

**Broken Bow Chamber of Commerce
Retail & Marketing Committee Meeting
June 9, 2020 & June 23, 2020**

Present: Jodene Taylor, Scott Cyboron, Kristy Wells, Shannon Murray, Courtney Kusek, Andrew Ambriz, Michelle Nelson, Deb Kennedy, Melanee Nixon

Crazy Days – July 9-12, 2020

- The group definitely agrees we need to go forward with Crazy Days Sidewalk Sales and Specials, noting if there are some people who are not comfortable coming that would be their choice.
 - Ideas to entice shoppers to come early or shop over lunch:
 - Breakfast Burritos from Legends. Shannon will talk to Keely about the idea.
 - Coffee available earlier at Prairie Grounds. Andrew will talk to Barb.
 - Grab and Go Muffins and Scones at Bonfire Bakery. Deb will talk to Hannah.
 - Daylight Donuts at Gary's. Deb will talk to Matt.
 - Gary's and/or Grocery Kart – Burger Bash
- Saturday Sales – we discussed how to bump up Saturday Sales as that day is usually the lesser of the 3 days of deals. How do we capitalize on customers who are unable to shop on Thursday and/or Friday due to work schedules?
- We are going to work on a "Passport" or Bingo plan. Each participating business will put \$10 towards the cost of printing the cards for the shoppers.
 - Customers will have the opportunity to register 3 ways:
 - One entry for a completed card on Thursday;
 - One entry for a completed card on Friday;
 - Two entries for completed card on Saturday. OR
 - Participating businesses will distribute the cards for Saturday game play
 - "Code Word" for each business will be displayed on the register at each business for the shopper to write on their cards;
 - One entry for 7 code words
 - Three entries for full card.
 - Prizes:
 - Chamber Bucks
 - Other
- We will work with the local media for promotion/marketing.
 - Deb will call the Chief.
 - KCNI/KBBN will be doing remotes Thursday morning, July 9th.
 - They are working on options for everyone's comfort levels
 - Kristy and Shannon will be meeting with business owners to set up times.
 - Deb will contact Sid about promotional ideas through KBear.

- Unfortunately NO Carnival due to restrictions of the latest DHM.

Spirit Softball Tournament – July 10-12, 2020

- Scott mentioned that the Spirit Softball Tournament is still a go with potentially 30 teams traveling from all across Nebraska (35 teams total counting area teams)
- How do we not only welcome our guest but incentivize them to shop during the down time?
 - “Home Run” Challenge
 - Deals and “Steals” information will be made available at registration
 - This will be discussed at the Events Committee Meeting Wednesday June 10th, the Tourism Group Meeting to be held on Tuesday, June 16th as well as the follow up meeting for Retail & Marketing on the 23rd to get everyone on board.
- Tom Griffith information:
 - Tournament will start Friday evening with 3 teams, Saturday and Sunday will be full days of games – approximately 90 games through the weekend.
 - 36 teams with 13 players each plus families, friends and fans!
 - Games at Melham with some at Tomahawk Park.

Other News

- Reminder of the videos provided by Nebraska Business Development Center (thank you Andrew) that were sent out on an E-Blast and are posted on the Chamber Facebook Page. Andrew talked about the importance of the video that discusses the PPP, EIDL and forgiveness/repayment. Each video is approximately 20 minutes long.
- We discussed briefly the time frame to get together as a business community and commemorate the Ribbon Tying Event.
 - One suggestion was the 1st Summer Celebration Concert (hopefully August or September).

Follow up Meeting

- We will meet again on Tuesday, June 23rd at 8:30 am for follow up.
 - Information from June 23rd meeting included in the minutes.