

Tourism & Accommodations Committee Meeting
Broken Bow Chamber of Commerce
March 10, 2020

Present: Hannah Wolf, Rick Maas, Julie Hueftle, Mike Evans, Scotti Ross, Levi French, Craig Safranek, Joan Birnie, Katie Blaser, Deb Kennedy, Joni Kaczanowski

1. Google Document

- a. Hannah is creating a Google Doc to share with the group that will include tabs for marketing plan, brainstorming, goals, SWOT analysis, event ideas, and a calendar for upcoming events.

2. Bicycle Ride Across Nebraska (BRAN)

- a. BRAN will be traveling through Broken Bow on Wednesday, June 10th on their way from Callaway to Ord.
- b. The group brainstormed ideas to welcome the group to Broken Bow
 - i. Ideas were a water/snack station in the Square, a souvenir of some type (keychain, water bottle with BB label, towel), and coupon books
- c. BRAN also has a directory/travel guide with advertising opportunities that we will be looking into to place a Broken Bow ad.
- d. Deb/Joni will email BRAN to ask a few more specific questions about expectations for quantity of people, etc.

3. Welcome Ideas for Guests Coming to Town

- a. The group discussed placing logos/welcome messages on digital signs around town to make groups feel especially welcome when they are in town

4. Other Communication

- a. Rick shared that he has recently resigned from the Chairman position of the Barn Committee and Mike Evans has taken his place. Rick will still be very involved in various projects at the Barn.
- b. Deb shared with the group the advertisement for Custer County in the most recent issue of the Roadrunner magazine.
- c. Discussion was held about organizing a "big event" that Broken Bow is known for, much like many other communities in Custer County.