

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

Present: Kristy Wells, Shannon Murray, Scott Cyboron, Andrew Ambriz, Keely Butler, Melanee Nixon, Stephanie Grafel

Meeting Began: 8:41am

1. Crazy Days – July 8th-10th, 2021

a. Stephanie began by asking the retail business members how they felt Crazy Days went retail wise. Everyone seemed to have good sales and felt that the activity on the Square was well received. The level of excitement and activity needs to be kept up. Consider adding to the activities for next year by including some events/vendors on Friday. Maybe ask the hospital, Custer County Foundation, 4 County Kids to add more to the event. Consider a continued music theme, or other contest, park picnic...?

3. Spirit Softball – June 25th- 27th

a. The passports that were handed out this year were not utilized much. This was somewhat of a disappointment for the effort that was put into them. We will consider doing something like this still next year, but try to promote it better.

4. Fair Parade – July 31st, 2021; 5pm line-up, 7pm start

a. The Parade theme is “Celebration!”. Craft & Food vendors are invited to be on the Square that afternoon starting at 3pm. Stephanie asked if Square businesses would be extending their hours for Custer County residents to shop before the Parade starts. Melanee & Scott both were interested in doing so. We will contact the other businesses to try and have a cohesive closing time for customers that would like to shop that day.

5. Fall Promotion

a. It was discussed in the meeting at instead of “A Christmas Stroll”; it would be nice to have something earlier in November. This is a month that most retail businesses are slow until Black Friday rolls around. The first weekend of November has One Box and State Volleyball, but the second Saturday, November 13th, would be open. The thought was to try a promotion geared toward Fall instead of heading straight into Christmas. Ideas are needed! Maybe a catchy phrase; all businesses chipping in for a local dinner & movie prize; or a cozy blanket & bottle of wine prize package; “Fall in Love, with our Local Flair!”; bring your best ideas to the next meeting and we will make it happen.

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

Meeting Adjourned: 9:28am

Upcoming Dates to Note:

July 24th – Old Car Show

July 31st – Custer County Fair Parade

Aug 1st – 5th – Custer County Fair

Aug 12th – Summer Celebrations

Sept 13th & 20th – Men’s & Women’s Steak Fry

Respectfully Submitted: Stephanie Grafel, Executive Director