



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday February 24, 2022 at 10:00 am**  
557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, FEBRUARY 24, 2022**

	SEPT	OCT	NOV	DEC	JAN	FEB
ANDERSON	X	X	X	X	X	
ASHLEY-HOPPE			X			
BEAVERS-JACKSON	X	X	X			
EICKSTEAD	X		X	X	X	
FOX-WILSON						X
HAEDT	X	X	X		X	
HERNANDEZ	X	X	X	X	X	X
KNUEPPEL	X	X	X	X	X	X
LEE	NA	NA	NA		X	X
OBERSHAW	X	X	X	X	X	X
RIEMER		X	X	X	X	X
SENZ	X	X	X			X
WOLTER	NA	NA	NA	NA	NA	X
EL-AMIN	X	X	X	X	X	X

**1. Call to Order and Roll Call**

10:05 am

Guests: Jennifer Hall

**2. Review and Approval of January 27, 2022 Meeting Minutes**

Motion: Riemer. Second: Senz. Motion carried.

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Lee. Motion carried.

**4. Updates**

**a. Promotions - Obershaw reported the following . . .**

- i. Winter Farmers' Market - The past weekend we had 84 attendees. Austin from the Daily News came through and wrote an article on the Market. Shauna requested that we share the article if we can. New average is 128 attendees for the event. We had 15 vendors this past week. This week we are forecasting 16 vendors so far.
- ii. Winterfest Recap - We had over 203 people come through the DBA building. We got feedback - the BIFF movie had low attendance – only 2 attendees. The other events like the dog sledding display had great attendance.
- iii. Annual Dinner Recap - Previewed a part of the video for the annual dinner – it is looking great! 😊 Shauna should have the full video today to preview. Shauna will send it out to the committee today to view and recommend any edits if needed. A link will be shared on social media at 3 pm to view the video of the awards ceremony live. It will also be available for people to view later for those who cannot attend at 3 pm.
- iv. Easter Eggstravaganza (April 16) - Shauna is assuming we probably will not be able to have the "Fun Zone" due to current Covid restrictions. The good

news is that we have Farmers Market that day so we can always move the Easter festivities into the DBA building and hold some of the games and bunny hop. Other option is just provide a goody bag from DBA building and a map to do a scavenger hunt/bunny hop at the different downtown businesses. Malinda suggested maybe using the back garage area and wall to do chalk art with the kids. We will plan for 300 goodie bags. Julia will be dressed up as the Easter Bunny. Committee also talked about getting a face cut out for pictures for the event to have going forward. Stephanie K and Shauna will look into getting it.

- v. Spring Wine Walk (April 30) - Event date moved a little later due to Easter moving later this year. Geronimo Hospitality will be doing VIP. They are not sure on the location yet but they were thinking the Roof Top location like we were planning in a year past. We are looking to book the Trolley which will help with some of the businesses that are a little farther off the beaten path. We already have had quite a few businesses let us know that they will be participating so we are already building our list of locations. We are also thinking of dressing up the tables at the DBA building a little more and making it more welcoming for people to sit and stay and enjoy the music we will have at the DBA building. We just need to see if we can get enough volunteers to do this. We can have up to 450 attendees. 50 VIP tickets and 400 regular tickets. It is our hope that we will be able to go back to providing hors d'oeuvres for the VIP again. More to come on this. We have 13 locations booked and we can do up to 20. Our ticket purchases went live last Friday. We have already sold out of all VIP tickets.
- vi. Fridays in the Park (May 27 – Sept. 16) - Lisa has already booked music for every single date. We have 7 open slots but 10 are booked. We are running into the restaurants having issues with being short staffed unfortunately. Lisa is working on booking the remaining dates. She has a few messages into the restaurants and waiting for replies.

**b. Economic Vitality – Shauna reported the following on behalf of Eickstead . . .**

- i. Business/Property Owner Meeting – Next meeting will be 1<sup>st</sup> Wednesday of April – April 6<sup>th</sup>.
- ii. Business Updates – Bath & Body Fusion looking to open 1<sup>st</sup> of March and will be participating in Spring Wine Walk. Trademark Restoration is looking to open in March as well. Pure Gravity Fitness (above Tin Dog records) did close they are moving to Roscoe/Rockton.
- iii. SEO – Conversions, sessions and pages per session are up.  
Misc – March 9<sup>th</sup> EV will be surveying businesses. Shauna asked for volunteers in helping with this from 2-4 pm. Shauna reported also that we are looking to make the process of starting a business easier and is working with the City on a newly formed group.

**c. Design – Senz reported the following . . .**

- i. Façade & Sign Grants – No new applications to approve, but we have a lot of applications sent out to some of our downtown businesses encouraging them to get their applications in and use the available funds.
- ii. City Applications – Brief update on the 108 E Grand property – hopefully by next meeting they will have more details for approval.  
Misc. – We are planning a Mel Donny Flower Fund fundraiser event and selling paper decorations that will go on the front window. They will be sold starting April 1 and go through the end of May. We will also be doing our normal basket and urn donation levels and those who give to that will be advertised with a marker system in that urn or on that basket.

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

It is that time of year again – Shauna's annual review. Stephanie provided all board members a copy of the Annual Performance appraisal to fill out and provide feedback on Shauna's performance over the last year. These are DUE MARCH 15<sup>TH</sup>. Please fill them out and send them directly to Stephanie Knueppel.

Shauna was voted in on the WI Farmer's Market Association Board officially.

BIFF kicks off tomorrow, Friday February 25<sup>th</sup>. The DBA building is setup as a venue on 7 of the ten days.

March 8<sup>th</sup> & 9<sup>th</sup> – WI Main Street Conflict Resolution seminar will be held here at the DBA building. Shauna is planning a dinner for them and so far we have 35 attendees from around the state.

A new Arts Council is starting, headed up by Jen Hall.

**6. Adjourn**

10:45 am

Motion: Senz. Second: Riemer. Motion carried.

Respectfully submitted by Jessica Hernandez