



Retail Meeting

Thursday, March 4, 2010
Benkelman Community Building

The meeting was held at the Benkelman Community Building, 809 Huron Street, Benkelman, NE. Members present: Ben Blecha, Meghan Pursley, Melissa Jacobitz, John Lemon, Wyatt Lemon, Bob Prangley, Cheryl Prangley, Monica Mercer, Hal Walker, Judy McCune, and Marty Hughes.

1. The meeting was called to order at 6:01 pm by President Ben Blecha. Ben reviewed the previous meeting.
2. Meeting Standards
Standards were not introduced.
3. Brochures

Monica presented several, very clever, handouts she designed which are made of a heavy cardstock with a high gloss on both front and back. There were several eye-catching designs for the front and a simple detail description of some of the niche businesses in Dundy County on the back. Monica gave the pricing for the production of these handouts:

handouts	cost
500	\$219.00
1,200	\$279.00
2,500	\$339.00
10,000	\$649.00

The responsibility of the cost of the production and creation of these handouts was discussed and having the featured businesses contribute. Monica also mentioned that the regular tri-fold brochures would be more expensive. Bob mentioned that a way to get people to retain and respond would be to have a code on the handouts that they could check on the website and possibly win a gift certificate to a store. He also mentioned having a blog for people to submit their opinions and from that be in a drawing for a gift certificate. Monica suggested that people sign-up on the website be entered for local coupons. Ben mentioned compiling an email list of people who sign up at the chamber website and of current customers for purposes of a monthly gift certificate drawing to keep people coming back.

Hal suggested that several small orders of the handouts be placed to utilize all of the clever designs Monica produced and also leave opportunity to make changes. Marty mentioned including the businesses websites on the handouts. Ben mentioned that there could be one website created to include a link to all businesses. Marty also mentioned that the gorilla marketing technique be used between all county businesses to promote networking. Ben asked everyone to vote for the handout they would like to start with and handout with the image: 'Turn for the unexpected' had the most votes.

4. Events

Melissa mentioned that she spoke with the high school about passing out the handouts at up-coming school events and that was OK'd by the high school. She also mentioned that the group should decide which handout they want and when and where they want to start passing them out and she would go back to the high school to get that set-up. Ben listed many up-coming local events including school events. It was mentioned that handouts be passed out to everyone including local residents. Meghan mentioned going to events outside of Dundy County and that the handouts be presented to people at the beginning of an event so they will really check it out while they are waiting for an event to start.

5. Signage

Hal shared information on tourist oriented directional signs aka TODS. TODS have set regulations and have an annual fee. Ben mentioned that these signs may defer from the niche group marketing effort. John and Monica also mentioned attention-getting signs in Wauneta and Curtis. Attaining a billboard was questioned and Ben asked Melissa to research the availability of a billboard.

To summarize:

- The responsibility of the costs of the brochures is tabled until the next meeting.
- Ben asked that any current mailing list be given to Meghan to start building a general list.
- Ben stated that for each meeting five minutes be set aside to discuss local gift certificates and what every business is willing to do. Tabled until next meeting.
- Signage: TODS vs. billboards, Melissa will check with the City and Lamar on billboard information

6. Red Carpet Education-NE Extension <http://redcarpetservice.nebraska.edu/>

Ben discussed this class we could take to help us lead and put us in the right direction to help with marketing. He is unsure of the cost. There is also online training of 8 modules at 15 minutes each or we could bring someone out to do two sessions, each 2.5 hours. Tabled until next meeting.

7. Other

Bob mentioned that we consider the Nebraska Rural Living website since it provides their current mailing list.

Marty suggested that pictures be sent to Nebraska.tv to increase website flow

Judy mentioned a free class for the chamber that she signed up for with hometown radio

Ben suggested carpooling if anyone is interested in the Imperial class

Melissa asked that everyone bring their own copy of the previous meetings minutes

Next Meeting: Regular Meeting – March 18, 2010

8. Adjournment 6:55

/s/ Melissa Jacobitz, Secretary DCCCD