



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday, August 27, 2020 8:30 am**  
Conference Call

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	FEB	MAR	APR	MAY	JUNE	JULY	AUG
ANDERSON				X	X	X	X
ASHLEY-HOPPE	X	X	X	X	X	X	X
BUCCIFERRO			X	X	X		X
EICKSTEAD	X	X	X	X	X	X	X
HERNANDEZ	X	X	X			X	X
KELLEY	X	X	X	X	X		X
KNUEPPEL	X	X	X	X	X	X	X
MARQUETTE			X	X			X
OBERSHAW	X	X	X	X	X	X	X
RIEMER	X	X	X	X	X		X
SENZ	X		X		X	X	X
EL-AMIN	X	X	X	X	X	X	X
CRIBBS	X	X	X	X	X		X

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

8:32 am.

Guest: Andrew Janke

**2. Discussion Regarding the Relationship Between the City of Beloit Economic Development Director and the DBA**

Janke gave an overview of the history of the formation of the Downtown Beloit Association and the relationship between the city and the DBA.

**3. Review and Approval of July 23, 2020 Meeting Minutes**

Motion: Bucciferro. Second: Senz. Motion carried.

**4. Review and Approval of Financials**

Motion: Marquette. Second: Kelley. Motion carried.

The July financials are unaudited.

**5. Review and Approval of BID Review**

Baker Tilly did not have any concerns with the BID review which they completed on August 17<sup>th</sup>, 2020. Motion: Eickstead. Second: Riemer. Motion carried.

**6. Recommendation and Approval of Board Member Opening**

El-Amin reported that Lamoreux resigned. We received applications from two people interested in filling the vacancy. The Executive Committee reviewed both applications and recommended Brandon Beavers-Jackson, Branch Manager from Blackhawk Community Credit Union to fill the vacancy due to his current ties and involvement to downtown Beloit. Motion: Obershaw. Second: Bucciferro. Motion carried.

**7. Updates**

**a. Promotions**

**i. Recap Sidewalk Sales**

- Obershaw reported that about seven businesses participated in this event.
- ii. **Recap Downtown Beloit Employee Appreciation Coffee Break**  
Obershaw reported the event went well. Feedback suggests that the event should be held earlier in the week, preferably on a Wednesday. There should also be other beverage options for those that don't drink coffee.
  - iii. **Beloit Farmers' Market**  
Obershaw reported that the event is going well. We are now approved to have up to 400 people in the market at a time.
  - iv. **Fridays in the Park**  
Obershaw reported this event ended on Friday, August 14<sup>th</sup> due to many restaurants declining participation. The committee has requested that a survey be sent to restaurants asking for their feedback about the event to help gauge what, if any, changes for the 2021 season need to be made. The average meals served for the 2020 season was 65.
  - v. **Bites of Beloit – Downtown Restaurant Week (Sept. 8-13)**  
Obershaw reported that Geronimo Hospitality is organizing this event. Only four downtown restaurants (Merrill & Houston's, truk't, Lucy's #7 Burger Bar and Velvet Buffalo) are participating. In addition, to two other Geronimo Hospitality restaurants in Beloit are participating. Other downtown restaurants were asked but either declined or didn't respond.
  - vi. **Oktoberfest**  
Obershaw reported that this event was cancelled due to COVID.

Bucciferro asked if we are still planning to hold our Halloween Costume Parade and Party. El-Amin reported that the City of Beloit's Emergency Operations Center (EOC) is planning to discuss this event at next week's meeting. Obershaw noted that the promotions committee has already started discussing ideas in hopes we can still do something.

## **b. Economic Vitality**

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

Eickstead reported that the August 5 meeting was cancelled. El-Amin sent a webinar about merchandising storefronts to businesses they could watch at their leisure. The next meeting is scheduled for October 7 at the First National Bank location on Third Street with El-Amin discussing Downtown updates and happenings.

### **ii. Business Updates**

5 Bar is planning to open in September at 530 E. Grand Avenue.

### **iii. SEO**

Eickstead reported that we signed a contract with Foremost Media to manage our search engine optimization (SEO).

## **c. Design**

### **i. Grants**

Senz reported that the committee approved a façade application for Bushel & Pecks and façade & sign grant applications for First Class Cosmetology School. The committee received a façade application from 5 Bar for the replacement of windows that the committee didn't feel was historically accurate. For this reason the application is pending in order to counsel the business owner to consider more appropriate windows.

## **8. Executive Director's Report**

### **a. New Space**

El-Amin reported that on September 9 Plan Commission must vote on our Conditional Use permit and on September 21 the City Council will review and hopefully approve our permit. We hope to sign a lease September 22 and move in

shortly thereafter. Beloit Daily News will be donating furniture which will be moved at the same time.

b. Al Fresco

El-Amin reported that Al Fresco has been going well. Truk't, Lucy's and Walnut Creek Apparel & Gifts are participating at this time. There have been some complaints that there isn't enough activity on the street to justify closing the street. Andrew Janke has been in communication with Geronimo Hospitality and has agreed to reach out to them to inquire how they feel the event is going. Other retailers and businesses have been asked if they would like to participate but have declined.

El-Amin reported that we opened a CD in 2010 that was up for renewal. The Executive Committee discussed cd rates and under the recommendation of Hernandez, decided due to the budget losses we have experienced this year due to COVID, it would be in our best interest to liquidate the money and put it into a platinum savings account. This would allow us the option to access the cash over the next 12 months should we need it or invest once rates increase.

**9. Adjourn**

9:28 am. Motion: Obershaw. Second: Eickstead. Motion carried.