

Broken Bow Chamber of Commerce
Retail/Marketing Committee
Tuesday, April 20, 2021

Present: Andrew Ambriz, Amber Corbin, Susie Walker, Courtney Kusek, Keely Butler, Scott Cyboron, Melanee Nixon, Jodene Taylor, Stephanie Grafel

Meeting began: 8:30am

1. Upcoming Events in Broken Bow

- a. now-April30th – Shop Hop – 21 Quilting Stores from Scotts Bluff to Omaha -
- a. April 30th – 5:30 – 7:30pm – Sandhills Journey National Scenic Byway – Business after Hours, Earth Breaking for Sod House, Ribbon Cutting for National Designation.
- b. May 1st - 10:30am – noon - SJNSB Annual Meeting - Public Library
- c. May 1st – All Day – Disabled American Veterans - (This was supposed to be State Convention, but is now down in size to a Meeting. Expect 50 attendees.)
- d. May 1st – Youth Baseball – 24 teams
- e. May 20th & 21st – Nebraska JR High Rodeo - 130 contestants
- f. June 4th & 5th – City Wide Garage Sales
- g. June 25th-27th – Spirit Softball – 36 teams
- h. July 9th -11th - Alumni Weekend
- i. July 8th-12th – DC Lynch Carnival
- j. July 8th-10th - Crazy Days

2. Crazy Days Events

Stephanie g. asked if there needed to be any extra events during Crazy Days to make it more than just a sidewalk sale. In the past there have been contests between businesses, hot dog eating contests, BBQ Cook-offs, etc.

Scott C suggested that to do a Cook Off there needs to be more time to plan and prepare. The group felt that this may be something to do at the end of Market on the Square Sept 16th the end the season. Stephanie will work out some more details and present this at a future meeting.

The businesses in the meeting felt that Thursday was already a busy day with Market on the Square, & Summer Celebrations already happening. This year we will have the High School Rock Band “Ambition” play on Thursday afternoon. Stephanie will call Alex Wenquist to see if he and some other High School talents would like to “open” for the band. There was also a suggestion of having Cheerleaders come down and do face painting or something similar.

Andrew spoke up with the suggestion of instead of more events planned around the square, on Friday we get all retail businesses involved. We could host a “Bow Business Bingo”, “Passport”, etc. With this there could be a Grand Prize, 2nd and 3rd place for completion.

On Saturday we will be having the “Krazy 5K Kolor Run” Starting at Melham Pond and ending at Kinkaider’s.

3. Marketing

There have recently been visitors that have stopped at the Chamber looking for “Broken Bow Memorabilia”. It was brought up that Awards & More has some inventory like this, but is not normally open on Friday’s. Stephanie wanted businesses to consider having some items available during the coming months with all the events happening this summer. Amber mentioned that Car magnets, Ball caps, and Coffee Mugs have been big sellers for a business associate she knows. Stephanie asked Keely if she had pints or shirts that she kept on hand. Keely was going to look into cost for such items. Melanee said that anytime they have “Broken Bow’ shirts, the product seems to sell quickly.

4. Extras

Suzie wanted to share that she and her husband have decided not to renew their contract with U-Haul. She would love to see someone else in town take it over since the next closest rental place is in Ord. There is little to no cost in start-up, just the need for parking space. If anyone is interested she asked them to contact her at 308-870-5091.

With no other business to discuss the meeting closed.

Meeting Adjourned: 9:38am

Next Meeting: Tuesday May 18th, 2021 8:30am

Respectfully Submitted: Stephanie Grafel, Administrative Assistant