



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday, May 26, 2022 at 10:00 am**  
557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, MAY 26, 2022**

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

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

10:03 am

**2. Review and Approval of April 28, 2022 Meeting Minutes**

Motion: Eickstead. Second: Riemer. Motion carried

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Riemer. Motion carried.

**4. Updates**

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

- i. Winter Farmers' Market – This event has come to an end for the season. Our average was 120 attendees. Total revenue from Winter Farmer's Market is estimated to be a little over \$4000. The Exec Committee suggested and voted to changing the name to Winter Farmers' & Crafters' Market for next season to be more fitting for the event.
- ii. Spring Wine Walk (April 30) – We received 5 responses from the participating vendors. Almost all feedback was positive. We did have feedback that the pour limitation did not work. The pour spouts did not limit, it was free flowing but Lisa quickly sent out communication on how to use the cup to measure the proper 2 oz. Only negative feedback was from participants they would like to have more pours than 10 since there were 22 locations. We are looking into whether or not we can do more pours. It is all dependent on the City Clerk's response. Shirt sales unfortunately did not go as well as we hoped. We only sold 20. Shauna came up with the idea of preselling them with tickets to see if this would increase ticket sales. Also we are looking to see if we can get lanyards for Fall Wine Walk. We had 40 no

shows. We made almost \$15k on ticket sales. Wine billing came in. Just waiting for the official invoice. Bill was around \$3000.

- iii. Beloit Farmers' Market - Opening weekend was great. We had over 70+ vendors this past weekend. There were 3 vendors that completely sold out before end of event. Back to normal hours 8am-1pm. The "locally grown only" went well. All vendors adhered to the rules and regulations. There was only one question on someone who had asparagus. Shauna looked into it and we are satisfied that the asparagus sold was locally grown in a green house. We also had another reputable vendor selling the asparagus who grows it in their green house as well. 2<sup>nd</sup> weekend went great as well. We had another 70+ vendors again. Public works was out last weekend and had trucks that the kids could check out and climb into and provided stickers, etc.
- iv. Fridays in the Park (May 27 – Sept. 16) – Posters and ads are out. Pocket calendars are at GEM Printing and will be here tomorrow Friday 5/20. They should be out soon. All dates and bands are booked. First Friday in the Park is next Friday 5/27. We do have an issue with the FNBT plaza being under construction. There will be no benches this Friday. Shauna did send out an email to notify everyone and to bring chairs. Hopefully the benches will be back for the next Friday in the Park but it is subject to the weather cooperating.
- v. Street Dance & Oktoberfest Band Selection – Street Dance is completely booked. Opener will be Shifty Shafer Band and Top Flight band will be our headliner. Oktoberfest will have the Petunia Square Dancing for the opener and we are pending headliner – possibly Dead Man's Hand Band – waiting for confirmation.

**b. Economic Vitality – Eickstead reported the following . . .**

- i. Business/Property Owner Meeting – Next meeting is June 1<sup>st</sup> @ 8:30 am. Jen Hall and Lori Luther will be speakers. There will be coffee and pastries.
- ii. Business Walk / Survey – Businesses stated they survived Covid, 1/3 of the businesses stated they will have a change in space needs, meaning they are intending to grow. Concerns and needs – marketing, public safety and what is going on downtown. Parking also was a concern.
- iii. Business Updates – Limited space available. One space behind Beloit Daily News is available but it is back door access only with steps.
- iv. SEO – Going great! Sessions are up 41%. Bounce back went down 12%. They are continuing to monitor our site health.

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

- i. Façade & Sign Grants – Approved a Façade grant for Stateline Mental Health Services at the last meeting. Stateline will also be applying for a sign grant in the future.
- ii. City Applications – None. Shauna just received an updated on 108 E Grand. Completion date is shooting for August.

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

Newsletter - should we start charging businesses to advertise in our newsletter? Concerns – Shauna does not get these events sent to her. Shauna searches for these events via our businesses social media pages, word of mouth etc. So with that being said, would the businesses pay to be in the newsletter? And if we start charging, then would we have events to put in the newsletter going forward and therefore minimize our newsletter and then make it irrelevant. Our open rate is 30%+ and clickable rate is 20%+. We send the newsletter out to about 3000 recipients. Suggestion was given about instead of charging for the newsletter, setting up a dedicated E-Blast, where if a business has an event coming up they could send it to Shauna and Shauna could send it directly to all our contacts. It was suggested perhaps we

could charge about \$100-\$150 or perhaps \$8 per 1000 impressions. Shauna will put the suggestion on the EV committee to discuss and decide.  
Promotions Coordinator – Lisa’s last day is tomorrow 5/27/2022. The committee voted via email to move this position from part time to full time.

Streetscape Coordinator - Shauna is requesting to increase the pay from \$9.25 to \$12.00. Our concern if we do not increase we may not ever get applicants.  
Also if we were to set the starting pay for this position at \$12, we need to increase Julia’s wage. She is due for 3% increase in June. We are also recommending a \$1 per hour raise.  
Motion: Fox-Wilson. Second: Ashley-Hoppe. Motion carried

608 Day - Wednesday June 8<sup>th</sup>, DBA will have a table at the Sky Carp game. Shauna requested a volunteer or two to assist with the table.

Last, we will need to vote on the time change of the DBA Board meeting. We are proposing 10 am on the third Thursday of every month. Shauna will add it to a future meeting agenda to vote on and make it permanent so we can amend our By-Laws to reflect this change.

## **6. Adjourn**

11:14 am

Motion: Riemer. Second: Haedt. Motion carried.