



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, October 22, 2019 at 8:30 am

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

	MAY	JUNE	JULY	AUG	SEP	OCT
ASHLEY-HOPPE	X	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		
KELLEY	X		X		X	
KNUEPPEL	X	X	X	X		X
LAMOREUX	X	X	X	X	X	X
MARQUETTE					X	
OBERSHAW	X	X	X	X	X	X
RIEMER	N/A	N/A	N/A	N/A	X	X
SENZ	N/A	N/A	N/A	N/A		X
WILSON	X	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

8:31 am.

2. Review and Approval of September 26, 2019 Meeting Minutes

Motion: Wilson. Second: Riemer. Motion carried.

3. Review and Approval of Financials

Motion: Lamoreux. Second: Hernandez. Motion carried.

4. Review and Approval of Bylaws

El-Amin reported that updates were made to pages 1, 3, 5 and 6 with mostly basic housekeeping changes. Motion: Obershaw. Second: Eickstead. Motion carried.

5. Review and Approval of 2020 Budget

El-Amin presented copies of the draft budget to all present board members for final review. The board didn't have any concerns. Motion: Hernandez. Second: Eickstead. Motion carried.

6. Updates

a. Promotions

i. Fall Wine Walk Recap

Obershaw reported that the event was a success with all 400 tickets being sold a week before the event. The committee will be discussing the implementation of a limited amount of VIP tickets that would come with some extra perks.

ii. Farmers' Market (Ends October 26)

Obershaw reported this coming Saturday is the end of the season. We have exceeded our budgeted income for the year. Whole Harvest LLC conducted

four farm visits in October. All four went very well. The farm visits which are mandatory for the 2020 season should be able to be completed in June.

The costs of the farm visits for the 2020 season will be paid for by the DBA.

iii. Halloween Costume Parade & Party (Saturday, October 26)

Obershaw reported that we are still in need of some volunteers.

iv. Grand Lighted Holiday Parade

Obershaw reported that we will need volunteers for this event. Cribbs will be sending an email detailing our volunteer needs.

v. ArtWalk

After many years of ArtWalk not being as successful as we had hoped for businesses and vendors, the committee decided not to hold an Artwalk in 2020. Instead they felt it was in our best interest to take a year off and take the time to research other ideas for a future event.

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.

ii. Business Updates

El-Amin reported the following updates:

- Business surveys were either emailed or mailed to those without email.
- 435 E. Grand Avenue (formerly Suds O'Hanahan's) has an accepted offer to purchase. The new owner has plans to remodel the interior and exterior façade. There will be a tenant but the intentions of what type of business are unknown at this time.
- 430 E. Grand, Suite 104 (formerly Cup and Cake Bake Shop) is still available.
- Medical Grade Esthetics and IV Therapy located at 136 W. Grand Suite 101, is having a grand opening this Friday, October 18th.
- Cheez Head Brewing, which is intended to be a brew pub and BBQ restaurant, is hoping to open at 416 Pleasant Street next to State Farm Insurance. No opening date has been set.
- Hendricks Commercial Properties is scheduled to close on the State Street properties the end of this month.
- With the announcement of Turtle Creek Bookstore located at 444 E. Grand Avenue closing at the end of May next year, there has been some interest in the space.
- 557 E. Grand Avenue (formerly Beloit Sports Center) is for lease.
- The new owner of the Beloit Snappers baseball team is moving forward with plans to build the stadium in Downtown Beloit.

c. Design

i. Grants

No updates at this time.

7. Executive Director's Report

El-Amin reported the following:

- Through a Visit Beloit Grant we were awarded \$7,500 that will be used for the purchase of a speaker and sound system that would enable music to be played throughout the downtown. At this time we will be able to install the speaker system on 300 block of State Street, which we hope to have installed by 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 Vision Partners would like to create a logo that would represent the four partners: Downtown Beloit Association, Greater Beloit Economic Development Corporation, Greater Beloit Chamber of Commerce, and Visit Beloit. The other organizations would also like to redesign their logos. El-Amin reported that the DBA would be keeping our logo as is.
- For 2020, the Promotions Committee will be evaluating the layouts for Street Dance and Oktoberfest to decide whether they will be held on State Street or Grand Avenue.
- One of the goals noted in the 2019 Strategic plan indicated a need for an event space that we could use for many of our events, especially in instances of inclement weather. In order to complete this goal, the DBA would need to hold a capital campaign. After researching companies that could assist in the process, El-Amin found Amanda White Consulting through WEDC. The fee for her services would be \$20,000. WEDC would award us \$9,500 towards that cost. It would take approximately 4-6 months for the consulting firm to have a plan ready to launch. We would have a goal to raise the funds within a year. This will be taken to the Executive Committee to review the idea and be brought back to the board at a later date.
- Both the operating plan and work plan are ready and will be emailed out to all board members.

8. Adjourn

9:56 am. Motion: Hernandez. Second: Riemer. Motion carried.