



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, November 21, 2019 at 8:30 am
at Historic Strong Building Conference Room,
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

	JUNE	JULY	AUG	SEP	OCT	NOV
ASHLEY-HOPPE	X	X	X	X	X	X
BUCCIFERRO			X	X		
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	X	X	X		X	
JACOBSEN	X	X	X			X
KELLEY		X		X		
KNUEPPEL	X	X	X		X	X
LAMOREUX	X	X	X	X	X	
MARQUETTE				X		X
OBERSHAW	X	X	X	X	X	X
RIEMER	N/A	N/A	N/A	X	X	X
SENZ	N/A	N/A	N/A		X	X
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

8:43 am.

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

Motion: Jacobsen. Second: Marquette. Motion carried.

3. Review and Approval of Financials

Motion: Obershaw. Second: Riemer. Motion carried.

4. Updates

a. Promotions

i. Farmers' Market Recap

Obershaw reported that we exceeded our budgeted income for the event. Cribbs sent surveys to all vendors on their 2019 experience. In January, we will hold a vendor workshop to discuss any potential concerns that arise from the survey as well as discuss any changes to the 2020 season. In March, any returning permanent vendors from 2019 will be required to sign up for the 2020 season during either a morning or noon session. Four farm inspections were conducted in October and went very well. SNAP (formerly known as food stamps) sales were down compared to 2018. So we will be working on ways we can increase it for the 2020 season.

ii. Halloween Costume Parade & Party Recap

Obershaw reported this event also marked the last Saturday of the season. Cribbs counted 285 kids at Horace White Park; however, we are aware that many more children attended the event. Business feedback indicated they gave out over 500 pieces of candy. Non-profits were invited to set up in the Gantry parking lot where they offered children games or activities.

iii. Business Window Decorating Contest

Downtown businesses are encouraged to decorate their windows for the Holidays for their chance to win \$50. They can either win People's Choice or Judge's Pick.

iv. Grand Lighted Holiday Parade

Obershaw reported that we are expecting to have about 30 or more entries. Children will be able to have photos taken with Santa and Mrs. Claus at Walnut Creek Apparel & Gifts after the parade.

v. Shop Small Saturday

Obershaw reported that each year we receive Shop Small swag through American Express that we are then able to distribute to some businesses. El-Amin noted that we still haven't received the swag so she will be following up with American Express to find out when we will be expecting it. An event has been created on Facebook and we are encouraging downtown businesses to notify us of any sales or specials they are having so we can add the information in the event.

vi. Holidazzle

Obershaw reported that we ordered magnetic signage from Signarama to be placed on the Trolley that will thank our event sponsors and welcome people to downtown Beloit. El-Amin reported that during Holidazzle children can get their photos take with Santa and Mrs. Claus at the Hendricks Center. El-Amin will again be selling our Downtown Beloit Gift Cards at the Hendricks Art Center.

b. Economic Vitality

i. Business/Property Owner Meeting

El-Amin reported that we still need to secure a speaker and that the meeting will most likely be held here at the Strong building in the conference room. We will be providing breakfast, so we are asking people to RSVP. Kneuppel noted that if we are unable to find a speaker that a simple gathering and around the room updates would be ok.

ii. Business Updates

El-Amin reported the following updates:

- 435 E. Grand Avenue (formerly Suds O'Hanahan's) has been purchased by Midwest Construction. They have plans to remodel and lease the space to Greg Hatley who will open the space as Hat's Traditional Pub.
- 430 E. Grand Ave., Suite 104 (formerly Cup and Cake Bake Shop) is still available.
- 108 W. Grand Ave. (formerly Totally Tan) is still available.
- Supreme Ag Construction opened inside the Chester building at 136 W. Grand Avenue.

c. Design

i. Grants

El-Amin reported that with the bylaws now requiring that all committee chairs be a member of the board, Senz has replaced Jody Wittnebel as the committee chair. Senz reported that at the November meeting they approved a façade grant for 435 E. Grand Avenue. Based on the estimates of the repairs being over \$30,000 they would be eligible to receive the full \$1,000.00.

El-Amin reported that at the September meeting, the committee had approved a sign grant for J & G's Coins, Rings, and Things, located at 419 E. Grand Avenue.

El-Amin reported that she mailed RFP's to 16 businesses for the Hanging Basket program; with one of them being returned to us as undeliverable.

The deadline to submit proposals is November 27. At this time, we have only received a proposal from K & W Greenery. During the December meeting, the committee will review all submitted proposals and select which design they like the best.

We have received speakers and the system needed to install music on State Street. El-Amin will be working with the City of Beloit to get them installed hopefully by next week, just in time for our Grand Lighted Holiday Parade. Our goal is to get enough sponsors for the purchase of an additional four speakers that would be placed on the 400 block of Grand Avenue. El-Amin has sent out an email to select sponsors and businesses, noting the cost per speaker set and the benefits that come along with becoming a music sponsor.

5. Executive Director's Report

El-Amin reported the following:

- She has been invited to the NBC15 studio in Madison for a live interview about shopping small in Downtown Beloit on Thursday, December 5. They will have someone in Beloit next week shooting some footage for the story.
- The 2020 sponsorship form has been updated and will be mailed out in December. Changes include:
 - Adding the option to donate gift baskets for our Annual Awards and Holidazzle.
 - Annual Dinner event sponsors will be given a table for 8 at no cost; Participating sponsor will be given 2 tickets.
 - Street Dance and Oktoberfest event sponsors are given 5 tickets.
 - Beloit Farmers' Market Gold and Platinum Sponsors given a spot at a May market date.
 - Fridays in the Park event sponsor given 5 tickets or a table at one date.
- Amy Wilson may be able to provide some assistance to help us with our capital campaign. El-Amin will be meeting with her to discuss this further. If we were to hire a consultant WEDC would pay \$9,500 towards the cost.

6. Adjourn

9:30 am. Motion: Jacobsen. Second: Eickstead. Motion carried.