



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, April 25, 2019 at 8:30 am

at Historic Strong Building Conference Room,
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

	SEP	OCT	NOV	DEC	FEB	APR
ASHLEY-HOPPE		X		X	X	
BUCCIFERRO	X			X		
CLEWER		X	X	X		X
EICKSTEAD	NA	NA	NA	NA	X	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	X
MARQUETTE		X	X			X
OBERSHAW	X		X	X		x
PACKARD			X		X	x
WILSON	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

8:37 am

2. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

Motion: Hernandez. Second: Clewer. Motion carried.

3. Reconvene in Open Session

Motion: Jacobsen. Second: Hernandez. Motion carried.

4. Review and Approval of Executive Director's Performance Evaluation

Motion: Hernandez. Second: Kelley. Motion carried. The board discussed and agreed to give a \$2,000 bonus to El-Amin and a \$1,500 bonus to Cribbs. Motion: Malinda. Second: Hernandez. Motion carried.

5. Review and Approval of February 28, 2019 Meeting Minutes

Motion: Obershaw. Second: Marquette. Motion carried.

6. Review and Approval of Financials

Motion: Kelley. Second: Packard. Motion carried.

7. Strategic Plan Draft Review & Approval

Motion: Jacobsen. Second: Hernandez. Motion carried.

8. Updates

a. Promotions

i. Spring Wine Walk Recap

Obershaw reported the event was a success. This year we sold an additional 100 tickets. Approximately 20 people did not show. The committee has already discussed incorporating a VIP ticket option which would allow for a special section with appetizers and gifts. The committee also discussed having a table separate from check in that would allow for people to purchase or sell any tickets from those that are no longer able to attend. Eickstead suggested that she could be a second registration check in location if we were interested. El-Amin reported that 41% of the attendees were from Beloit.

ii. Easter Eggstravaganza Recap

El-Amin reported that the event was a success. The feedback so far from businesses has been positive. This year with no inflatables we invited non-profit organizations to participate by setting up a booth in the gantry park required to offer games.

iii. Farmers Market

El-Amin reported that new this year platinum sponsors have the ability to set up a table during a Saturday in May. On May 18, various city entities will be setting up on most of Grand Avenue to celebrate Department of Public Works Week. We also now have the 2019 Beloit Farmers' Market poster available for purchase.

iv. ArtWalk

El-Amin reported that the event is coming up on May 10th. Staff is busy matching downtown businesses with artists.

b. Economic Vitality

i. Business/Property Owner Meeting

El-Amin reported that the last meeting was held here in the Strong Building conference room with Walnut Creek Apparel & Gifts providing the elevator speech. El-Amin reported she sent 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 in order to increase attendance. The survey results suggest the current day and time work well. However, after expectantly needing to change the meeting to a Wednesday, attendance had increased. Going forward we would like to host the meeting on Wednesdays to see if this will help.

ii. Business Updates

El-Amin reported the following updates:

- Beloit Cabinetry is hoping to be opened by May 4th.
- J & G's Coins, Rings, and Things moved to 419 E. Grand Avenue.
- A new tenant just signed a lease for 421 E. Grand (formerly Liberty Tax). The business will be a music school and construction company.
- Mikes Roadhouse has new owners and the new name will be Pig Iron Pub & Grub.
- 100 E. Grand (formerly Fat Wallet) had a roof leak so a dumpster has been placed out front while they clean up and make repairs.
- Royalty Lounge closed. The new tenant is also the owner of House of Lexx Tattoo. The business will be a bar with a focus on arcade games. The business name is Gameland.
- Fresco Fajita House has been doing some interior remodeling.
- Re/Max Realty located at 310 State Street is still under construction. They are hoping to have it completed by May 4th.

c. Design

i. Grants

El-Amin reported that two façade grants and two sign grants have been awarded so far in 2019. Knueppel reported that we are in need of a board member to sit on the Design Committee if anyone is interested.

9. Executive Director's Report

- El-Amin reported that we are still in search of sponsorship for the year. Knueppel read off a list of potential sponsors with board members offering to reach out to them.
- The City of Beloit is requiring that we take out special events liability insurance for Street Dance and Oktoberfest each year. The quote for liability insurance for Street Dance would be \$1,174. El-Amin is still waiting for a quote for Oktoberfest. The City of Beloit has stated that they will pay for 2019 insurances.
- El-Amin reported that she will create a flyer for the Downtown Beloit Day at the Snappers, which will be sent to all downtown Beloit businesses. As a recap the board agreed to purchase 100 tickets. Downtown Beloit employees will get free admission for themselves and a guest.

10. Adjourn

9:58 am. Motion: Jacobsen. Second: Lamoreux. Motion carried.