



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
at Historic Strong Building Conference Room,  
400 E. Grand Avenue, Suite 420, Beloit, WI 53511.

**Thursday, June 25th, 2020 at 8:30 am**

	JAN	FEB	MAR	APR	MAY	JUNE
ANDERSON					X	X
ASHLEY-HOPPE		X	X	X	X	X
BUCCIFERRO				X	X	X
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	X	X	X	X		
KELLEY	X	X	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	X

**1. Call to Order and Roll Call**

8:33 am.

**2. Review and Approval of May 28, 2020 Meeting Minutes**

Motion: Kelley. Second: Riemer. Motion carried.

**3. Review and Approval of Financials**

Motion: Eickstead. Second: Riemer. Motion carried.

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

**4. Updates**

**a. Promotions**

**i. Downtown Spring Wine Walk**

Obershaw reported that this event has been postponed until further notice due to the COVID-19 pandemic. We surveyed businesses for a potential new date and July 25<sup>th</sup> seemed to be the date that worked best. A couple of businesses did indicate that they would be unable to participate. At this time we have sold 370 tickets. Ashley noted that the rooftop of the hotel is now open to the public so we are no longer able to host the VIP's there. We would however, be able to use Velvet Buffalo for the VIP.

**ii. Beloit Farmers' Market (started June 6, 2020, 9:00 am-12:00 pm)**

Obershaw reported that the market has been going good. The first week we saw approximately 1,086 people in attendance, the second week 1,600 people and the third week 1,200 people. We were given permission by the Emergency Operations Center to add an additional 20 vendors to the market for a total of 47 vendors. We are also in need of volunteers to help out each Saturday until further notice to help monitor and enforce social distancing.

- iii. **Fridays in the Park** (started Friday, May 22nd, 11:30 am-1:30 pm)  
Obershaw reported that we have had five events so far and it has been going well. Feedback from multiple people has been that they would like to see more of a schedule of the restaurants to give them more of a notice of who was serving. Cribbs noted that she is planning to schedule restaurants out a month in advance and is currently working on scheduling restaurants for July. The board suggested that DBA serve food on Friday, August 7<sup>th</sup> as a fundraiser. The menu would consist of brats, broccoli slaw, a bag of chips and a cookie. The water would be donated from McDonalds. Obershaw inquired if we could get a local business to donate the cookies, Eickstead volunteered.

The board also discussed holding an Employee Appreciation Day on the morning of Friday, August 7<sup>th</sup> for downtown employees. This could possibly take place at the First National Bank Plaza from 8:30 to 10 am. In order to follow social distancing practices the board suggested we could we do this “drive thru” style if we block off a couple stalls where we hold Fridays in the Park. Bucciferro noted that McDonalds would be happy to provide coffee.

- iv. **Street Dance**—cancelled

Obershaw reported that while this event was cancelled, the Committee discussed other options in hopes we could still make Street Dance happen but unfortunately weren’t able to come up with an alternative. El-Amin reported that she isn’t sure if we will be able to have Oktoberfest but noted the Emergency Operations Center will be discussing this event at one of their upcoming weekly meetings. Although we are not able to have Street Dance, she will be asking the EOC if we would be able to still hold Sidewalk Sales as we won’t be closing down any streets.

#### **b. Economic Vitality**

- i. **Business/Property Owner Meeting**

Eickstead reported the August meeting is 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.

- ii. **Business Updates**

El-Amin reported Game Lounge located at 530 E. Grand Avenue has closed. It is reported that a new business is going to be reopening in that space. 635 Broad Street is now available for lease. El-Amin will be adding this listing to our website. Nine Bells & Cat Tails has moved into 421 E. Grand Avenue and is now sharing space with Creekside Music Academy.

#### **c. Design**

- i. **Grants**

No new applications to discuss at this time. El-Amin reported that she is waiting to receive paid receipts from the owner of Hatley’s in order to process their grant reimbursement. She noted that she has several businesses that have requested grant applications.

### **5. Executive Director’s Report**

- a. **New Space**

El-Amin reported that she is working with the city on a Conditional Use Permit. City has to have an inspector come through. Then the Conditional Use Permit would go to Plan Commission then the Council for approval.

- b. **Fundraising Plan**

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. The plan is for us to raise \$50,000 per year for the next three years starting in 2021. Amanda White will be invited to present the plan to our Executive Committee and our Board of Directors meetings in July.

- c. Al Fresco  
El-Amin is working with Geronimo Hospitality on the Al Fresco outdoor dining and shopping event that would take place on the 400 block of Grand Avenue on Friday and Saturday nights from 4 pm until 9 pm. Geronimo Hospitality would be responsible for putting up and taking down the barricades. They are hoping to be able to start this on Friday, July 24.
- d. WEDC Grant  
El-Amin reported that she has submitted letters of support to many downtown businesses for the "We're All In" grant. WEDC has \$30,000 in grant money available and are strongly encouraging small businesses to apply.

**6. Adjourn**

9:38 am. Motion: Riemer. Second: Eickstead. Motion carried.