



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's
Board of Directors was held
Thursday January 27, 2022 at 8:30 am
557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, JANUARY 27, 2022

	AUG	SEPT	OCT	NOV	DEC	JAN
ANDERSON	X	X	X	X	X	X
ASHLEY-HOPPE	X			X		
BEAVERS-JACKSON	X	X	X	X		
BUCCIFERRO			X		X	X
EICKSTEAD	X	X		X	X	X
HAEDT		X	X	X		X
HERNANDEZ	X	X	X	X	X	X
KNUEPPEL	X	X	X	X	X	X
LEE	NA	NA	NA	NA		X
OBERSHAW	X	X	X	X	X	X
RIEMER			X	X	X	X
SENZ		X	X	X		
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:31 am

Guests: Errin Welty and Jen Hall

2. WI Main Street Annual Accreditation with Errin Welty

Errin Welty, WEDC – WI Main Street Downtown Development Program Director reviewed our Accreditation with the board. DBA passed all of the criteria and are accredited.

3. Review and Approval of December 16, 2021 Meeting Minutes

Motion: Riemer. Second: Haedt. Motion carried.

4. Review and Approval of Financials

Motion: Hernandez. Second: Riemer. Motion carried.

5. Review and Approval of Board Member Nominations

1st Nomination, Jessica Fox-Wilson to replace Lynn Vollbrecht as our Beloit College Representative - Motion: Obershaw. Second: Riemer. Motion carried.

2nd Nomination, Rick Wolter to replace Guy Bucciferro as Owner Occupant - Motion: Hernandez. Second: Eickstead. Motion carried.

6. Updates

a. Promotions - Obershaw reported the following . . .

- i. Winter Farmers' Market Event is going okay overall. Our current average is 125 attendees each weekend. Weather seems to impact our attendance of this event. The colder it is the lower our numbers. We are having a fluctuation of vendors. We average between 19 – 22 vendors each week. We do have some vendor openings. We are going to continue with

advertising via social media, etc. Overall we are happy where we are at with this only being our 2nd year for this event.

- ii. Winterfest - January 28th-30th, 2022 (no longer the 31st) There will be a handful of businesses that will be doing something special for the event. The DBA office will have some take and go projects – build a snowman, build a s'more kit, etc. BIFF will be hosting a movie – 'The Snowman' at the Rotary building. There will be a winter story throughout some of the stores – each will have a page of the story from Beloit Daily News. There will also be ice skating at the ball park and Bryden Motors will have a hot cocoa make and take in their mugs. There are also blow up penguins arriving tomorrow placed all over downtown for impromptu selfie opportunities. All these events start tomorrow.
- iii. Annual Dinner - Meeting will be virtual due to rise of Covid unfortunately around the community. We are looking at Feb 1st at 2pm to do some recording of the annual dinner. The plan is to have Stephanie present every other award and have the remainder of the exec team present one award each.
- iv. 2022 Events Calendar – El-Amin will have them all printed. The plan is to have them available at the DBA building and at all our events along with distributing some to each business.

b. Economic Vitality - Eickstead reported the following . . .

- i. Business/Property Owner Meeting - Next meeting was supposed to be February 2nd at 8:30am. We are looking at cancelling this meeting due to Covid and having to do the event virtually would not get much participation.
- ii. Business Updates – Katie Pulliam Photography is opening next week. We have a hair salon looking for a spot. Pure Gravity Fitness may be relocating due to property owner wanting to turn it into an apartment. The move would be by February 1st. The business is looking to relocate to Roscoe. Open space – Beloit Daily News building, Cup and Cake, 400 E Grand, BMO 3 suites. 454 St Paul Ave has been purchased by Tim Stevens – he owns Canopy Refresh. El-Amin reported that we have a business interested in the Cup and Cake shop. She is a former Farmers market vendor. More to come on this.
- iii. SEO - New sessions and pages per sessions are up – meaning that more people are visiting the site and visiting more pages on the site.

c. Design – El-Amin reported for Senz the following . . .

- i. Façade & Sign Grants – We will have an application for Rojas Boxing for signage at their rear entrance. We also paid out a Chic and Unique in December. We are starting a new year so El-Amin reached out to some of our new businesses to encourage applications to use the money.
- ii. City Applications – We discussed the improvements happening at 108 W. Grand Avenue. They are doing remodeling of the first floor to be potentially a restaurant with windows facing the river. They are also looking at doing an indoor patio on the second floor potentially for residential use.

7. Executive Director's Report – El-Amin reported the following . . .

- Monday's City meeting went really well. The meeting covered a nice review of all the committees and their functions along with an overview of the city's new Strategic Plan.
- Sponsorships went out. We already have 2 new sponsors – First Community Credit Union and Coldwell Banker. We also got I-43 Storage and Blackhawk Bank back as sponsors. El-amin is resending the sponsor emails this week. She did request that all board meetings forward this email out to a few business contacts to help spread the opportunity for additional sponsorships this year.

- Exec discussed a possible meeting date and time change for the Board due to conflicts in member's schedules. Exec would like to recommend moving the meeting to the 4th Tuesday of every month at 8:30am. After further discussion, El-Amin is going to send out an availability survey to everyone today to try to find a common time that works for all board members.

8. Adjourn

9:34 am

Motion: Riemer. Second: Bucciferro. Motion carried.

Respectfully submitted by Jessica Hernandez