



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's
Board of Directors was held
Thursday, October 28, 2021 at 8:30 am
557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, OCTOBER 28, 2021

	MAY	JUN	JUL	AUG	SEPT	OCT
ANDERSON		X	X	X	X	X
ASHLEY-HOPPE	X	X	X	X		
BEAVERS-JACKSON			X	X	X	X
BUCCIFERRO			X			X
EICKSTEAD	X	X	X	X	X	
HAEDT	X	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
8:33 am

2. Review and Approval of September 23, 2021 Meeting Minutes
Motion: Beavers-Jackson. Second: Senz. Motion carried.

3. Review and Approval of Financials
Motion: Hernandez. Second: Bucciferro. Motion carried.

4. Review and Approval of 2022 Budget
Motion: Riemer. Second: Vollbrecht. Motion carried.

5. Appointment of Board of Directors
The board received notice from Mike Marquette that due to time constraints he is not able to be at a majority of the meetings. He nominated Matt Lee from downtown Beloit's Century 21 office to be a replacement for him. Mike's position on the board is that of an Owner Occupant. We have no other applications on file that could fill this position. Motion: Beavers-Jackson. Second: Senz. Motion carried.

6. Updates

a. Promotions

Obershaw Reported . . .

- i. Beloit Farmers' Market – One week remaining. Shauna has been successfully fill vendor spots as vendors are dropping out due to limited supply. We estimate about 10 new vendors have been added towards the end of the season.
- ii. Fall Wine Walk Recap – Out of 450 tickets we sold 394 tickets. 34 tickets were sold at the door day of. All VIP were sold out. 16 Vendor locations. We

have some reminders to go out to vendors for the next event to keep expenses down. Some vendors opened all bottles or were pouring more than the 2oz. Shauna will work with the businesses.

- iii. Halloween Parade & Party – This Saturday. No parade or party. 22 locations for Trick or Treat stops and about 40 locations throughout the market. Frito-Lay donated to the DBA so our booth will be giving out candy and chips. The YMCA is having a big party in their parking lot the day of the event as well. Paulson's donated 1000 pumpkins. HauntedCarWashes is donating a large blow up to the event and Mr. Steve will be in FNBT plaza doing entertainment and balloon animals.
- iv. Winter Farmers' Market – Shauna has secured 22 total vendors. 17 in main are of building and 5 in conference room. Shauna also has a backup list of vendors for when our regulars cannot attend certain weekends.
- v. Grand Lighted Holiday Parade – November 26th. It will be a reverse parade. Same location as last year but we are just going to use one side to make it easier for attendees and judges to view. We will have 1 goodie bag per vehicle.
- vi. Holidazzle – Shauna just sent out the participation email. Event is December 3rd. The DBA is not encouraging food and drinks but the locations can decide on their own if they wish to provide food and drinks to the public. We will have 17 vendors in our DBA building. We will also have Santa in our building. He will be in the conference room to take photos with the kids.
- vii. Winterfest – New event for us. January 21st-23rd – 3 day weekend. The city asked the DBA to participate. We are looking for different event ideas. Please send them to Malinda or Shauna.

b. Economic Vitality

El-Amin reported . . .

- i. Business/Property Owner Meeting – Our last meeting was with the Chief of Police speaking. There was about 10 attendees. Our next meeting is the 1st Wednesday of December. That will be the holiday party/meeting. The next meeting in February is being planned. It will probably be the City manager speaking. More to come on this.
- ii. Business Updates – Shauna is working w/ the Boutique interested in the old Cup and Cake Bake shop. Car Quest has not moved yet – no update for now. Totally Tan still under construction. Old House of Lexx building is now off the market and is planning on renovating – white boxing it out to help rent. Old Beloit Daily News building is officially sold as of last month. Shauna has about 5 prospects interested in coming downtown but we have limited spaces at this time.
- iii. SEO – No further outages. Premier Technologies did fix all issues so hopefully we should not have any hacker issues for the future.

c. Design

Senz reported . . .

- i. Façade & Sign Grants – John Mansfield / Tin Dog Records building wants to renovate the top part of their building. We approved / provided a \$1000 Grant on it.
- ii. City Applications – None at this time.

7. City Center Council Update

El Amin reported . . .

Still working on picking 'Big Weekends' for 2022 with the partners.

8. Executive Director's Report

El-Amin reported . . .

- Shauna applied for a sponsorship from Compeer Financial. The stipulation is Year Long Farmers Market. The amount Shauna applied for was the max of \$1000.
- Shauna is also applying for the Peggy Neese Endowment Fund in the amount of \$1050 which we use for replacing our Holiday Décor and/or hanging baskets and urns.
- Shauna has been invited to join a Janesville Innovation Inc. Board. It would be the same day as Promotions but at 8am. Shauna will be calling in to their meetings.
- Shauna reported that she is finishing her history project in our main lobby of the DBA building thanks to some help of some Beloit artists. Shauna shared some pictures of the different concepts she is looking at. It would cost about \$1000-\$1200 to do the project and then the artist would have a spot in our Summer and Winter Market and be an artist spotlight at our Holidazzle event. Guy suggested that per each logo that would get painted in to the mural, we ask that business to sponsor a couple hundred bucks.
- New Promotions Coordinator starts November 15th.
- Shauna will be sending out info on Window Decorating Contest sometime this week.
- Shauna was contacted by Rock County Christian School and they are volunteering 17 students on November 5 in the afternoon. They will be decorating downtown.

9. Adjourn

9:56 am

Motion: Obershaw. Second: Senz. Motion carried.

Respectfully submitted by Jessica Hernandez