



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday, May 27, 2021 at 8:30 am**  
557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, MAY 27, 2021**

	DEC	JAN	FEB	MAR	APR	MAY
ANDERSON	X		X	X	X	
ASHLEY-HOPPE	X	X	X	X		X
BEAVERS-JACKSON	X			X		
BUCCIFERRO			X		X	
EICKSTEAD	X	X		X	X	X
HAEDT	NA	NA	NX	X		X
HERNANDEZ	X	X	X	X	X	X
KNUEPPEL	X	X	X	X	X	
MARQUETTE		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**

8:34 am

Guest: Jennifer Hall

**2. Review and Approval of April 22, 2021 Meeting Minutes**

Motion: Eickstead. Second: Senz. Motion carried.

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Riemer. Motion carried.

**4. Updates**

**a. Promotions**

**Obershaw Reported . . .**

- i. Beloit Winter Farmers' Market Recap – Overall successful. Average was 118 people. Total revenue from Winter Farmer's Market is estimated to be a little over \$4000.
- ii. Beloit Farmers' Market – Desperately need volunteers. We need 6 volunteers per Event with new Covid restrictions. We now can have up to 800 attendees. No masks for attendees or Vendors. Only Volunteers and DBA working staff must wear masks. Our new average is 1625 attendees.
- iii. Fridays in the Park - We have nine restaurants that have committed. So far we have Geronimo (all 4 locations are in), Frescos, Dominicos, La Casa, Grand Ave Pub and Zen Sushi that have agreed to participate. We just need the restaurants to pick their dates. We do have a new cancellation policy in place to help prevent have last minute cancellations for this event – the vendor will still have to pay the \$50 plus the average meal sale that would normally go the DBA. May 28<sup>th</sup>, July 3<sup>rd</sup>, Sept 22<sup>nd</sup> will be Brown Bags / Specials since these are holiday weekends which are historically low in

attendance. We have all Fridays booked with bands. Good news too is that with the new DBA building location, we won't have rain dates for this event because we would move the Fridays in the Park down to the DBA building.

**b. Economic Vitality**

**Eickstead reported . . .**

- i. Business/Property Owner Meeting – Committee meeting was cancelled but Kelly and Shauna discussed and brainstormed ideas to revive these meetings since attendance is so low virtually. Kelly and Shauna came up with some great ideas for future meeting locations and speakers to increase participation. Some ideas thrown out would be to have the new Police Chief as a guest speaker in October, 200 W. Grand with possible tours of new apartments coming soon, and the new Snappers Stadium for August's meeting.
- ii. Business Updates – Old Totally Tan, Old Cup & Cake Bake Shop, Old Republican Building and Old Beloit Daily News building are still available. Happy Homestead closed May 5<sup>th</sup>, but a new business already signed a lease to take over called Arcane Archives starting July 1<sup>st</sup>. It is a hobby shop. The old House of Lexx building is being leased as a new CBD store. Haute Bridal is moving her shop to a store front, next to Beloit Daily News. There will also be a salon in the building. Strong building has also been put on the Market. Also it has been announced that Fairbanks Morse is moving downtown but we are not aware of where downtown. More to come on this.
- iii. SEO – Our numbers continue to grow. We have a lot of people sign up for our Newsletter recently. Reports show some of our major events have moved up to page one on Google.

**c. Design**

**Senz reported . . .**

- i. Façade & Sign Grants – Email vote for 5BAR's new sign. They were approved for up to a \$500 Grant. Design committee also has 3 potential new applications – the new Hobby Shop moving to old Homestead building, Beloit Art Center is looking to do a mural that the Design committee agreed it could fall under Façade, and Autumn Moon.
- ii. City Applications – No Apps at this time.

**5. City Center Council Update**

City Center Council wants to animate the city center every weekend. They want to start 'Big Weekends'. Advertise all events happening in the community to get people staying in Beloit / Downtown. Systematically coordinate events to ensure there is something for people / families to do all day long, all weekend long to keep them downtown. They are planning 4 to 5 'Big Weekends' to start. The council has asked the DBA / Shauna to market as many events as possible happening on our website. They are also asking that we coordinate with various businesses, non-profits to assist in capturing all events happening each weekend and help get the word out there about all the events. Beloit 200 Sub group could potentially pay for any cost put into it. It would not come out of the DBA budget.

**6. Executive Director's Report**

**El-Amin reported . . .**

She will be adding 'Strategic Plan Check In' to the Agenda for both Executive and Board Committees to ensure we keep our goals of our strategic plan for the DBA forefront and continue progressing on them.

Also she is graduating from several courses from the Main Street America Revitalization Professional. Shauna has passed 2 and is now on the 3<sup>rd</sup>.

Also the DBA is looking at possibly being a Non-profit sponsor for the Snappers Games. We would need to commit to having volunteers (1 being a DBA employee) at 2 of the games per month. Whatever booth / concession stand we work during the game, we then would receive up to 10% of the profits. Only concern on this is if we can get enough volunteers. More discussion on this to come.

Lastly, our new Promotions Coordinator starts Tuesday June 1<sup>st</sup>.

**7. Adjourn**

9:27

Motion: Riemer. Second: Vollbrecht. Motion carried.

Respectfully submitted by Jessica Hernandez