



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, September 26, 2019 at 8:30 am
at Historic Strong Building Conference Room,
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

| | APR | MAY | JUNE | JULY | AUG | SEP |
|---------------------|-----|-----|------|------|-----|-----|
| ASHLEY-HOPPE | | X | X | X | X | X |
| BUCCIFERRO | | | | | X | X |
| EICKSTEAD | X | X | X | X | X | X |
| HERNANDEZ | X | X | X | X | X | |
| JACOBSEN | X | X | X | X | X | |
| KELLEY | X | X | | X | | X |
| KNUEPPEL | X | X | X | X | X | |
| LAMOREUX | X | X | X | X | X | X |
| MARQUETTE | X | | | | | X |
| OBERSHAW | X | X | X | X | X | X |
| RIEMER | N/A | N/A | N/A | N/A | N/A | X |
| SENZ | N/A | N/A | N/A | N/A | N/A | |
| WILSON | | X | X | | | X |
| EL-AMIN | X | X | X | X | X | X |
| CRIBBS | X | X | X | X | X | X |

1. Call to Order and Roll Call

8:32 am.

2. Review and Approval of August 22, 2019 Meeting Minutes

Motion: Lamoreux. Second: Eickstead. Motion carried.

3. Review and Approval of Financials

Motion: Kelley. Second: Marquette. Motion carried.

4. Updates

a. Promotions

i. Farmers Market

Obershaw reported that the interns have finished counting and surveying for this year. Unfortunately, the information was not compiled as instructed. El-Amin is working with Brian Morello of CELEB to improve the process for next year. El-Amin reported that the farm visits for Beloit based vendors that are growing their own produce will be conducted on October 3rd and 4th. The goal is to complete 6 farm visits this year with the remaining to be completed next year. Our part time Streetscape Coordinator damaged a Farmers' Market Vendors vehicle with the golf cart. The estimated damage is \$730. El-Amin is working with the vendor and the City to file the claim.

ii. Fridays in the Park Recap

Obershaw reported that our year end average is 186 meals served weekly. We have also exceeded our budgeted income for the event.

iii. Oktoberfest Recap

Obershaw reported the weather was good. El-Amin sent an email to all board and promotions committee members with the final numbers. Both

attendance and beer sales saw a decrease. We saw a 3% increase in sponsorships. We ended up exceeding our budgeted income.

iv. Fall Wine Walk

Obershaw reported that there are 156 tickets left of 400. We will need volunteers to help check in the attendees and to pass out the wine glasses and event brochures. Cribbs noted that she will be sending an email to all board and committee members to see if anyone is able to volunteer.

v. Halloween Costume Parade & Party

Obershaw reported that this event will take place on Saturday, October 26th which is also the last day of the Farmers' Market. Cribbs noted that she will be sending an email out to our volunteer database to recruit volunteers.

b. Economic Vitality

i. Business/Property Owner Meeting

Eickstead reported the meeting was held on Wednesday, October 2nd at Beloit Regional Hospice. Britney McKay of Beloit Regional Hospice and Edie Baran of Beloit Janesville Symphony Orchestra were speakers. El-Amin reported that the business surveys were either emailed or mailed to those without email. The survey consists of 10 questions and asks questions like how many employees they employ and what types of challenges they face. Knowing their challenges allows us the opportunity to schedule speakers at future business/property owner meetings to address the challenges. Bucciferro noted that he did not open the email and suggested to change the header of the email to something that would entice the receiver to open the email.

ii. Business Updates

El-Amin reported the following updates:

- It has been reported that 435 E. Grand Avenue (formerly Suds O'Hanahan's) has an offer to purchase. This has not been confirmed. Unfortunately, due to all the rain in the last month, the building façade has started to give way.
- 108 W. Grand, formerly Totally Tan is still available.
- 430 E. Grand, Suite 104 (formerly Cup and Cake Bake Shop) is still available.
- Grand Avenue Pub is still for sale.
- Medical Grade Esthetics and IV Therapy has opened at 136 W. Grand Suite 101.
- There is an interested party hoping to open a brew pub and BBQ restaurant 416 Pleasant Street next to State Farm Insurance.

c. Design

i. Grants

Wilson reported that the committee approved a sign grant for J & G's Coins, Rings and Things. Bagels and More were approved for back entry signage. Although it was installed, the sign was not what the business or committee had approved.

El-Amin reported that she mailed the RFP's for the 2020 hanging basket program. The deadline to submit proposals is November 27th. The committee will then review and award the project at their December 18th meeting.

5. Executive Director's Report

El-Amin reported the following:

- Signed the contract for the Visitor 360 Geofencing program. Visit Beloit and Geronimo have both agreed to pay for the program, which would capture various

user data from visitors for the past 18 months as they are in downtown Beloit. Both businesses, as sponsors, would have access to the data. The data could then be used to help our downtown businesses better market themselves.

- Through a Visit Beloit Grant we were awarded \$7,500 that would be used for the purchase of a speaker and sound system that would enable music to be played throughout the downtown. We are still waiting to hear if we were awarded up to \$3,000 through the League of Municipalities. There would be a shortfall of about \$4,000 that the board would need to decide how to make up the difference. Bucciferro suggested offering sponsorships. As a sponsor, we could have commercials created that would list the sponsors. Eickstead suggested light pole plaques for sponsors. El-Amin reported that it is possible for us to install the speaker system on 300 block of State Street first, which would allow us to have the system in place for the Grand Lighted Holiday Parade. Once we have been able to raise enough funds we could add the speaker system to include the 400 block of Grand Avenue. The board thought that was a good plan. El-Amin noted the system should last 10 years.
- El-Amin reported that the MS Program discussed a disaster recovery plan in place and thought that it would be beneficial for us to have as well. She noted that many businesses may not have the minimum insurance needed to cover disasters.

6. Adjourn

9:37 am. Motion: Marquette. Second: Bucciferro. Motion carried.