



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, February 27, 2020 at 8:30 am**  
at Historic Strong Building Conference Room,  
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

	SEP	OCT	NOV	DEC	JAN	FEB
<b>ASHLEY-HOPPE</b>	X	X	X	X		X
<b>BUCCIFERRO</b>	X			X		
<b>EICKSTEAD</b>	X	X	X	X	X	X
<b>HERNANDEZ</b>		X		X	X	X
<b>JACOBSEN</b>			X	X	X	X
<b>KELLEY</b>	X				X	X
<b>KNUEPPEL</b>		X	X	X	X	X
<b>LAMOREUX</b>	X	X				
<b>MARQUETTE</b>	X		X		X	
<b>OBERSHAW</b>	X	X	X	X	X	X
<b>RIEMER</b>	X	X	X	X	X	X
<b>SENZ</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**  
8:32 am.
2. **Review and Approval of January 23, 2020 Meeting Minutes**  
Motion: Kelley. Second: Eickstead. Motion carried.
3. **Review and Approval of Financials**  
Motion: Jacobsen. Second: Senz. 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.** 8:39 am. Motion: Obershaw. Second: Senz. Motion carried.
5. **Reconvene in Open Session**  
9:23 am. Motion: Hernandez. Second: Senz. Motion carried.
6. **Review and Approval of Executive Director's Performance Evaluation**  
Motion to approve El-Amin's performance evaluation with a \$2,500 bonus and to approve a 3% salary increase for Cribbs: Hernandez. Second: Riemer. Motion carried.
7. **Updates**
  - a. **Promotions**
    - i. **Annual Dinner-Thursday, February 20<sup>th</sup>, 2020**  
Obershaw reported that the Annual dinner went very well. 119 people were in attendance. Approximately 12 people were no shows. Income for 50/50 and gift baskets increased by over \$500 from last year.
    - ii. **Welcome Back/Registration-Thursday, March 5<sup>th</sup>, 2020**

Obershaw reported this event is held to sign vendors up for the season and go over general rules and regulations in addition to any other important information. We have secured the volunteers we need for this.

iii. **Easter Eggstravaganza (Saturday, April 11<sup>th</sup>, 2020 from 1-3 pm)**

We are in need of volunteers to help with the event. Cribbs will send out an email detailing our volunteer needs.

iv. **Downtown Spring Wine Walk (April 18<sup>th</sup>, 2020 from 2-6 pm)**

We are in need of volunteers to help with the event. Cribbs has already sent an email out requesting for volunteers and will continue to do so until all volunteer opportunities have been filled. Jacobsen noted she would be willing to help volunteer to distribute glasses and brochures.

**b. Economic Vitality**

i. **Business/Property Owner Meeting**

Eickstead reported that last meeting was held on February 5<sup>th</sup> at Rakuten with a tour of the business that followed. Traci Scherck of Scherck Consulting discussed important Human Resource concerns/issues. Therese Oldenburg will talk about google my business and El-Amin will discuss social media at the April 1<sup>st</sup> meeting which will be held at the Confluence in South Beloit, IL.

ii. **Business Updates**

El-Amin reported the following updates:

- 430 E. Grand, Suite 104 (formerly Cup and Cake Bake Shop) is still available.
- 557 E. Grand Avenue (formerly Beloit Sports center) is still available.
- CheezHead Brewing is now open 6 days a week and has been hosting multiple events with food trucks.
- Hatley's Pub, 435 E. Grand Avenue is hoping to open by March 17<sup>th</sup>.
- Traci Scherck of Scherck Consulting has signed up to be an Associate Member.

**c. Design**

i. **Grants**

The committee approved a sign grant for Wausau Homes Beloit to put window signage on their shared storefront with Re/Max Ignite. They also approved blade signage and flat signage for Hatley's Pub.

**8. Strategic Plan—Downtown Event Space Enhancements**

El-Amin, Obershaw and Knueppel shared our intent to move the DBA office to 557 E. Grand Avenue that includes an event space, with the board's approval today in order to move forward with the concept. Hernandez reported that from a financial standpoint, we would be able to take on the increase in expenses which includes build out costs added to our rent. The potential revenue we could expect to make from room rentals, an Indoor Winter Farmers' Market and other events would be sufficient to cover our expenses. El-Amin reported this would be a 5 year lease. Wisconsin Economic Development Corporation has committed to helping us with a fundraising program. One or both of our Streetscape Coordinators would be available to assist with any needs that come from the rental of the space. Riemer noted that Ace Hardware would be willing to offer some help regarding fixtures and plumbing. El-Amin reported that we are hoping to continue developing this plan and would be able to present more details at the March board meeting. Motion: Eickstead. Second: Senz. Motion carried.

**9. Executive Director's Report**

El-Amin reported the following:

- While sponsorships continue to come in, we are requesting that Board members follow up with businesses that have not committed to 2020 sponsorship.
- An upper floor housing tenant has expressed that the speaker located outside their building is disruptive. The City of Beloit will be moving that speaker in the near future. For now the speaker has been shut off.
- YWCA has submitted a request for sponsorship of our portion to rent the Showmobile for their Juneteenth event to be held in June. The total cost we would sponsor is \$150. They would still be responsible to pay for any charges accrued for the delivery and set up of the stage charged by Finnegan's RV. El-Amin noted that an official vote was not needed, but does need approval. The board was in favor of the sponsorship.
- Seven of our Annual Award winners were also nominated to win an award at the Wisconsin Main Street Awards. We should know soon on if any of those submitted are winning awards at the state level.
- She submitted Beloit to compete in "Strong Towns" contest. Voting starts the first week in March. We will be promoting the contest through Facebook and our weekly newsletter in hopes to move through the next round.

#### **10. Adjourn**

10:25 am. Motion: Jacobsen. Second: Hernandez. Motion carried.