



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, August 22, 2019 at 8:30 am**

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

	FEB	APR	MAY	JUNE	JULY	AUG
<b>ASHLEY-HOPPE</b>	X		X	X	X	X
<b>BUCCIFERRO</b>						X
<b>EICKSTEAD</b>	X	X	X	X	X	X
<b>HERNANDEZ</b>	X	X	X	X	X	X
<b>JACOBSEN</b>	X	X	X	X	X	X
<b>KELLEY</b>		X	X		X	
<b>KNUEPPEL</b>	X	X	X	X	X	X
<b>LAMOREUX</b>	X	X	X	X	X	X
<b>MARQUETTE</b>		X				
<b>OBERSHAW</b>		x	X	X	X	X
<b>WILSON</b>	X		X	X		
<b>EL-AMIN</b>	X	X	X	X	X	X
<b>CRIBBS</b>		x	X	X	X	X

**1. Call to Order and Roll Call**

8:34 am.

**2. Review and Approval of July 25, 2019 Meeting Minutes**

Motion: Jacobsen. Second: Obershaw. Motion carried.

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Jacobsen. Motion carried.

**4. Review and Approval of Grant Application**

El-Amin reported that we would like to pursue the purchase of a speaker and sound system that would enable music to be played throughout the downtown. In order to help fund the project El-Amin would like to apply for a Visit Beloit grant. On Monday, August 19<sup>th</sup> the Beloit City Council approved for her to apply for a Visit Beloit grant of up to \$7,500. She will also be entering for \$3,000 through the League of Municipalities. El-Amin noted there would be a shortfall of about \$4,000 that the board would need to decide how to make up the difference should they approve for El-Amin to apply for the grant. Motion: Bucciferro. Second: Hernandez. Jacobsen abstained. Motion carried.

**5. Review and Approval of Incoming Board Members**

El-Amin reported that Nicole Clewer and Jim Packard both have resigned from the board. After discussing all nominations, the Executive Committee recommended nominating Dennis Senz of Senz Insurance and Dan Reimer of Ace Hardware to fill the two open board positions. Although Tasha May applied and was not selected to join the board, the committee would like to see if she would be interested in joining the Economic Vitality Committee. Motion: Hernandez. Second: Lamoreux. Motion carried.

## 6. Updates

### a. Promotions

#### i. Celebrate Weekend/Street Dance Recap

Obershaw reported that we exceeded our budgeted income for the event with increases in attendance and beer sales. Feedback from those that attended the event indicates that we need to look at expanding the foot print to accommodate the increase in people. The committee is discussing ways to improve the event for next year.

#### ii. Farmers Market

Obershaw reported that the interns just completed surveying and counting patrons on Saturday, July 20 at the market. El-Amin should be receiving the total counts and patron survey responses by next week.

#### iii. Fridays in the Park

Obershaw reported that our new average is 194. The event has been going very well this year.

#### iv. Oktoberfest

Obershaw reported that we are still in need of volunteers noting that Cribbs continues to send out our updated volunteer needs weekly.

### b. Economic Vitality

#### i. Business/Property Owner Meeting

El-Amin reported that the last meeting was held on Wednesday, August 7<sup>th</sup> in the Strong building conference room. Dennis Senz from Senz Insurance presented an update on how cross promoting other downtown Beloit businesses have been going. The Interim Fire Chief also provided a presentation. The next meeting will be held on Wednesday, October 2<sup>nd</sup> at Beloit Regional Hospice. Britney McKay of Beloit Regional Hospice and Edie Baran of Beloit Janesville Symphony Orchestra will be speakers.

#### ii. Business Updates

El-Amin reported the following updates:

- 108 W. Grand Avenue (formerly Totally Tan) has an interested party that would like to open a consignment shop.
- There is an interested party looking at opening a business at 414 and 416 Pleasant St.
- Turtle Creek Bookstore will be closing the end of May 2020. El-Amin has had some interested parties contact her about the space.

### c. Design

#### i. Grants

David Siekierski, owner of Bagels & More was approved for signage for his back entrance by the Design committee at yesterday's meeting. El-Amin reported that we will be ordering two window decals and one door decal for our office. One decal each will be placed in the top windows of Cribbs' and El-Amin's offices. We will not be using grant funds for this project.

## 7. Executive Director's Report

El-Amin reported the following:

- The September Executive Committee meeting will be moved to 8:30 am as El-Amin will be attending a workshop in Tomahawk and will need to leave early afternoon.
- El-Amin reported that she will be attending a conference in Virginia, so the October board meeting will need to be moved.
- Visit Beloit is moving forward with their plans to purchase and renovate the former Angel Museum building.
- Beloit is due for a Wisconsin Main Street Technical visit. El-Amin will be working with the Wisconsin Main Street Staff to implement this visit.

- 200 W. Grand will be a complete tear down. The current proposal of the space will include three separate buildings containing 50 loft style apartments each. The first building is scheduled to be open by spring of 2020.
- 80/100 E. Grand is now a complete tear down that is scheduled to take place in about 2-3 years.
- Hendricks plans to build row houses at 511 Public Avenue.
- 18 writers from many well-known magazines were in town for a couple of days touring various businesses and attractions. El-Amin reported that she gave a tour of Downtown Beloit to the group and it went well.
- El-Amin and Cribbs will be attending the Beloit College Community Connection Day event that will be held today at the Beloit College campus from 3:30-5:30 pm

## **8. Adjourn**

10:04 am. Motion: Hernandez. Second: Bucciferro. Motion carried.