

**Broken Bow Chamber of Commerce  
Retail & Marketing Committee Meeting  
October 20, 2020**

**Present:** Shasta Leggett, Hannah Jones, Andrew Ambriz, Deb Kennedy, Melanee Nixon, Marjean Anderson, Abby Mattox, Keely Butler, Scott Cyboron, Diane Anderson, Kristy Wells, Shannon Murray, Sally Domeier, Courtney Kusek, Terri Hunt

**Halloween**

- Will be on November 30<sup>th</sup> from 2:00PM-5:00PM
  - May need to do more of *Sidewalk Spooks* rather than allowing the kids to come into businesses
  - Maybe have businesses put the candy into the bags rather than having the kids grab the candy.
- *Trunk or Treat* will be around the square with businesses pulling up to the square
  - Will be making calls early next week to call to ask for volunteers.
- Volunteers needed to be crossing guards.
- KBEAR put together a little advertising package to be involved in an advertisement; Shasta brought to the meeting.

**Holidays**

- A **Christmas stroll** will be held on Saturday, November 21<sup>st</sup>
- Going to do the Passport idea that we did last year. Last year we had 18 businesses participate.
- Will be working on prizes: last year we did Christmas bucks.
  - A donation from each participating business will be asked for \$10 to help with the printing and advertising costs.
  - Will be figuring out the amount of prizes at the next board meeting.
- There will be a drop box in front of the Chamber door for the passports to be dropped off.
- *Black Friday, Small Business Saturday, and Mega Monday, 27<sup>th</sup>, 28<sup>th</sup>, 30<sup>th</sup>.*
  - Need to come up with creative incentive to get people to shop in town those days.
  - Rather than just discounting heavy on those days; can we do some sort of "prize" for getting them to shop around local rather than going out of town.
    - Would leave this up to the consumer to turn their receipts into the Chamber office to get "rewarded" for shopping local.
    - The following week would be when the Christmas Bucks promotion starts; gives them more incentive to shop local.
- Will fill the Chamber window with all of the ads for the local businesses and their sales they will be having.
  - Also will do the big media push along with a giant collective ad in the paper between all participating businesses.
    - Will need info here shortly to get all the info to the newspaper.
  - Deb will be sending out deadlines to businesses for the advertising.

**Festival of Lights**

- Will be on November 30<sup>th</sup> from 3:00PM-7:00PM.
- Don Wolford asked for an alternative for Santa this year; not comfortable with health concerns this year.
- Had food smores, hot chocolate- still planning on all of those things.
  - Off Broadway wants to possibly be a part of the smores promotion to help the Optimist Club; this always goes well and kids loves this.
  - Grocery Kart & Gary's donated stuff for the smores

- KCNI was the official voice for the parade; KBEAR playing music in the afternoon.
- Bruning Bank will have hot chocolate, Karen Smith possibly have her cookies.
- Some businesses stay open later to catch some more business.
- Will have Santa's Mailbox open to for letters to Santa.
  - Have already gotten volunteers to write letters back to the kids.
  - Will be in the Chamber office for a few weeks following so kids can get their letters in.
- This week kicks off the Christmas Bucks Promotion.

### **Christmas Bucks Promotion**

- **Gives away \$100 per business; all money goes to the businesses.**
- Only good at participating businesses and a list is given out of all of the participating businesses.
- Helps to further promote supporting local.
- Will run the 3 weeks prior to Christmas.