

**Broken Bow Chamber of Commerce
Retail & Marketing Committee Meeting
September 15, 2020**

Present: Shasta Leggett, Hannah Jones, Scott Cyboron, Andrew Ambriz, Deb Kennedy, Melanee Nixon, Marjean Anderson, Courtney Kusek, Shannon Murray, Gavin Higgins, Kristy Wells, Keely Butler

Homecoming Festivities:

- Window painting will take place on September 30th- will paint from 8:30-Noon on that day, students will not go in to businesses to ask for permission
- If Bow wins, businesses will clean their windows, if they get beat, they will clean the windows. Should be done by October 19th.
- Bonfire/Tailgate Party has been cancelled.
- Pep rally will most likely be moved to the football field instead of downtown-more room to spread out. Time: A little after 1:00
- Still trying to gather info on the homecoming parade.
- Can still do a coupon when they go into the pep rally in order to bring more business to downtown that afternoon. - Could do the rest of the day until closing.
 - Agreed to give it a try just to generate any business at all.
 - Possibly Friday & Saturday.
- Need 2 more volunteers to judge the banners for the homecoming pep rally.
 - Shasta agreed to do it.

Halloween

- One Box has been moved to the same weekend as Halloween.
- **"Sidewalk Spooks"**-could do candy outside on the sidewalk, rather than having many different people walking inside of all of the stores.
 - If it's cold/bad weather-could shift to being inside the front door.
- Time: Friday afternoon from 2:00-5:00ish- would accommodate to catch most of the people within that time frame.
 - Previous years started at 3-3:30 and didn't finish until 5.
 - Starting earlier would hope to give more time for the younger kids to start earlier.
- Will do the **Trunk or Treat**
 - Deb will go before City Council to ask to block off an area of the square
 - Same time as "Sidewalk Spooks"- 2:00-5:00ish

Holidays

- A **Christmas stroll** will be held on Saturday, November 21st
 - Will do the same "passport" idea- last year had 18 businesses participate
 - Good time to do Christmas Open Houses
 - Will get Christmas Bucks out
- **Black Friday, Small Business Saturday, and Mega Monday**- 27th, 28th, and 30th.

- Andrew had the idea of a possible Chamber Bucks raffle- buy local, spend your time local, hopefully to keep people in town
 - 7-8AM get a certain prize, next hour another prize, next hour and so on
 - If you spend so much, then you get so many entries- do this on that Black Friday, Small Business Saturday weekend
 - Leave it up to the consumer to leave their receipts at the Chamber in a box at the Chamber
 - Have a minimum purchase in order to be entered- \$25 minimum purchase.
- Last year, 2-3 weeks before a small ad was created to inform citizens of what all of the businesses were doing- Deb put stuff in the window so people could see
 - Did a huge social media/media push
 - Possible collective ad in the paper? Radio stations?

Festival of Lights

- Time: usually starts at 3:00 PM & goes until 7:00 PM
- Will be on November 30th
- Had food vendors, 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
 - Grocery Kart & Gary's donated stuff for the smores
 - KCNI was the official voice for the parade
- Some businesses stay open later to catch some more business.
- Will have Santa's Mailbox open to for letters to Santa.

Christmas Bucks Promotion

- Will have \$1,000 to give out total.
- Will run the 3 weeks prior to Christmas.

Things coming up: Junk Jaunt, Mid-States Finals Rodeo, Horse Sale-all bringing more business to town