



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, September 23, 2021 at 8:30 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, SEPTEMBER 23, 2021

	APR	MAY	JUN	JUL	AUG	SEPT
ANDERSON	X		X	X	X	X
ASHLEY-HOPPE		X	X	X	X	
BEAVERS-JACKSON				X	X	X
BUCCIFERRO	X			X		
EICKSTEAD	X	X	X	X	X	X
HAEDT		X	X			X
HERNANDEZ	X	X	X		X	X
KNUEPPEL	X		X	X	X	X
MARQUETTE			X		X	
OBERSHAW	X	X	X	X	X	X
RIEMER	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

8:35 am

2. Review and Approval of August 26, 2021 Meeting Minutes

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

3. Review and Approval of Financials

Motion: Eickstead. Second: Senz. Motion carried.

4. Updates

a. Promotions

Obershaw Reported . . .

- i. Beloit Farmers' Market – El-Amin is working on getting new members. We have some vendors leaving due to season and no longer having produce. El-Amin already has 15 confirmed vendors for Winter Farmers Market.
- ii. Fridays in the Park – Season is over. Average for 2021 (without Truk't from last week) is 195 sold lunches. In 2019, our average was 183. So 2021 numbers are up from 2 years ago. We had a great season.
- iii. Oktoberfest – We welcomed 773 attendees this year. This is down from our 2019 numbers by 21%. We had \$7,747 in beer sales also down from 2019 by 22%. The Hammer Game brought in \$430. This is a 64% increase from 2019. And Axe throwing, our newest event, brought in \$546.00. Tip Jars did have some money from the event, and Oktoberfest alone had \$138. The board made some suggestions on how to control money throughout the event and some concerns on how we can better monitor money collection. More will be discussed in promotions on this. Overall the event was successful despite attendance being lower.

- iv. Fall Wine Walk – 172 tickets sold so far out of 400. VIP is SOLD OUT. El-Amin did announce all the locations on Facebook. We now have 16 locations total. (it may possibly be 17 locations if Visit Beloit decides to be a location as well after they host VIP). Visit Beloit is hosting the VIP event. El-Amin will be sending a needed volunteer list out soon.
- v. Halloween Costume Parade & Party – No parade. No Party. But there will be trick or treating with the different businesses and farmers' market vendors that are participating. Any businesses participating will have a flag displayed to show they are handing out Candy and vendors will get an orange sign.

b. Economic Vitality

Eickstead reported . . .

- i. Business/Property Owner Meeting – Next meeting will be October 6th and it will be at the DBA Building @ 8:30 a.m. The Police Chief will be the speaker.
- ii. Business Updates – Cup and Cake is under negotiation for a contract with a Woman's Boutique. Totally Tan is still available and so is House of Lexx's former location. The Power and Light building will be occupied by CarQuest and their old building will be available soon after they complete their move.
- iii. SEO – Sessions are up 6%. Our site was temporarily down because we had a suspected hacker. It is now fixed and continues to be monitored. El-Amin is working on the website to give it a facelift.

c. Design

Senz reported . . .

- i. Façade & Sign Grants – None at this time
- ii. City Applications – Grand Slam Bar & Grill put in an application. The design committee is working with the city on the design to get approval.

5. City Center Council Update

El Amin reported . . .

Next meeting is the 1st Thursday of October. At that meeting, the partners will decide the 2022 dates for Big Weekends and get them sent out so other organizations can prep their dates and hopefully coordinate with the Big Weekend dates.

6. Executive Director's Report

El-Amin reported . . .

12 applications received for Promotions Coordinator. El-AMin will work through the applications and set interviews. So far she has 3 that she is looking to line up based on past promotional experience, but possibly more will be setup after she does a 2nd look through of all applications. El-Amin is looking to setup at least 5 interviews.

Holiday parade talk in the works. EOC is wanting a reverse parade similar to last year. El-Amin had suggestions on how to improve it from last year. More will be discussed during promotions and more to announcements on this event to come.

7. Adjourn

9:35 am

Motion: Hernandez. Second: Obershaw. Motion carried.

Respectfully submitted by Jessica Hernandez