



Minutes of the meeting  
Thursday, February 18, 2010

The meeting was held at the Benkelman Community Building, 809 Huron Street, Benkelman, NE. Members present: Ben Blecha, Scott Vanderford, Melissa Jacobitz, Hal Walker, Brenda Lutz, Judy McCune, and Monica Mercer.

1. The meeting was called to order at 7:01 pm by President Ben Blecha. Ben welcomed all those in attendance. Ben recapped the brainstorming efforts at the previous Chamber meeting and the new focus for the Chamber, 'Retail and Jobs: how to market Benkelman as a whole'.

2. Meeting Standards  
Standards were not introduced.

3. Identify Methods to Market Dundy County Retail as a whole  
Everyone in attendance offered their ideas and is listed:

- Inviting billboards at various locations along HWY
- Getting the niche businesses in the GPS catalogs
- Brochures
- Website
- Coffee shop

4. Simplified description of "Long Tail" and "Governing Dynamic" Economics

*Governing dynamics:*

A clip of the movie 'A Beautiful Mind' was played to show how things can be done differently and successfully when competing against the Walmarts of the world. Ben handed out brochures on Benkelman and Longmont, CO, where he got inspiration. Ben mentioned showcasing the Benkelman businesses at the yearly track meets with brochures on Benkelman.

*Long Tail:*

This topic was not discussed

5. Identify Dundy County Retail Stores/Products  
Everyone in attendance listed:

- Scrapbook Heaven/Bead Shop
- Sage Hill
- Rose Grove
- Wagn Tails
- Club OC
- Flower Pot
- Redroom
- Flower Magic
- Erdmans Music
- Antique
- Kayak Jak
- Mathews Chiropractic Vitamins
- Pharmacy candles

- M&T crafts
- Barbs T-shirts
- Marilyn's frames

#### 6. Identify slogan possibilities/ways of obtaining local slogan

Ben mentioned we need a slogan to encompass all of Benkelman. Monica shared with the group that North Platte has a Nebraskaland banner during the summer months leading up to the event and having a banner makes people slow down and take notice, therefore a banner promoting Benkelman with 'Shop Benkelman' to include the Dundy County fair dates would be good. Melissa shared a Facebook entry of Kelle Raile Andersons of "Unique shopping miles from ordinary". Judy shared, "Where history and hospitality meet". Hal shared, "Business outside the box". Hal also mentioned that generating traffic is the main purpose and the more unique the better off you are.

#### 7. Other:

- Ben asked Monica to take our ideas and brainstorm for a slogan and to lay out businesses in a brochure or handout.
- Events that will pull people from out of town for opportune times to hand out brochures were discussed and listed:
  - Track meets
  - Fair
  - Haigler Bluegrass Festival
  - Car show
  - Rumbles
  - School events/car windshields
  - Mail brochures to Alumni
- Ben asked everyone to think of a one sentence description or slogan of each niche business to bring to next meeting.
- Ben assigned a marketing method to everyone to research for the next meeting:
  - Inviting billboards at various locations along HWY/Signage (Hal)
  - Getting the niche businesses in the GPS catalogs (Scott)
  - Brochures (Monica & Brenda)
  - Website (Scott)
  - Events (Ben & Melissa)
- Ben asked everyone to invite a local business owner to the next meeting.

8. Next Meeting: Retail Meeting – March 4, 2010 at 6:00 p.m. The regular Chamber meeting time was moved to March 4, 2010 at 7:00 p.m.

Adjournment at 8:30 p.m.

/s/ Melissa Jacobitz, Secretary DCCCD