

Retail & Marketing Committee Meeting
Broken Bow Chamber of Commerce
February 18, 2020

Present: Judy Moninger, Scott Cyboron, Jodene Taylor, Julie Griebel, Keely Butler, Shannon Murray, Kristy Wells, Chas Fecht, Courtney Kusek, Andrew Ambriz, 5 BBHS FBLA students, Deb Kennedy, Joni Kaczanowski

1. Future Shopping Promotions Brainstorming

- a. Next year, we may do a March promotion instead of a February promotion
 - i. Spring Kick-Off, Luck of the Draw theme
- b. The Saturday Downtown Putt Putt Golf idea stuck with a few people so we are going to research the idea some more—Deb has a contact person she will talk to
- c. The idea of a Summer Passport card was also discussed
- d. Crazy Days (July 9-11)
 - i. Ideas to expand included a kickball tournament, bike parade, midnight swim, teen dance
 - ii. Ideas to get high schoolers and young adults involved are needed
 - iii. Volunteers are huge to make this a reality!

2. Coupon Card

- a. The 2020 coupon card was passed around to be proofread.
- b. Joni will reach out to more businesses to be included and have those who are already on the card double check their deal/information.

3. Building Updates

- a. Andrew gave short updates on the Shopko building (there are a few leads) and the Broken Bow Care & Rehab building (auction is scheduled for April 7th)
- b. The Books building is still available for sale and the old US Cellular building on the west side of the Square is also available for rent

4. Events

- a. Easter Egg Hunt in collaboration with Custer Care
 - i. Friday, April 10th
 - ii. Ideas were tossed around to make the event appealing for all ages (0-teen)
 - iii. Deb will talk to the new administrator at Custer Care to discuss ideas and changes
- b. Market on the Square will begin on June 4th (instead of in May like last year)
- c. Third Thursdays in the Square will now be called Summer Celebrations in the Square to avoid confusion when the date has to be changed
 - i. First act (June 18th) is booked—Jukebox Hero is coming back to Broken Bow