



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, May 28, 2020 at 8:30 am**

Via Conference Call

	DEC	JAN	FEB	MAR	APR	MAY
ANDERSON						X
ASHLEY-HOPPE	X		X	X	X	X
BUCCIFERRO	X				X	X
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	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	
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**

8:36 am.

**2. Review and Approval of April 23, 2020 Meeting Minutes**

Motion: Bucciferro. Second: Wilson. Motion carried.

**3. Review and Approval of Financials**

Motion: Senz. Second: Riemer. Motion carried.

Unaudited, as we are still working on our financial review.

**4. CONSIDERATION OF A RESOLUTION TO ENTER INTO A LEASE BETWEEN  
DOWNTOWN BELOIT ASSOCIATION AND MICKEY MATTISON FOR THE PROPERTY  
LOCATED AT 557 EAST GRAND AVENUE**

Motion: Bucciferro. Second: Eickstead. Motion carried.

**5. Updates**

**a. Promotions**

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

Obershaw reported that this event has been postponed until further notice due to the COVID-19 pandemic.

**ii. Beloit Farmers' Market**

El-Amin shared the final report of requirements that the Emergency Operations Center (EOC) have requested in order for us to safely hold the Beloit Farmers' Market. Some requirements include: limiting the market to 27 vendors that sell essential farm products and only allowing 200 customers to be in the market at a time. We would need to have a minimum of 10 volunteers each week to be able to monitor and enforce social distancing. After discussing the report, the consensus from board members

was that they would be in favor of opening the Beloit Farmers' Market on June 6<sup>th</sup>, 2020. Motion: Reimer. Second: Senz. Motion carried.

**iii. Fridays in the Park**

Obershaw reported that the first Fridays in the Park went well. Pig Iron Pub and Grub served 115 meals.

**b. Economic Vitality**

**i. Business/Property Owner Meeting**

Eickstead reported we are no longer able to have the June 3<sup>rd</sup> meeting at the Powerhouse to discuss the plans for the Lincoln Academy Charter School. The August meeting is still scheduled to be held at the Villager. If we are not able to hold an in person meeting, we would like to see if Betsy Schmiechen could do a virtual meeting. The October meeting is scheduled to be held at the First National Bank Operations Center located at 535 Third St. The December meeting would be our Holiday open house at our office. El-Amin reported that since they did not meet she will be sending businesses links for some free webinars.

**ii. Business Updates**

El-Amin reported that unfortunately, we were informed that Game Lounge located at 530 E. Grand Avenue, will not be reopening.

**c. Design**

**i. Grants**

No new applications to discuss at this time. Hatley's Pub has not been able to complete the installation of their blade signage, but has installed their wall signage. The committee decided that they would be comfortable paying Hatley's Pub out for the work that has been completed so far.

**6. Executive Director's Report**

El-Amin reported the following:

- She presented the design concept for the stage (showmobile) wrap to the Executive Committee and they were excited about the design.
- Both she and Cribbs toured our new office space. In speaking with the property owner we are requesting to paint or stain the concrete floor and to have some of the interior walls dry walled. Our goal is to move in mid to late June pending our application with the City.
- Amanda White of Amanda White Consulting has been hired by WEDC to help us with a capital campaign to help raise funds for the initiatives broke down in our Strategic Plan. Amanda White has already had a chance to speak individually with each of our Executive Committee members as well as El-Amin and Cribbs to get a better understanding of our organization.

**7. Adjourn**

9:37 am. Motion: Marquette. Second: Eickstead. Motion carried.