



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday, September 24, 2020 8:30 am**  
Conference Call

**Thursday, September 24, 2020**

	APR	MAY	JUNE	JULY	AUG	SEP
<b>ANDERSON</b>		X	X	X	X	
<b>ASHLEY-HOPPE</b>	X	X	X	X	X	X
<b>BEAVERS-JACKSON</b>	NA	NA	NA	NA	NA	
<b>BUCCIFERRO</b>	X	X	X		X	X
<b>EICKSTEAD</b>	X	X	X	X	X	X
<b>HERNANDEZ</b>	X			X	X	
<b>KELLEY</b>	X	X	X		X	X
<b>KNUEPPEL</b>	X	X	X	X	X	X
<b>MARQUETTE</b>	X	X			X	
<b>OBERSHAW</b>	X	X	X	X	X	X
<b>RIEMER</b>	X	X	X		X	X
<b>SENZ</b>	X		X	X	X	
<b>VOLLBRECHT</b>	NA	NA	NA	NA	NA	X
<b>EL-AMIN</b>	X	X	X	X	X	X
<b>CRIBBS</b>	X	X	X		X	X

1. **Call to Roll Call**  
8:36 am.

**Order and**

2. **Review and Approval of August 27, 2020 Meeting Minutes**

Motion: Bucciferro. Second: Riemer. Motion carried.

3. **Review and Approval of Financials**

Motion: Bucciferro. Second: Kelley. Motion carried.

4. **Updates**

- a. **Promotions**

- i. **Beloit Farmers' Market**

Obershaw reported that this event is going well. We are still in need of volunteers to help monitor social distancing and to tally the number of people in and out of the market.

- ii. **Recap 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. El-Amin reported that Geronimo Hospitality has agreed to share feedback with her about this event.

- iii. **Fall Wine Walk**

Obershaw reported this event will be held on Saturday, October 10<sup>th</sup> and that we will be adhering to social distancing guidelines. At this time, we have 14 locations participating.

- iv. **Halloween Costume Parade & Party**

Obershaw reported that this event was cancelled due to COVID.

- v. **Grand Lighted Holiday Parade**

Obershaw reported that we are working on a reverse parade concept where the floats remain stationary and the public drive through to view the floats.

**vi. Holidazzle**

Obershaw reported that we are able to hold this event but that we wouldn't be able to invite vendors due to capacity limits inside locations.

**b. Economic Vitality**

**i. Business/Property Owner Meeting**

Eickstead reported that the October meeting is cancelled. The December Holiday Meet and Greet is still to be determined.

**ii. Business Updates**

El-Amin reported:

- 5 Bar is planning to open at 530 E. Grand Avenue.
- The Happy Homestead, a home décor store, will be opening up at 635 Broad St.
- A health food store is interested in renting space at 430 E. Grand Avenue, Suite 104.
- A business prospective has shown interest in renting one of the two spaces at 444 E. Grand Avenue.

Bucciferro reported that he purchased the building at 319 State Street (formerly Beloit Daily News)

**iii. SEO**

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

**c. Design**

**i. Grants**

El-Amin reported that La Casa, Grande II and Domenico's were awarded sign grant money.

**5. Executive Director's Report**

**a. New Space**

El-Amin reported that we moved into our new space on Tuesday, September 22<sup>nd</sup>.

**b. Al Fresco**

El-Amin reported that Al Fresco has been going well. They are still planning to hold this until the end of October.

El-Amin reported the following:

- To help increase sales for our gift card program, we will be waiving the \$3 fee per card for the remainder of the year.
- A draft copy of the budget was emailed out to board members for them to review as this will be an agenda item at the October board meeting.
- Rock County 5.0 has paid \$12,000 of Shauna's salary for services rendered on behalf of Rock County 5.0 since she began with the DBA. They recently notified her that they are only able to commit to \$3,000 for this year. This leaves a shortfall of \$8,000. They are not able to commit for future years. The Executive Committee would like to take this matter into closed session with Executive Committee members only. They would have a recommendation at the October board meeting.
- DBA applied for a Wisconsin Travel Grant being offered through the Wisconsin Department of Tourism. Due to the COVID-19 pandemic, our organization has lost an estimated \$68,790 in revenue. Therefore, that is the amount we would be applying for. Award money will be announced in October this year.

**6. Adjourn**

9:17 am. Motion: Bucciferro. Second: Obershaw. Motion carried.