

Broken Bow Chamber of Commerce
Regular Board Meeting
September 23, 2020

Present: Michaela Bissonette, Gavin Higgins, Andrew Ambriz, Lauren Long, Levi French, Michelle Nelson, Travis Barker, Carol Ostendorf, Darren Tobey, Deb Kennedy, Hannah Jones

Absent: Shantel Daake

Call to order:

Meeting was called to order by President Levi French at 4:05 pm.

1. Minutes

- a. Motion to approve August Minutes by Andrew Ambriz, second by Levi French, all in favor, none opposed.

2. Financial Report

- a. Some funds will possibly be moved from some funds to the general checking account. The virus has impacted the income that was expected. Levi called SBA about funds that were applied for & it was not pursued any further.
 - i. Talking about next year to hold events that we could make some more profit on or reduce some larger expenses. We are currently over budget.
 - ii. A lot of accounting events happen in October, so it can skew numbers from year to year.
 - iii. Did receive tax returns from 2020 from Dana F. Cole.
 - 1. If Dana F. Cole did all finances as it would simplify the tax process.
 - 2. Somebody will get in touch with Dana F. Cole to do finances, also may need to do an audit to review all finances. Maybe find out an estimate to see what it would cost us.
 - 3. The request will be made of applicable Chamber Team Members for a bid for financial processes as well.
- b. Motion to approve August Financial Report by Gavin, second by Darren, all in favor, none opposed.

3. Committee Reports

a. Retail & Marketing

- i. We are going forward with Halloween for Sidewalk Spooks and Trunk or Treat Around the Square. Will take place on the 30th starting at 2:00 going until 5:00.
 - 1. Brandy Finney will also set up a photo booth in the Square for pictures.
- ii. We are going to go forward with a Christmas Stroll, Black Friday, Small Business Saturday, Mega Monday as well as Festival of Lights. Festival of Lights theme: Polar Express Christmas.
 - 1. Darren knows a possible Santa in case Don Wolford is not available.

b. Events

- i. Homecoming Pep Rally on the 9th of October, but no Bonfire or Tailgate. Will take place on the practice field at 1:00.
- ii. Chamber Meal Deal- got bid back from Grocery Kart.
 - 1. Total Ribeye Meal Deal- \$14.28, Total New York Strips Meal Deal- \$11.28.
 - 2. Could sell each basket for \$25 (price of the ticket prices) and make a profit.

1. A motion was made by Gavin to do the New York Strips, second by Andrew, none opposed, all in favor.
3. This will take place on October 22nd. Cutoff date for October 21st.
4. Facebook & Radio, for Marketing for this event.
 1. Possible online tickets on Chamber Website.
- iii. Next month will need to decide on what prizes to be used for Christmas Stroll.
- iv. No Halloween Run due to One Box Pheasant Hunt activities on the 31st.
- v. Banquet Entertainment
 1. Hypnotist is not available.
 2. Cheng's (Heidi & Kevin) could get them for \$1,000 plus hotel room. They are available.
 3. Jukebox Hero is available that weekend as well. \$1,000 plus hotel room.
 4. Should we do something different than music?
 5. Darren, Gavin, & Lauren will form a sub-committee to come up with some options for different entertainment.
 - i. Board will give them a budget & let them go for it.
 - ii. Budget: max \$2,500. To include mileage & a room.
 - iii. A motion was made by Andrew to form this subcommittee, Levi second, none opposed, all in favor.
- vi. Levi met with tourism group that are going to champion the tourism group.
 1. These 5 businesses are going to be a collaborative effort to focus on tourism collectively.
 2. They updated our Broken Bow map for more of the tourist efforts.
 - i. The contract between the Chamber and city would give us the go to print these maps.
 - ii. These maps go out to all of the hotels, fairgrounds, Chamber, city, city welcome bag, etc.
 3. Also talked about a city type tourism event to attract people to Broken Bow. (Bowlympics)

4. Additional Communication

- a. Microsoft License expires soon.
 - i. Travis recommends updating this with a single license.
 1. Gavin made a motion to pay & update, Levi seconds, all in favor, none opposed.
- b. Update from the Executive Team from their meeting to brainstorm through the end of the year.
 - i. Executive Director Search
 1. Executive Team sat down with Levi to form a selection committee in order to find the correct fit.
 - i. This helps to have some input from outside members instead of all inside members.
 - ii. They will set a deadline for all applicants to submit a deadline for.
 1. First-round and second-round interviews.
 - iii. This helps to keep everyone informed and up to date.
 - iv. Executive Team wants to get this going ASAP.
 1. Darren said to approach people locally who would be good.
 - v. Levi will send out email with deadlines.
 1. Levi will go home & work up the email & dates.

- ii. Andrew talked about the transition that is going to happen and the disconnection between boards.
 1. Methodical board member recruitment, Member engagement, communication (internal & external), updates, success metrics (events).
 2. Use all of this as a launch pad for new director and to have something to base this on.
 3. Helps the board to know if they are being effective and more fluid & engaged rather than monthly updates.
 4. Need to take the time at the end of meetings to make sure to have open communication.
- c. Joyce Richardson reached out to The Chamber to see if anybody could help with volunteers for reaching out to visitors.
- d. Levi put out a challenge to the board members to come to the next meeting as a board or Chamber as a whole to improve upon.
- e. Also ideas on Board Members (5) that need to be filled. Need in 2 weeks.

Updates from Ex-Officio Members

1. CEDC

- a. Andrew gave brief update to the team.

2. City of Broken Bow—not present

3. Board of Supervisors—not present.

Closed Session

No closed session.

Adjourn

1. Due to multiple board members needing to leave there was not a quorum to officially adjourn the meeting. The team closed at 5:10 pm.