



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, March 26, 2020 at 8:30 am
Conference Call

	OCT	NOV	DEC	JAN	FEB	MAR
ASHLEY-HOPPE	X	X	X		X	X
BUCCIFERRO			X			
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	X		X	X	X	X
JACOBSEN		X	X	X	X	X
KELLEY				X	X	X
KNUEPPEL	X	X	X	X	X	X
LAMOREUX	X					
MARQUETTE		X		X		
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X	X	X
SENZ	X	X	X	X	X	
WILSON	X			X		
EL-AMIN	X	X	X	X	X	X
CRIBBS	X	X		X	X	X

1. Call to Order and Roll Call

8:32 am.

2. Review and Approval of February 27, 2020 Meeting Minutes

Motion: Riemer. Second: Obershaw. Motion carried.

3. Review and Approval of Financials

Motion: Jacobsen. Second: Eickstead. Motion carried.

4. Updates

a. Promotions

i. Easter Eggstravaganza (Saturday, April 11th, 2020 from 1-3 pm)

Obershaw reported that this event has been cancelled due to the "Safer at Home" order by Governor Evers due to the COVID-19 pandemic.

ii. Downtown Spring Wine Walk (April 18th, 2020 from 2-6 pm)

Obershaw reported that this event has been postponed due to the "Safer at Home" order by Governor Evers due to the COVID-19 pandemic. El-Amin reported that those that already purchased tickets have been notified that they can either wait until we announce a new date or they can request a refund directly through Brown Paper Tickets.

iii. Beloit Farmers' Market

El-Amin reported that per Governor Evers orders, Farmers' Markets are considered an essential business similar to a grocery store and may continue to operate. We will be working with the city and the committee to discuss what precautions and rules will need to be implemented in order to ensure a safe environment for staff, vendors and shoppers.

b. Economic Vitality

i. Business/Property Owner Meeting

Eickstead reported that the April 1st meeting was cancelled with resources that were going to be given sent out to business and property owners. All dates and speakers have been scheduled but will be handled on a per meeting basis with all that is going on now.

ii. **Business Updates**

EI-Amin reported the following updates:

- 444 E. Grand Avenue, currently Beloit College Turtle Creek Bookstore will be closing in May. There is discussion that the space will be divided into three suites that would potentially include Beloit Daily News and an ear, nose and throat doctor with the third space still available for rent.
- 318 West Grand (formerly Home Thru Financial Freedom) is now available for sale.
- No new SEO update at this time.

c. **Design**

i. **Grants**

The March meeting was cancelled. Merrill & Houston's submitted an architectural review request to have new awnings installed. This is not a formal request. Rather the city is requesting feedback. The committee approved of the new designs with no concerns.

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

We are still moving forward with this project. Since the original design of the new space was presented, there have been some changes including a second bathroom that will require an updated quote from the contractor. A draft lease has been started.

6. **Executive Director's Report**

EI-Amin reported the following:

- We were using a credit card processing app on a trial basis for the Annual meeting and for Farmers' Market vendor stall fees. We were charged user fees during the trial period and the Board of Directors agreed that they would like to proceed with using the credit card processing app and to pass all of the charges on to the end user.
- Beloit Farmers' Market vendors, Kopp's Krops spoke at a BIFF movie. They were given a Farmers' Market bag to give as a gift to the producer of the movie and a sign to use as a ng and she hopes it will be done soon.
- Going forward all musicians are only allowed to play original music or music that is covered under BMI or ASCAP licensing as those are the only two licenses that we are covered under.
- She has joined the YWCA Women of Distinction Selection Committee.
- Meals on Wheels asked her to be a Celebrity server at Culver's.
- Brochure updates are on hold due to the COVID-19 pandemic.
- Was interviewed by WCLO during BIFF.
- We are now required to purchase event insurance for Farmers' Market, Street Dance and Oktoberfest. She is obtaining insurance quotes from local insurance agencies to compare prices against the quote the City of Beloit gave us.
- The Beloit Snappers are still moving forward with their plans to have a stadium built in downtown Beloit.
- Thanked Beth Jacobsen for her service. The March board meeting is her last as our City Council Representative, as she is not running for re-election.

7. **Adjourn**

9:14 am. Motion: Jacobsen. Second: Eickstead. Motion carried.