

**Broken Bow Chamber of Commerce  
Board of Directors Meeting  
September 26<sup>th</sup>, 2018**

**Present:** Melissa Garcia, Travis Barker, Shantel Daake, Jeremiah Luebbe, Abby Hilkemeier, Tammy Schall, Logan Girardin, Lauren Long, Eric Zimbelman, Andrew Ambriz, Deb Kennedy, Joni Kaczanowski

**Absent:** Mike Hunsberger, Don Paris

**Call to order at 12:04 pm**

**1. Approval of August minutes**

- a. Motion by Jeremiah, seconded by Travis, all in favor, none opposed.

**2. Financial Report**

- a. Nothing in particular to discuss this month.

**Committee Reports**

**1. Events Committee**

**a. Color Run Update**

- i. The race went smoother than the race in July due to extra volunteers from start to finish. Thank you everyone!
- ii. Excellent idea to tie the Finish Line in with Kinkaiders' Oktoberfest again this year; we hope to continue the partnership in the future.
- iii. Deb brought a request to the Board from two people who had signed up for the Color Run but were not able to attend due to a death in the family. They are requesting a refund for at least the registration fee minus the cost of the t-shirts. The Board discussed the issue at length and came to the conclusion that since the event was essentially a fundraiser they did not feel that a refund in any amount could be offered. In the past with other events such as the Run/Walk and the Annual Banquet refunds were not given. Motion for no refund made by Logan, seconded by Lauren, all in favor, none opposed.
- iv. Melissa mentioned the possibility of holding the Color Run during Crazy Days next year to avoid too many Run/Walk fundraisers throughout the summer; however the partnership with Kinkaiders' Oktoberfest has been very beneficial. This is a topic of discussion that needs to take place going forward.
- v. Melissa made a request for the Board to closely evaluate the importance of each event on the Chamber schedule at the November meeting and determine if any events can be eliminated. The summer was ultimately too packed with events for the Chamber staff and volunteers.

**b. River City Round-Up**

- i. The Chamber organized the River City Round-Up meal that was served on Monday, September 24<sup>th</sup> at the Fairgrounds to 33 people for \$6/plate.
- ii. A discussion was had about the purpose and benefit of the Chamber organizing this meal.
- iii. The Board feels that restaurants or caterers in the area could benefit more from this event.
- iv. Motion made by Jeremiah to write the River City Round-Up Committee a letter with a list of restaurants and caterers to contact for next year instead of contacting the Chamber directly, seconded by Tammy, all in favor, none opposed.

**2. Retail & Marketing Committee**

- a. A large amount of topics were discussed at the last meeting including upcoming Halloween events (Shock the Block & Trunk or Treat), Black Friday Sales, Festival of Lights, Hometown Holiday Week, and Christmas Bucks.
- b. A new idea brought up at the last meeting by Brent Clark was for the City, CEDC, and the Chamber to collaborate to create short Facebook Live videos showcasing a different business in Broken Bow each time. Businesses have been asked to opt-in for this and then a random business will be drawn the day of the video. The purpose is to showcase what the businesses have to offer and help spread the word about their products/services.

### **3. Tourism & Accommodations Committee**

- a. Karen Kollars, representative of Nebraska Tourism, will be attending the next meeting (October 9<sup>th</sup> at Noon) to help the committee brainstorm ideas to expand tourism opportunities in Broken Bow.
- b. Individuals of interest will be called in advance to invite them to this meeting.

## **Old Business**

### **1. Mid-States Rodeo Update**

- a. The Chamber received a very nice note from Dr. Scott Reynolds thanking the Chamber for selling tickets, welcoming the contestants to Broken Bow, and for helping to promote the Rodeo. We look forward to continuing this partnership in the future.

### **2. Online/Credit Card Payments**

- a. Currently the system has the surcharge set at 5% for any payments taken online, however it can be changed to any amount. PayPal automatically charges 2.9%.
- b. Motion by Shantel to change the surcharge from 5% to 2.9%, seconded by Jeremiah, all in favor, none opposed.

### **3. Banner Ads**

- a. Travis updated the Board about a feature of the system that we are not currently utilizing called Banner Ads which could essentially be another perk of Chamber membership.
- b. Banner information is pulled from the Traffic Catcher Sites (TCS) for each individual member and showcased on the Chamber website in the form of an advertisement.
- c. Chamber members could opt-in for this service and we would offer help to create a TCS for them if one is not already in place.
- d. The Executive Committee will work on clarifying the details of this service at the next meeting.

## **New Business**

### **1. Ribbon Cuttings/GROW BB Awards**

- a. Two Ribbon Cuttings have been scheduled for October
  - i. October 18<sup>th</sup>- Grace & Gratitude Floral (new Chamber member as of today)
  - ii. October 22<sup>nd</sup>- Lillie Kate Boutique (opened on September 20<sup>th</sup>)

### **2. Board Nominations**

- a. Five people have accepted their nomination to the Board.
- b. There are five open positions so a discussion was held to determine if a vote is necessary; the Board agreed that there is no need for a vote.
- c. Melissa did discuss the need for a Conflict of Interest Contract to be signed by all Board Members as a way to keep Board Members from using their position to solely benefit the needs of their business/organization as opposed to the needs of the Chamber.
  - i. Motion by Lauren to have all Board Members sign this contract, seconded by Abby, all in favor.

**3. Custer Federal Account—Third Thursdays in the Square**

- a. The account has now become inactive due to lack of use.
- b. Following discussion, the Board decided it is in the best interest to close the account and deposit the funds into the General account.
- c. Shantel offered to handle the matter.

**Meeting adjourned at 1:20 pm.**

No closed session.