



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's
Board of Directors was held
Thursday, April 28, 2022 at 10:00 am
557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, APRIL 28, 2022

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

1. Call to Order and Roll Call
10:05 am

2. Review and Approval of March 24, 2022 Meeting Minutes
Motion: Senz. Second: Ashley-Hoppe. Motion carried

3. Review and Approval of Financials
Motion: Riemer. Second: Haedt. Motion carried.

4. Updates

a. Promotions – Obershaw reported the following . . .

- i. Winter Farmers' Market – We had over 400 attendees last weekend during Easter Eggstravaganza. We had 15 vendors work the event and the feedback we got from the vendors was great. They made a lot of sales. Promotions committee recommended that we change the name of the event since we have a lot of crafting vendors, more than fresh produce. Committee agreed to changing the name to Winter Farmers' & Crafters' Market. That way it is clear to attendees that they will see more crafting in the winter over produce.
The committee also discussed at length the regular Farmers Market and the locally grown produce vs. resale. The committee set rules around it and Shauna and Lisa will work over the next few weeks to put communications out in black and white and start enforcing it during the Market. They are sending out the communication to the Vendors by the end of this week.
- ii. Easter Eggstravaganza Recap – KFAD was here and did face painting. Julia did great as the Easter Bunny. It worked great that we combined it with Winter Farmers' Market. We had 400+ attendees.

- iii. Spring Wine Walk (April 30) – Event is officially SOLD OUT. We are having issues with ticket resale scam. Shauna is put out a post letting everyone know of the scam issue and proper ways to get refunds or resale through the DBA. This is a continuous issue. Shauna is banning / blocking people that are putting scam posts out on our site. T-shirts were made – 150. Shauna will take a picture and start posting the shirts for sale. Committee voted on the shirts selling for \$18. Committee also recommended that we have a sign that says round up to \$20 and donate to the Flower fund. ☺ New wine vendor this event. Shauna and Lisa also worked with Bushel and Peck to setup sale of the new local wine vendor. There will be signs during the event that states “if you like this wine, go to your local store – Bushel & Peck to purchase this wine”. Bushel & Peck will be staying open until 6 pm that day. Volunteers needs to be at the event ready to go 1:30 pm. Shauna did find out that Walnut Creek will be selling a Wine Walk shirt as they have in the past for \$10. We do have a concern if it will interfere with the sales of our shirts. But this is something Walnut Creek has done in the past.
- iv. Fridays in the Park (May 27 – Sept. 16) – All dates are officially booked. No DBA cooking for any of the dates. All bands are booked. 2 bring your own lunch dates – July 1st & Sept 2nd (Holiday Weekends).
- v. Street Dance & Oktoberfest Band Selection – The Committee discussed different bands. We were thinking Petunia’s for square / polka dancing to get the crowd moving for Oktoberfest as opening band. Mathew Wundrow band as back up. We also discussed Triple D for opening band for Street Dance, and perhaps Cherry Pie Band as the headliner. Shauna/Lisa reached out and Triple D is down to a Duo so we are not sure if they would be good as an opener. The band is too small. And Cherry Pie cannot do Street Dance which is probably good because their pricing was too high. Shauna sent another email asking for recommendations since we are still in need for three bands to book as of now. Rich suggested Dirty Fishnet Stockings which is a Rock-a-billy band.

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

- i. Business/Property Owner Meeting – Next meeting is 1st Wednesday of June. Shauna is inviting our City Manager and Economic Development Director.
- ii. Business Walk / Survey – The committee is set to review the results and finalize at our next meeting in May.
- iii. Business Updates – One store front is available right now behind the Beloit Daily News with a back door entrance (no front door) along with the suites inside of BMO.
- iv. SEO – Going great. Shauna sent out an update to the committee.

c. Design – Senz reported the following. . .

- i. Façade & Sign Grants –Walnut Creek Awards & Promotions was approved and we received a new application from Grand Avenue Pub for a new awning.
- ii. City Applications – no applications at this time.

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

Shauna is working closely with Lisa to show her the ropes on setting up all events. Shauna has also been working on sponsorships. We have several new sponsors. Non-profit booths are all booked for Farmers Market. Posters / brochures for some of our events are wrapping up. Wine Walk T-shirts should be delivered at end of this week or beginning of next.

The state is booking a technical visit July 2nd to take pictures of how to setup a vendor booth. They will also shop our farmers market and give advice to current setups.

6. Adjourn

11:03 am

Motion: Riemer. Second: Wolter. Motion carried.