



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, April 23, 2020 at 8:30 am
Conference Call

	NOV	DEC	JAN	FEB	MAR	APR
ASHLEY-HOPPE	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	X	X
KELLEY			X	X	X	X
KNUEPPEL	X	X	X	X	X	X
LAMOREUX						
MARQUETTE	X		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

8:33 am.

2. Review and Approval of March 26, 2020 Meeting Minutes

Motion: Senz. Second: Wilson. Motion carried.

3. Review and Approval of Financials

Motion: Wilson. Second: Riemer. Motion carried.

Unaudited, still working on our financial review.

4. Updates

a. Promotions

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

Obershaw reported that this event was 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

Obershaw reported that per Governor Evers orders, Farmers' Markets are considered an essential business similar to a grocery store and may continue to operate. As of right now the market has been postponed until June 6th. We will be working with the city's Emergency Operations Center (EOC) to discuss what precautions and rules will need to be implemented in order to ensure a safe environment for staff, vendors and shoppers. El-Amin reported that we are reaching out to all vendors to inquire about how they

are planning to continue selling to customers during the stay at home orders. This information will then be shared on our Beloit Farmers' Market Facebook page and added to the vendors listing on our website.

iv. Fridays in the Park

El-Amin reported that we are looking into revamping our summer lunch concert series in order to help support our restaurants. To abide by social distancing practices, restaurants would only be allowed to offer to go options and we would not be able to provide live music. The event could potentially be renamed "Fridays in the Park-ing Lot". We will be sending an email to all eateries to see how much interest there is. If there ends up being enough interest, we would be required to submit paperwork to the EOC for review and approval.

b. Economic Vitality

i. Business/Property Owner Meeting

Eickstead reported that the April 1st meeting was cancelled. El-Amin has been compiling and sending resources to businesses to include information about small business loans. El-Amin reported that she also sent an email to businesses encouraging them to complete a statewide COVID-19 impact assessment study.

ii. Business Updates

No updates at this time.

c. Design

i. Grants

The April meeting was cancelled. The Villager Gallery & Frame Shop submitted a façade application to have a new awning installed on the front of the building. The committee approved the application on 4/23/20 by email proxy.

5. Strategic Plan—Downtown Event Space Enhancements

El-Amin reported that the lease was sent to her via email. Once we have move in dates we can move forward with the lease. Motion: Bucciferro. Second: Kelley. Motion carried.

The EOC is aware of our intentions to move but has not discussed it yet. El-Amin noted that they would be adding this as an agenda item to discuss.

6. Executive Director's Report

El-Amin reported the following:

- She has completed her Community Transformation Certificate through National Main Street.
- The Main Street Conference that was to be held in Dallas, Texas was cancelled. She is hoping that a Leadership Development workshop that was being offered at the conference will be offered online or rescheduled for yet this year. That is the last workshop she will need for her Leadership Development Certificate and then she will need to complete a test for the full Main Street America Revitalization Professional Credential.

7. Adjourn

9:15 am. Motion: Kelly. Second: Wilson. Motion carried.