



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's
Board of Directors was held
Thursday, October 22, 2020 8:30 am
Via Conference Call

Thursday, October 22, 2020

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

1. Call to Order and Roll Call

8:07 am.

2. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

Motion: Bucciferro. Second: Riemer. Motion approved.

The board discussed to reduce El-Amin's salary by \$4000 due to loss of funding from Rock County 5.0 of \$12,000 (\$8000 was part of El-Amin's salary for work she did for this agency; \$4000 was a contribution to DBA general fund to allow El-Amin to do work for them during DBA hours). The Board feels that El-Amin has the opportunity to find NEW funding to cover the \$4000 they are giving her up front. If she can't do that, they will reduce her salary by that \$4000. El-Amin has until 3/31/21 to find the funding to cover this \$4000. The new income cannot be specifically earmarked for certain use and cannot require additional expense to the DBA. She has the opportunity to earn the additional \$4000 as well, depending on how much additional new revenue she generates (like a grant or other funding stream).

Motion: Bucciferro. Second: Riemer. Motion carried.

3. Reconvene in Open Session.

Motion: Beavers-Jackson. Second: Senz. Motion carried.

4. Review and Approval of September 24, 2020 Meeting Minutes

Motion: Bucciferro. Second: Riemer. Motion carried.

5. Review and Approval of Financials

Motion: Marquette. Second: Eickstead. Motion carried.

6. Review and Approval of 2021 Budget

The board is approving the budget as received minus \$4,000 from Executive Director's wages due to loss of revenue, noting that El-Amin search for new revenue sources by March 31st at which time wages will be reevaluated. Motion: Senz. Second: Bucciferro. Motion carried.

7. Updates

a. Promotions

- i. Recap Fall Wine Walk
Obershaw reported that 240 attended this event with about 120 people pre-registering.
- ii. Beloit Farmers' Market
Obershaw reported that this event is going well. Although there are only two Saturdays left, 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.
- iii. Beloit Winter Farmers' Market (Saturdays, November 7th-April 24th)
Obershaw reported that we would be limited to 17 vendors and 25 shoppers at a time. We will follow social distancing recommendations and have our hand sanitizer stations set up.
- iv. Business Window Decorating Contest (November 23- December 4th)
Downtown businesses decorate their windows for the holidays and the public votes for their favorite window. The contest details were also added to the Grand Lighted Holiday Parade poster to encourage people to check them out before or after they attend the parade.
- v. Grand Lighted Holiday Parade (Friday, November 27th, 6-8 pm)
Obershaw reported that we were approved to hold a reverse parade where the floats remain stationary in the Third Street parking lot where the public will drive through to view the floats.
- vi. Small Business Saturday (Saturday, November 28th)
We have once again signed up to be a neighborhood champion through American Express. We will be receiving various Shop Small swag that we will then distribute to multiple downtown businesses to help them promote #ShopSmall campaign.
- vii. Holidazzle (Friday, December 4th, 5-9 pm)
We were approved to hold this event but will not be able to host vendors inside businesses this year. El-Amin reported that we are hoping to be able to showcase our historical timeline that will be installed at our office this night as well.

b. Economic Vitality

i. Business/Property Owner Meeting

Eickstead reported that the October meeting was cancelled. The December meeting is scheduled to be our Holiday meet and greet but due to COVID we will most likely not be able to meet.

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.
- Next Generation has moved into 430 E. Grand Avenue, Suite 103.

iii. SEO

Nothing reported.

c. Design

i. Grants

The committee approved a façade grant application for John Mansfield to paint 316 State Street.

8. Executive Director's Report

El-Amin reported the following:

- We purchased a smart board with projector and screen from Beloit Auction.
- We are anticipating being a 2021 BIFF screening location. BIFF has agreed to install the screen and a projector in the front event space
- Julia Rodriguez has agreed to work every Saturday during the Winter Farmers' Market if the board were to approve a raise. Without a raise she would be willing to work every other Saturday. At this time the board would like to increase her wages to \$12 per hour and Knueppel noted that the board would be willing to review any additional raises going forward as our budget would allow.
- DBA was awarded \$15,000 from the Wisconsin TRAVEL Stimulus Grant that was being offered through the Wisconsin Department of Tourism. The funds must be used to market and promote downtown, businesses and events. We will use the money to promote events like the Downtown Beloit Winter Story Stroll and Small Business Saturday with gift cards being given as prizes.

9. Adjourn

10:00 am. Motion: Beavers-Jackson. Second: Riemer. Motion carried.