

Tourism & Accommodations Committee Meeting
Broken Bow Chamber of Commerce
February 11, 2020

Present: Lance Bristol (Custer County Tourism), Stephanie Wright (City of Broken Bow), Julie Hueftle (One Box Convention Center), Michelle Nelson (Custer County Ag Society), Joan Birnie (Broken Bow Public Library), Rick Maas (Custer County Tourism, The Barn), Hannah Wolf (Arrow Hotel/Bonfire Grill), Craig Safranek (One Box, Cobblestone, Boarders, Custer County Tourism), Katie Blaser (Cobblestone/Boarders), Deb Kennedy, Joni Kaczanowski

Roadrunner Magazine Advertisement for Broken Bow & Custer County

- Will be in the March issue
- Reach is 265,000 people

Future Goals for Advertising

- Rick mentioned that there were 3 Nebraska publications that Broken Bow was not mentioned in
 - Visit Nebraska, Journey to Western Nebraska (has a new name now), and one other publication

What do we want Broken Bow's "thing" to be?

- Example: Oconto's BBQ, Gothenburg's Christian Concert, Cozad's Bands, Brews, & BBQs
- Ideas tossed around included a Demo Derby, Sturgis Hog Stop, Concert/BBQ, Craft Beer Festival
- Conflicts to consider include liability insurance, lack of lodging at certain times (Junk Jaunt weekend), volunteers needed, etc.
 - Each of these were discussed at length

Tourism Coordinator Position

- The idea of hiring a "Tourism Coordinator" was also discussed at length
- This person would represent all entities in Custer County equally to adequately represent all tourism possibilities

Next Meeting

- Tuesday, March 10th
 - 8:30 am , Chamber Office