



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's Board of Directors was held

**Thursday, February 28, 2019 at 8:30 am**  
at Historic Strong Building Conference Room,  
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

	AUG	SEP	OCT	NOV	DEC	FEB
ASHLEY-HOPPE	X		X		X	X
BUCCIFERRO	X	X			X	
CLEWER			X	X	X	
EICKSTEAD	NA	NA	NA	NA	NA	X
HERNANDEZ	X		X		X	X
JACOBSEN	X	X	X	X	X	X
KELLEY	X					
KNUEPPEL	X	X	X	X	X	X
LAMOREUX		X	X	X		X
MARQUETTE	X		X	X		
OBERSHAW	X	X		X	X	
PACKARD				X		X
WILSON	NA	NA	NA	NA	NA	X
EL-AMIN	X	X	X	X	X	X
CRIBBS	X	X	X	X	X	

**1. Call to Order and Roll Call**  
8:35 am.

**2. Review and Approval of December 20, 2018 Meeting Minutes**  
Motion: Jacobsen. Second: Packard. Motion carried.

**3. Review and Approval of December and January Financials**  
Motion: Hernandez. Second: Jacobsen. Motion carried.

**4. Strategic Plan Draft Review**

El-Amin reported that the Strategic Plan session went very well with Errin Welty, WEDC, facilitating. There were 15 staff, committee and board members present. El-Amin reviewed the Strategic Plan and will take it to each of the committees for review and bring it back to the Board in March for formal approval.

**5. Updates**

**a. Promotions**

**i. Annual Dinner Recap**

El-Amin reported that there were over 100 people at the dinner, which was impressive since we had to move the meeting due to weather.

**ii. Farmers Market**

El-Amin reported that the Annual Meeting will be held on Thursday, March 7<sup>th</sup> with two sessions. Attendance RSVPs are still coming in.

**iii. Spring Wine Walk**

El-Amin reported that we have sold 90 tickets so far and are in need of about 10 volunteers to help with registration. Ashley-Hoppe reported that they are doing a giveaway with two tickets and a hotel night stay at Hotel Goodwin as they are the wine glass sponsor.

**iv. Easter Eggstravaganza**

El-Amin reported that we are working on the logistics of the event and are asking businesses and nonprofits what they would like to provide. Jacobsen mentioned that City of Beloit Parks & Rec are looking for ways to use their obstacle course and may want to participate.

**b. Economic Vitality**

**i. Business/Property Owner Meeting**

El-Amin reported that our last meeting didn't have many in attendance so we are sending out a survey to all the business and property owners to see if there is a better time of day and better day of the week to hold the meetings.

**ii. Business Updates**

El-Amin reported that Attic Quilts had closed in December and Beloit Cabinetry has already leased the space and hopes to be open by mid-March. Royalty Lounge is closing at the end of this month per the property owners. Grand Avenue Pub has listed their business for sale.

**c. Design**

**i. Grants**

El-Amin reported that one sign grant has been given to Attentive Counseling and one façade grant has been given to Walnut Creek.

**6. Executive Director's Report**

- El-Amin would like to make sponsor benefit changes to include giving out 5 tickets to Street Dance and Oktoberfest to event sponsors; allowing Platinum sponsors of the Beloit Farmers' Market to have a booth during the month of March; giving out 5 tickets or a table to event sponsors of Fridays in the Park. Motion: Wilson. Second: Hernandez. Motion carried.
- El-Amin requested that we donate the DBA portion of the rental of the Showmobile to YWCA for their Juneteenth event to be held in June. Motion: Jacobsen. Second: Lamoreux. Motion carried.
- El-Amin would like to plan a Downtown Beloit Business Day at the Beloit Snappers game on Sunday, July 28 and purchase 100 tickets to start with to give out to businesses on a first come basis. Motion: Wilson. Second: Packard. Motion carried.
- El-Amin reported that DBA now has an app on Distrx where businesses, events, parking, attractions, and other information will be added. This will allow an interactive experience with DBA. This app is free because we are a Main Street Member Community.
- El-Amin reported that the SEO is going well. We will have a formal executive report at our next meeting and each meeting going forward.
- El-Amin reported that Visit Beloit has given us an opportunity to participate in Burlington's ChocolateFest this year and have given us Sunday, May 26<sup>th</sup> to be there. We will plan to staff it the entire day by asking businesses if they would like to participate with us. The cost is \$50.

**7. Adjourn**

9:48 am. Motion: Lamoreux. Second: Wilson. Motion carried.