broadway, Legends. The general consensus was that the day went well. We have heard from some of the businesses with who their winners are, but not all. Lacey will call the remainder to get winners names and #'s so we can do a media announcement.
2. **Nebraska Passport Program:** Simple reminder to send in an application if the business is interested. No cost, and good for the community.
3. **Festival of Lights:** November 29, 2021. Reminder to get entries in if your business would like to participate in the parade. No cost to enter.

**New Business:**

1. **A Christmas Stroll:** December 18, 2021, from 9am-4pm. Businesses that have signed up to participate are Ortello Dale, Bow Booterie, Bonfire Grill, Chapin's, Sandhills Custom Creations, Geared4Sports, Legend's, & Varney Healthmart. Stephanie will send a reminder email asking if there are any other businesses interested. A Passport has been created for customers to take and have participants sign. Customers will look for "Snowman Pieces" at the shops and when the piece is found the employee will sign it off the Passport.
2. **Christmas Bucks:** There has been favorable response to continue with the Christmas Bucks promotion. Evans Feed, Lyne's Appliance, Chapin's, Bow Booterie, Ortello Dale, Bonfire, Varney's, Sandhills Custom Creations, Klipz and Kurlz, & Geared4Sports have signed up. Customers will begin signing up for this Nov 29<sup>th</sup> and weekly Monday drawings will be December 6<sup>th</sup>, 13<sup>th</sup>, & 20<sup>th</sup>.
3. **Black Friday, Small Business Saturday, & Mega Monday:** Stephanie was under the impression that Black Friday was not as big a business day for small town businesses. Scott spoke up for the group that this is a really great day as a lot of community members will stop at the local businesses first thing in the morning before heading out of town for other sales. He encouraged the Chamber to promote Black Friday & Small Business Saturday. Stephanie thanked him for the input. The Chamber will send out an email to all local businesses. We will make sure to advertise this event to the fullest! The Chamber will ask for business hours and sale info for this promotion.
4. **"Light it Up!" Decorating Contest:** Kristy wanted to let everyone know that KCNI/KBBN in conjunction with Gibbons Electric will be sponsoring a Holiday Lights Decorating Contest. This is open to businesses and residential. There will be 4 winners chosen. Sign up to participate in this contest by Dec 5<sup>th</sup>. Voting will go until the 19<sup>th</sup>, with the winner announced on KCNI on the 20<sup>th</sup>. Sign-ups can be done at the Chamber office.

- 5. December Meeting:** The December meeting is scheduled for the 21<sup>st</sup>. Stephanie asked if the group wanted to have this meeting or just meet earlier in January to start preparing for the Love Local Event that happens near Valentines Day. It was decided to scrap the December meeting and meet instead on Wednesday Jan 5, 2022, 8:30am.

With no other business to discuss, the meeting was adjourned.

**Meeting Adjourned:** 9:10am

Respectfully Submitted: Stephanie Grafel, Executive Director