



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's Board of Directors was held
Thursday, July 22, 2021 at 8:30 am
557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, JULY 22, 2021

	FEB	MAR	APR	MAY	JUN	JUL
ANDERSON	X	X	X		X	X
ASHLEY-HOPPE	X	X		X	X	X
BEAVERS-JACKSON		X				X
BUCCIFERRO	X		X			X
EICKSTEAD		X	X	X	X	X
HAEDT	NA	X		X	X	
HERNANDEZ	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	X
VOLLBRECHT	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 June 24, 2021 Meeting Minutes

Motion: Eickstead. Second: Bucciferro. Motion carried.

3. Review and Approval of Financials

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

4. Updates

a. Promotions

Obershaw Reported . . .

- i. Beloit Farmers' Market – No more counting so we do not have #s of attendees, but attendance looks high and seems to continue to increase based on observation. We only have 1 restriction still which is that the booths must stay 6 ft apart. We are waiting for the next EOC meeting to see if this last restriction will be lifted but the meeting was cancelled. Shauna is in hopes to get this on the Economic Development meeting agenda this coming Monday and will let us know. El-Amin added that SSM Health wants to do some sort of SNAP bonus program, she will learn more and report back.
- ii. Fridays in the Park – Merrill & Houston's was last Friday and hit a record of 394 lunches sold. They would have sold more but they had to stop due to running out of food. Fresco was the week before and they sold about 160 lunches.
- iii. Street Dance – Still in need of volunteers – 3 for the gates on the last shift and also need 4 garbage buddies for the event. El-Amin added that she was

contacted by Rock County Youth2Youth and they are lending us their ID scanners for the event.

b. Economic Vitality

Eickstead reported . . .

- i. Business/Property Owner Meeting – Last meeting was cancelled due to no quorum. The next meeting is Aug 4th at the Beloit Snappers Stadium. It will cost \$5 per head and is maxed at 30 people. Eickstead has agreed to donate the money to cover the cost of the event. El-Amin added that Bird e-scooters are going to be ridden from the stadium to the apartments.
- ii. Business Updates – Arcane is open now. No updated on CBD shop. Loan Max moved into Shirland and State. El-Amin added that she toured the BMO building and will be adding three suites to the website.
- iii. SEO – Our numbers continue to grow and improve.

c. Design

Senz reported . . .

- i. Façade & Sign Grants – No new applications.
- ii. City Applications – Loan Max is moving to 28 State Street and they are adding three signs. Rise & Grind Coffee Haus is looking to add a coffee trailer to the parking lot between Arcane Archives and 615 Club. The committee had a few questions regarding this application and is awaiting a response from the City.

5. City Center Council Update

El Amin reported . . .

Next “Big Weekend” – 1st weekend of August – Snappers game Friday and Saturday. BIFF movies occurring that weekend as well. Also 1st fireworks display that Saturday in downtown Beloit.

Shauna reported the Event Planning Manual is in the works and more to come on this.

6. Executive Director’s Report

El-Amin reported . . .

Event space rental – El-Amin recommends \$50 non-affiliated rentals / \$25 if affiliated for conference room and \$300 non-affiliated rentals / \$150 if affiliated for event space rental of DBA building. There would also be a \$100 deposit for the event space.

Conference room would be available Monday-Friday 9am-5pm.

Event Space would be available non-business hours and Saturdays after 1:30 pm

November through April due to the indoor market. No time constraints otherwise.

Suggestion was brought up on putting a max time limit for both conference and event space rental. It was suggested a 4 hour max for standard pricing and then negotiable past that time constraint.

The board would like to add a flat rate rental for use of tables and chairs since this would incur staff time. The rate would be \$25. This will be reviewed after 4 – 6 months.

7. Adjourn

9:36 am

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