



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, January 23, 2020 at 8:30 am

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

| | AUG | SEP | OCT | NOV | DEC | JAN |
|--------------|-----|-----|-----|-----|-----|-----|
| ASHLEY-HOPPE | X | X | X | X | X | |
| BUCCIFERRO | X | 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 | | | |
| MARQUETTE | | X | | X | | X |
| OBERSHAW | X | X | X | X | X | X |
| RIEMER | N/A | X | X | X | X | X |
| SENZ | N/A | | X | X | X | X |
| WILSON | | X | X | | | 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. **Review and Approval of December 19, 2019 Meeting Minutes**
Motion: Hernandez. Second: Wilson. Motion carried.
3. **Review and Approval of Financials**
Motion: Kelley. Second: Hernandez. Motion carried.
4. **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: Obershaw. Second: Senz. Motion carried.
5. **Reconvene in Open Session**
Motion: Hernandez. Second: Senz. Motion carried.
6. **Review and Approval of Executive Director's Performance Evaluation**
No action taken. The Board has requested for additional information prior to making a recommendation.
7. **Updates**
 - a. **Promotions**
 - i. **Annual Dinner-Thursday, February 20th, 2020**
Obershaw reported that staff and the committee are busy planning for this event.
 - ii. **Vendor Workshop-Wednesday, January 22nd, 2020**

El-Amin reported that this was very well attended. Staff will be discussing changes to the Farmers' Market to include prohibiting franchises from being a part of the market; in addition, requiring that all produce vendors have a farm visit. About 40 of 104 vendors responded to the 2019 Beloit Farmers' Market Vendor Survey. We saw a decrease in the number of vendor sales sheets turned in. For the 2020 season, Cribbs will pass out paper copies to vendors in addition to offering the survey via online in hopes to increase the amount of responses.

iii. Welcome Back/Registration-Thursdays, March 5th, 2020

Obershaw reported this is where we sign vendors up for the season and go over general rules and regulations in addition to any other important information. Although we have volunteers to cover the noon session we still need to find two volunteers to work the 5 pm session.

b. Economic Vitality

i. Business/Property Owner Meeting

El-Amin reported that the next meeting will be held on February 5th at Rakuten with a tour of the business to follow. Traci Scherck of Scherck Consulting will talk about HR issues. Therese Oldenburg will talk about social media at the April 1st meeting which will be held at the Confluence in South Beloit, IL. The October 7th meeting will be held at the First National Bank Operations Center located at 535 Third St. No speakers have been lined up at this time for the June, August or October meetings.

ii. Business Updates

El-Amin reported the following updates:

- 430 E. Grand, Suite 104 (formerly Cup and Cake Bake Shop) is still available.
- There is an interested party looking at 108 W. Grand Avenue.
- 557 E. Grand Avenue (formerly Beloit Sports center) is still available.
- CheezHead Brewing is currently open Friday through Sunday but should have daily hours starting in February.

c. Design

i. Grants

The committee approved a grant for 435 E. Grand Avenue to remove and reinstall the brick exterior. Since that time, they exposed a metal exterior beam that they would like to keep. The committee was in support of their decision to keep the beam exposed. Rock County Rocks and Gems located at 312 State St., Suite B was approved for a sign grant.

8. Executive Director's Report

El-Amin reported the following:

- We have been able to secure funding for three of four downtown speakers that would be placed on the 400 block of East Grand Avenue. We are waiting confirmation from one more business to see if they would like to sponsor the fourth speaker. If they decline, we will continue to approach other businesses.
- Sponsorship income has started coming in. Alliant Energy is a new sponsor this year. At the February board meeting, board members will be asked to follow up with businesses about their 2020 sponsorship.
- Beloit College increased their sponsorship by \$1,000 from last year.
- The hanging baskets included wicks that were to help the plants retain moisture. Staff was not aware of this and threw away some wicks at the end of the 2018 season. Staff didn't realize the importance of the wicks until the end of the 2019 season when talking with K & W. El-Amin has been working with the city to discuss the plantings that will go at Fourth St. and Grand

Avenue. The city has agreed to pay for the plantings but will either have city staff plant the materials or contract it out. DBA will then be responsible for annual plantings and maintenance.

- Seven of our Annual Award winners were also nominated to win an award at the Wisconsin Main Street Awards.
- If the February 27th board meeting can be held at the Beloit College Power House, the board would like to meet at 4 pm.
- The 2019 Annual Report will be in an infographic format.
- El-Amin will be attending the Kerry Community Connect Day event today.

9. Adjourn

9:59 am. Motion: Wilson. Second: Hernandez. Motion carried.