



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, November 19, 2020 8:30 am

Via Conference Call

Thursday, November 19, 2020

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

1. Call to Order and Roll Call

8:37 am.

2. Review and Approval of October 22, 2020 Meeting Minutes

Motion: Eickstead. Second: Senz. Motion carried.

3. Review and Approval of Financials

Motion: Hernandez. Second: Senz. Motion carried.

4. Updates

a. Promotions

i. Recap Beloit Farmers' Market

Obershaw reported that the last three weeks of the market attendance was down due to the cooler temperatures. On average, 1,388 people visited the market weekly. A total of 30,526 people attended the market during the season, June-October.

ii. Beloit Winter Farmers' Market

Obershaw reported the winter market had 171 shoppers on November 7th and 135 shoppers on November 14th. We are limited to 25 shoppers at a time. List of vendors is shared on Facebook on Friday's.

iii. Downtown Beloit Winter Story Stroll

Obershaw reported the public can enter to win one of fifty \$20 gift cards by taking a selfie in front of a page at one of the participating businesses or by completing a coloring sheet. Walnut Creek Apparel & Gifts has the book for sale and coloring contest sheets.

iv. Business Window Decorating Contest

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**

The reverse parade will be held in the Third Street parking lot with the floats remaining stationary and the public allowed to view floats by driving through the parking lot.

vi. **Small Business Saturday**

We are participating in the American Express Small Business Saturday campaign. Various Shop Small swag from American Express has been distributed to some of our businesses. The public has an opportunity to win one of eight \$250 downtown Beloit gift cards that ends on 11/23. They will also have an opportunity to win one of 10 \$100 downtown Beloit gift cards through our Shop Local Safely contest that ends on 12/21.

vii. **Holidazzle**

We were approved to hold this event but will not be able to host vendors inside businesses this year. We will be showcasing our historical timeline that will be installed at our office before this night as well. Shoppers have a chance to win one of ten \$100 downtown Beloit gift cards by stopping at the DBA office and for every receipt over \$10 that was spent with a downtown business on December 4 they will get an entry.

b. Economic Vitality

i. **Business/Property Owner Meeting**

Eickstead reported that the October meeting was cancelled. The December meeting was scheduled to be our holiday meet and greet but due to COVID will be cancelled.

ii. **Business Updates**

- Eickstead reported that The Happy Homestead, a home décor store, will be opening up at 635 Broad St.
- El-Amin is working with a business that is interested in renting 430 E. Grand Avenue, Suite 104.
- El-Amin reported that 108 W. Grand (formerly Totally Tan) is currently undergoing renovation in hopes to attract a tenant.

iii. **SEO**

Eickstead reported that the SEO is going well and that we are receiving monthly reports.

c. Design

i. **Grants**

Senz reported that the House of Lexx Tattoo applied for a sign permit with the City of Beloit but they are not applying for DBA grant funds. The committee reviewed and approved a sign grant for The Happy Homestead on November 3rd.

5. Executive Director's Report

El-Amin reported the following:

- The 2021 budget worksheet and 2021 operating plan was approved by city council.
- She is applying for State Farm partner funds for up to \$20,000. The funds would be used to bring speakers in throughout the year to talk with businesses about various topics. \$15,000 would be allocated to the cost of the speakers with \$5,000 being allocated to overhead expenses.
- She is applying for a \$1,000 Compeer Financial funds that if awarded would go to help advertise the Beloit Winter Market.
- With some of the TRAVEL Grand funds we received, we will be filming three to five minute videos of various Downtown Beloit businesses which will air the week of Small Business Saturday.

6. Adjourn

9:10 am. Motion: Vollbrecht. Second: Riemer. Motion carried.