



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, March 25, 2021 at 8:30 am

Via Phone Conference

THURSDAY MARCH 25, 2021

	OCT	NOV	DEC	JAN	FEB	MAR
ANDERSON	X	X	X		X	X
ASHLEY-HOPPE	X	X	X	X	X	X
BEAVERS-JACKSON	X	X	X			X
BUCCIFERRO	X	X			X	
EICKSTEAD	X	X	X	X		X
HAEDT	NA	NA	NA	NA	X	X
HERNANDEZ	X	X	X	X	X	X
KNUEPPEL	X	X	X	X	X	X
MARQUETTE	X			X	X	X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X	X	X
SENZ	X	X	X		X	
VOLLBRECHT	X	X	X	X	X	X
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:31 a.m.

Guest: Jennifer Hall

2. Review and Approval of February 25, 2021 Meeting Minutes

Motion: Riemer. Second: Vollbrecht. Motion carried.

3. Review and Approval of Financials

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

4. 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: Beavers-Jackson. Second: Obershaw. Motion carried.

Action Needed – Knuepple requested all Board members complete and return the evaluation sheet to her by **Friday April 2nd, 2021**.

5. Reconvene in Open Session.

8:55 am. Motion: Hernandez. Second: Riemer. Motion carried.

6. Review and Approval of Executive Director's Performance Evaluation

Tabled until next month's agenda.

7. Updates

a. Promotions

Obershaw reported the following:

- i. Beloit Winter Farmers' Market –142 March average, new average 119. Numbers are increasing. Shauna has been advertising consistently and we

have new signage to assist in directing traffic to the event. This year we were not able to get posters out to businesses due to Covid, but next year we will be sure to get them out to the downtown businesses to display at their stores to help market the Winter Farmer's Market. We are celebrating Earth Day by inviting local non-profit businesses with Earth Day theme booths on Saturday April 17th and Saturday April 24th.

- ii. Spring Wine Walk – April 17th. Sold Out Event – YEAH!!!! 300 tickets sold including 50 VIP. All volunteers are set for the event. VIP Sponsor is Medical Grade Aesthetics. They are going to set-up at the DBA office. We have 11 vendors participating. We also have a one man band that will be providing entertainment for the event.
- iii. Beloit Farmers' Market – Starts May 1st. Deadline for vendors to register is March 26th. 66 vendors have already turned in all their paperwork and payments for the season, out of the 71 we can have. Promotions discussed and approved Food Trucks for the event – 3 to start. All food must be packaged to go and the Food Trucks will be parked outside the Farmers' Market boundaries. Promotions also approved having Non-Profit booths. All flyers will be under Plexiglas to assist with Covid guidelines or handed directly to customers. Lastly, the Promotions Committee approved bringing back live music. We will work on setting up some bands from June – Sept, 2 bands per month with 1-3 members limit on band members.
REQUEST – Need each board member to volunteer at least 2x over the Farmers' Market Season (May 1st – Oct 30th). Volunteer time would be 9-12. Please send your dates to Shauna so she can start building her volunteer schedule.
- iv. Fridays in the Park – This event will only occur with agreed Restaurant participation. Shauna sent a request out to the Restaurants with a deadline of Friday 3/26 to get back to her. So far she has not had any restaurants follow-up with her on this. She will take time to call each next week to get their thoughts on the event. If the overall feedback is that they do not want to participate then this event will be cancelled this year.

b. Economic Vitality

Eickstead reported the following:

- i. Business/Property Owner Meeting – Their bi-monthly committee meeting did not occur. There is a scheduled Virtual meeting for April.
- ii. Business Updates – Still have 3 openings currently - Totally Tan, House of Lexx and old Republican Office.

Also the old Beloit Daily News building will be up for leasing soon, Marquette reported.

The old Escape Quest building is in the process of being sold and the 'word on the block' is that there will be a new tenant there soon.

- i. SEO – Our reports show that we are having increased traffic to our website.

Haedt would like to see the SEO report and join the committee.

c. Design

El Amin reported the following:

- i. Façade & Sign Grants

Bushel & Peck – new awning \$4500, approved for \$1000 grant. Their new awning is up and looks great. Actively looking for new applications and advertising as much as possible.

- ii. City Applications – no new applications.

DBA's new Sign is up and looks great. ☺

8. Executive Director's Report

El-Amin reported the following:

- Requested that each board member forward our sponsor request to 5 contacts. Shauna has not heard from anyone on these. Any Events after and including Farmers' Market are still available for Sponsorship funds.
- Deadline are coming up soon on our two positions:
 - Promotions Coordinator
 - Seasonal Streetscape Coordinator Position
- Our Annual Financial Audit is beginning, when everything is finalized Shauna will share with the Board for approval.
- Brown Paper Tickets still owes us the money from last year's Fall Wine Walk. We are expecting to have our money from them no later than October 2021 as a letter has been sent by the City Attorney's office and they have record of a consent decree on file from the US Attorney's office dated March 8.
- Erin Welty will be a Guest at our next month's Board meeting to perform our WI Main Street Accreditation.
- Since we are not doing Easter Eggtravaganza, we are partnering with the City to do an Egg Word Scramble. This will start Sunday March 28th.

9. Adjourn

9:30 am.

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

Respectfully submitted by Jessica Hernandez