

**Broken Bow Chamber of Commerce  
Retail & Marketing Committee Meeting  
January 21<sup>st</sup>, 2020**

**Present:** Chas Fecht, Hannah Wolf, Jodene Taylor, Scott Cyboron, Kristy Wells, Shannon Murray, Julie Griebel, Bailey Tebow, Courtney Kusek, Judy Moninger, Andrew Ambriz, Deb Kennedy, Joni Kaczanowski

1. Deb briefly discussed the upcoming Annual Chamber Banquet on Saturday, February 8<sup>th</sup>, the Chamber Directory which will go to print in the next 6 weeks or so, and the State Chamber Legislative Updates which can be viewed online every Monday at 3 pm in Deb's office (everyone is welcome to attend). Deb encouraged the group to research two bills which could impact small businesses – LB305 and LB299.
2. Love Local Promotion
  - a. February 1<sup>st</sup>-12<sup>th</sup>
  - b. Each participating business will have a plush conversation heart (provided by the Chamber) hidden in their store
  - c. Shoppers are encouraged to visit the participating businesses to find the heart and sign up to win in various ways. See attached flyer.
  - d. Each participating business will donate a gift certificate for \$50 (or more if they wish) for prizes. Kinkaider has also donated a grand prize gift certificate for a Valentine's Day meal.
  - e. The group did decide to add a minimum \$25 purchase as a way to be entered into the drawing an additional time.
3. Coupon Cards
  - a. Hannah with Arrow Hotel asked about Coupon Cards for 2020. The group decided that one card to be distributed from the hotels, from the stores, and from the Chamber to groups would be an easy way to do it instead of having multiple coupon cards. Deb and Joni will have this all put together by the next meeting.
  - b. Bailey with Triple Blessed asked that we add store websites to the coupon cards.
4. Andrew gave an update on the YMCA
  - a. Next meeting is February 28<sup>th</sup>
5. The group also brainstormed various ideas for summer/fall promotions
  - a. Wine Festival
  - b. BBQ Fest
  - c. Car Show
  - d. Putt Putt Golf (Saturday Promotion)
  - e. Andrew also discussed having information put together for the hotels to hand out to Wedding Parties/Guests to help them navigate everything that is available in Broken Bow during their stay. This is one example of streamlining information to best market our community overall and encourage people to keep coming back.

**BROKEN ▶ BOW**

CHAMBER OF COMMERCE

Rooted. But Not Standing Still.



When you shop at any of the  
**Love Local Participating Businesses**  
between February 1st - 12th you have the  
chance to enter the Love Local Promotion!

**Each participating business will have a toy conversation  
heart hidden somewhere in their location.**

**There are multiple ways you can be entered!!**

- 1. Near the register there will be a form to enter your name, phone number and the saying on the hidden heart.**
- 2. Take a selfie with the toy conversation heart.**
  - a. Post your selfie to the Broken Bow Nebraska Chamber of Commerce Facebook page;**
  - b. Share the Love to our local participating businesses by tagging them;**
  - c. Hashtag with **#LoveLocal2020**.**
  - d. Shopping Saturday? Use the hashtag **#ILoveLocalOnSaturdays2020**.**
- 3. You can earn an additional entry with a minimum \$25 purchase.**

**The drawing will be held with a LIVE Facebook Video and broadcast on KCNI/KBBN on Thursday, February 13th. You can win gift certificates as well as additional prize packages!**

