

**Broken Bow Chamber of Commerce
Retail & Marketing Committee Meeting
November 17th, 2020**

Present: Hannah Jones, Andrew Ambriz, Deb Kennedy, Keely Butler, Scott Cyboron, Kristy Wells, Shannon Murray, Lola Chapin, Marjean Anderson, Julie Griebel, Melanee Nixon, Courtney Kusek, Suzie Walker

Holidays

- **Christmas Stroll** is this weekend; passport cards will be available on Saturday.
- Simply will be people coming around to businesses; we will have box outside of the Chamber for the passports to be dropped off
- Drawing will be the following Tuesday.
- We will drop off extra passport cards to businesses sometime this week.
- **BF, SS, MM**- Nov. 27th, 28th, 30th.
 - Businesses need to get their special hours & deals to the Chamber soon so we can advertise in the windows as well as social media push.
 - The Chamber wants to do a large media push the week of.
 - The "hourly" sales this year may not be the best bet in order to avoid large crowds.

Festival of Lights

- The parade of lights in the square has been cancelled; however we will be doing a "reverse parade" at the Custer County Fairgrounds.
- We are allowing businesses to hand out candy; masked, gloves, individually wrapped treats.
 - If businesses would like to be involved, they can fill out the form.

Christmas Bucks Promotion

- Businesses need to let us know if they'd like to be involved; we will start adding names on November 23rd.
 - May have a few "late" entries this year due to COVID and unsure if they can be involved.
 - We are going to go with the flow this year and we will change as needed.
- We will be advertising for this on radio; social media; paper.
- We will need these on Thursdays at the Chamber by noon; first drawing will be December 4th.
- Businesses can decide if they'd like to keep the names on **BF, SS, MM**.
- Andrew spoke a little bit on how important it is for all of the businesses to support each other around our communities.
 - The best thing we can do is to "promote" one another and call attention to businesses that are LOCAL
 - This is the best way to try to beat Amazon. This is the best way to support retail & marketing. "Consumer Awareness"

Things coming up: businesses need to get all of the info to us about any hours and sales they are doing!