

Retail & Marketing Meeting
Broken Bow Chamber of Commerce
Thursday February 18, 2021

Present: Ryan Anderson, Jodene Taylor, Joan Jackson, Courtney Kusek, Andrew Ambriz, Stephanie Grafel

Meeting Began: 12:04pm

Love Local Promotion:

Andrew addressed the group stating the #'s looked really good for the promotion, but input was wanted from the businesses on how it worked on their end. Jodene stated that most customers that came in didn't know there was a promotion going on. They were willing to register, and a lot of interest was created in the new B&B in town, but advertising was not very effective. The other business owners agreed that advertising seems to be a problem.

General consensus was that radio morning shows brought in more consumer feedback. Social media seemed to come in second. Stephanie suggested looking into advertising future campaigns with "Newslines" and/or "Loup Valley Shopper". Both of these are often found in waiting rooms and café locations. Newslines are updated Monday-Friday daily and the Loup Valley Shopper is done on a weekly or monthly basis. Stephanie will check into the cost and frequency of both.

Easter Egg Hunt: Tabled for next meeting

Beautification:

Ryan was concerned with the care and placement of the flower pots once they have been given to the City of Broken Bow. In the past water to the plants has been shut off for unknown reasons allowing the plants to wither and die. They are also so high on the poles they are not able to be enjoyed as much. Chamber members are spending the time and money to draw attention to our parks and are disappointed in the outcome.

Andrew will discuss with the City how this can be better managed. Stephanie asked if there was more The Chamber can do to help businesses that are not directly on the square. Ryan felt there was ample opportunity at this time. The Chamber offers spaces for off-square businesses to set up during events like "Shock the Block".

Meeting Adjourned: 12:48pm

Respectfully Submitted: Stephanie Grafel, Administrative Assistant