



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, December 17, 2020 8:30 am

Via Conference Call

Thursday, December 19, 2020

	JULY	AUG	SEP	OCT	NOV	DEC
ANDERSON	X	X		X	X	X
ASHLEY-HOPPE	X	X	X	X	X	X
BEAVERS-JACKSON	NA	NA		X	X	X
BUCCIFERRO		X	X	X	X	
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	X	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	X	X	X	X
EL-AMIN	X	X	X	X	X	X
CRIBBS		X	X	X	X	X

1. Call to Order and Roll Call

8:34 am.

2. Review and Approval of November 19, 2020 Meeting Minutes

Motion: Eickstead. Second: Riemer. Motion carried.

3. Review and Approval of Financials

Motion: Kelley. Second: Hernandez. Motion carried.

4. Reappointment and Appointment of Board of Directors

El-Amin reported that there are currently three board members up for reappointment: Bucciferro, Riemer, and Ashley-Hoppe. Motion: Beavers-Jackson. Second: Eickstead. Motion carried. Dr. Kelley is not eligible to stay on so there is a board opening for owner occupant.

5. Reappointment and Appointment of Officers

El-Amin reported that Knueppel, Obershaw and Hernandez are up for reappointment or new officers can be elected. Motion: Beavers-Jackson to keep officers as is. Second: Vollbrecht. Motion carried.

6. Updates

a. Promotions

Obershaw reported the following:

i. Business Window Decorating Contest Recap

Obershaw reported that Beloit Family Eye Care won People's Choice and Stateline Mental Health Services won Judge's Pick. Both will receive \$50 for their win. 20 people had an opportunity to win one a \$20 gift card for submitting a selfie in front of one of the participating businesses windows through the TRAVEL Grant funds.

- ii. Grand Lighted Holiday Parade Recap
Obershaw reported that 465 cars attended our drive through style reverse parade. We received a lot of positive feedback of people that were happy we could still hold the parade. Traffic was challenging.
- iii. Small Business Saturday Recap
Obershaw reported that 24 businesses signed up to have short promotional videos created that were uploaded to YouTube and our Facebook page. The public had the opportunity to win one of eight, \$250 gift cards through the TRAVEL Grant funds. Around 496 people opted in to receive our weekly newsletter.
- iv. Holidazzle Recap
Obershaw reported that we were not able to host vendors this year or have a trolley. We had nineteen participating businesses, plus our office for the debut of our historical timeline project. For every receipt dated 12/4/2020 and total spent over \$10 from a downtown Beloit business, attendees received one entry for their chance to win one of ten \$100 gift cards through the TRAVEL Grant funds. Of the 19 participating businesses, seven had submitted feedback about the event.
- v. Beloit Winter Farmers' Market
Obershaw reported that the highest number of shoppers to date is 171. We are limited to 25 shoppers at a time. List of vendors is shared on Facebook and community pages on Friday's.
- vi. Downtown Beloit Winter Story Stroll
Obershaw reported that only 10 businesses on the 400 block of Grand Avenue were able to participate because it was a short book. The public can enter to win one of twenty \$20 gift cards by taking a selfie in front of a page at one of the participating businesses or by submitting a completed coloring sheet and turning it into our office, through TRAVEL Grant funds.

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 was also cancelled.

ii. Business Updates

- 5bar, 530 E. Grand Avenue is now open.
- The Happy Homestead, 635 Broad Street is now open.
- Haute The Luxe Bridal & Beauty House, 406 Pleasant St Suite 210B, is now open by appointment only.
- House of Lexx Tattoo moved to 617 E. Grand Avenue.
- 108 W. Grand Ave. is being remodeled.

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 December meeting was cancelled. There isn't any grant money left. La Casa Grande has installed their sign but we are still waiting for them to submit receipts in order to pay them out. The signs for both Domenico's and Grande II are not complete.

7. Executive Director's Report

El-Amin reported the following:

- The 2021 Sponsorship form has been updated to include the Beloit Winter Market and to offer either one or three year commitments. There is also a recruitment video that can be shared.

- Requesting feedback from the Executive committee about conference room rental fees. The committee asked her to put together a comparison spreadsheet of other area rentals for review. Initial thoughts from the committee were that it would be \$50 for businesses located within the BID and \$100 for non-BID members for the conference room.
- She submitted most of the required paperwork to receive the \$15,000 through the TRAVEL Grant. She has been given an extension to turn in the remainder receipts.

8. Adjourn

9:16 am. Motion: Hernandez. Second: Beavers-Jackson. Motion carried.