



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, November 17, 2022 at 10:00 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, NOVEMBER 17, 2022

	JUN	JUL	AUG	SEPT	OCT	NOV
ANDERSON	X	X	X	X	X	
BEAVERS-JACKSON	X				X	
EICKSTEAD	X	X	X	X	X	
FENRICK	NA	NA	NA	NA	NA	
FOX-WILSON	X	X	X	X		
HAEDT		X	X	X		X
HERNANDEZ	X	X	X		X	X
KNUEPPEL	X	X	X	X		X
LEE	X			X	X	X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X		X
SENZ	X					
WOLTER	X			X	X	X
EL-AMIN	X	X	X	X	X	X
SODERBERG	NA	NA	NA	NA	NA	X

1. Call to Order and Roll Call

10:06 am

2. Review and Approval of October 27, 2022 Meeting Minutes

Motion: Obershaw. Second: Haedt. Motion carried

Intro – New Promotions Coordinator – Anne Soderberg

3. Review and Approval of Financials

Motion: Riemer. Second: Hernandez. Motion carried.

4. Updates

a. Promotions – Obershaw reported the following . . .

- i. Beloit Farmers' Market – Overall this season went great. Our new rules around organically, locally grown went well. No changes in verbiage, etc. is needed. We will be adding into the rules "no slander" from participants towards the event or the DBA for participants whether that is given verbally, social media, etc. Farm visits were discussed and a decision was made to make farm visits be every 3 yrs. for each of our farm vendors to ensure we are keeping true to the event making sure our vendors are meeting requirements.
- ii. Halloween Parade & Party Recap – Event went great. We gave out bags of chips from the generous donation of Frito Lay and candy that we purchased. We ran out pretty quickly due to the number of attendees. We did have a few businesses that did not participate this year due to them feeling the event was not in their benefit.
- iii. Winter Crafter & Farmers' Market – Attendance count was 125 for first weekend. Last weekend attendance was 184. We now are at full capacity for

vendors, which is great. El-Amin is also working on food trucks to keep outside during the events. We have 1 currently. Rodriguez has been temporarily covering this market. Now that our new Promotions Coordinator has begun, this week, she will be managing the event.

- iv. Grand Lighted Holiday Parade (November 25) – We will have a “command center” at the City Hall building that will include police, fire and ambulance. We will have 11 public works trucks that will help barricade the parade. They will also decorate them so they can be part of the parade at the end. Due to having all these public work employees, we will not need as many volunteers. El-Amin is meeting for the 2nd time for the parade with Mrs. Claus, Santa Claus, Fire dept etc. El-Amin sent out an email requesting volunteers for judges, and has all judges assigned. We have about 31 floats so far signed up. We are hoping for 40. Deadline is tomorrow, 11/18. Letters to Santa mailboxes, initiated by the City, will start the same day as the parade. Locations for these are at the Gantry, Edwards Ice Arena and the Library.
- v. Holidazzle (December 2) – El-Amin is still working on getting businesses to get signed up. Deadline is tomorrow, 11/18. We have about 15 signed up so far. We are hoping for 20+ locations. We have lots of vendors all signed up ready to go. The DBA will do “Show us your Receipts”, instead of the word search like last year. We got feedback from last year’s research that people were just running in to get the word but not staying and shopping. We would then have participants show receipts (any purchases they make from our downtown businesses or vendors that night) and they get an entry in to win a gift basket.

b. Economic Vitality – El-Amin reported the following . . .

- i. Business/Property Owner Meeting – Next meeting is Wednesday Dec 7th at 8:30. Mix and Mingle event – Holiday celebration.
- ii. Business Updates – Tin Dog Records was closing but now they have a new owner, Jeff and Jennifer Livingston. They will have a soft opening coming up. QPS is now occupied. El-Amin is meeting w/ the new owners next week. Pig Iron Pub & Grub and the suite behind Beloit Daily News is still available. Cozy Bin relocated but the location may be purchased or listed for lease. More to come on this.
- iii. SEO – Going good.

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

- i. Façade & Sign Grants – All funds are used up. Just need to get final payments out.
- ii. City Applications – The committee reviewed Blue Collar Coffee’s signage in back, and Beloit Bicycle’s façade front and back.

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

- Window decorating contest starts on Monday. Liz Carpenter and the art students are coming to paint the windows for us and the businesses.
- DBA Building is a coat drop off facility for the “Bundle Up” Program by Visit Beloit.
- DBA Building is also a gift card drop off for the Homeless. They have recognized 350 students that are homeless that attend Beloit Memorial High School.
- Meeting is looking to be held after the first of the year with Downtown Business Owners and Committees to discuss final plans for 80/100 E Grand Ave. This will be an opportunity for everyone to voice their opinions.

- 6. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.**

Motion: Obershaw. Second: Riemer. Motion carried.

- 7. Reconvene in Open Session**

Motion: Hernandez. Second: Wolter. Motion carried.

- 8. Review and Approval of Executive Director's Performance Evaluation**

Tabling until next month.

- 9. Adjourn**

11:28 am

Motion: Lee. Second: Wolter. Motion carried.

Respectfully submitted by Jessica Hernandez.