



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, June 23, 2022 at 10:00 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, JUNE 23, 2022

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

1. Call to Order and Roll Call

10:02 am

2. Review and Approval of May 26, 2022 Meeting Minutes

Motion: Eickstead. Second: Beavers-Jackson. Motion carried

3. Review and Approval of Financials

Motion: Hernandez. Second: Senz. Motion carried.

4. Review and Approval of Financial Review

Motion: Lee. Second: Fox-Wilson. Motion carried.

5. Updates

a. Promotions – Obershaw reported the following . . .

i. Winter Farmers' and Crafters' Market – Financial Report

Shauna reported the following . . . 1st year 2020-2021 the Net Income of the event was \$1700. 2021-2022 Net Income \$3900. So far this year for the upcoming season 2022-2023 we have \$4200 in sponsorships.

ii. Beloit Farmers' Market – 1st week we were at 60 vendors/stalls, the next week we were at 70 and this past week we had 118 stalls making us at Full Capacity.

Farm Visits – We need to complete 26 farm visits this year. Shauna presented that we are looking to use Farm 2 Facts organization to help with these farm visits. Amanda the rep for them does not have the capability to complete all so she presented the idea that she could train students from UW Madison to do the farms visits. They would shadow her the first few and then take over. The benefit of this to us is that it would be a lower cost. The total cost would be \$3400 - \$130 per visit. The only requirement though that

does have a cost is that we must be part of the Farm 2 Facts organization which the first year would have a cost of \$350 (which will be included in the \$3400 cost) and then it will be \$200 every year after. The other benefit we receive with being part of the organization is that they will help us with applying for grants.

Beloit College was supposed to start counting last week. We didn't have enough students, so they did Surveys the last week. We had 500 surveys done.

- iii. Fridays in the Park (May 27 – Sept. 16)
Merrill & Houston was the 3rd week and they did not sell out. We believe the weather had something to do with it. They sold 366 lunches though. Sky Carp was the Friday before that. They sold 183 meals. And the first Friday was Velvet Buffalo and they sold 117 lunches but sold out. Fresco Fajita House was last week at 180. Our new average is 212 meals sold. Shauna is telling all of the restaurants to be ready with at least 250 meals. Pig Iron Pub & Grub Closed – They closed permanently. We need to cover their two dates they had for Fridays in the Park:
 - June 24 – Beloit Sky Carp – doing pulled pork mac & cheese
 - August 12 – Otha (Ribs)

- iv. Street Dance & Oktoberfest Band Selection
Promotions is recommending increasing entrance fee – recommendation was \$10 for 12yrs - adults (from \$5) and \$2 for kids aged at 4-11 yrs (from \$1). Board suggested \$10 for 13yrs – adults. And no charge for kids 12 and under. Majority vote agreed.

Street Dance – Shifty Shafer and Top Flight Band

Some of our businesses are requesting to put on a Fashion Show called “State Street Fashion Show”. They would do it from 12-1:30 during the Sidewalk Sales. Then they would do a micro show during Street Dance from 7:30-8. They would use our stage. Pizzazz, Chic and Unique and Always & Forever Former Wear will be putting on the show.

Oktoberfest – Petunia City Square Dancing Club and TBD

Still looking for a band for headliner. We are starting to run out of time. All the bands we have reached out to are either not available or too expensive. Jessica presented several more bands – Blue Steele, Trash 80s and Sunset Strip. Shauna is going to look into these bands and report back. Shauna reached out to Blue Steele and they are not available. So Shauna is going to reach out to Sunset Strip next. We should hear from them by 6/24. A few Board members made some suggestions of other bands as well – Rollin Whiskey and Damage Control. Shauna will look into these as well.

- v. Grand Lighted Holiday Parade –
Shauna is recommending we use City of Beloit Dump Trucks to cover all street entrances to help with the safety of the parade.

b. Economic Vitality – Kelly reported the following . . .

- i. Business/Property Owner Meeting – Next meeting will be 1st Wednesday of August. Committee is meeting in July to pick a speaker. The survey results gave the board some ideas. The last meeting we had Lori Luther speak and had about 6 attendees. We are open to ideas on how to get more attendance to these events. Suggestions are welcome.
- ii. Business Updates – None. No available space.
- iii. SEO – Going Great. ☺

c. Design – Dennis reported the following . . .

- i. Façade & Sign Grants – We have a new location –House of Lexx building that is owned by Premiere Technologies. Dennis showed pictures of their project.
- ii. City Applications – None

6. Executive Director’s Report – Shauna reported the following . . .

7. Shauna reported that the Promotions Coordinator job posting closed on Thursday 6/16. We had a total of 15 applications. Shauna did get the okay from the City to review all 15 applicants and decide if she wished to setup interviews. Shauna requested that the Exec Board review some of the applications and make recommendations of applicants to interview for the position. After doing so, we have a total of 7 candidates we will be reviewing.

Shauna reported that our new Streetscape Coordinator that she hired has quit unfortunately. So the position will repost.

Shauna has sent out an email yesterday to request volunteers for Street Dance.

- a. Fund Development** – Shauna presented if we should attempt the plan we put together a few years ago this year. We would plan on 6 weeks of activities / efforts which Shauna recommended the time frame between Street Dance and Oktoberfest since we are present more in the community and in front of more potential sponsors. The Exec Board felt that this year with inflation and uncertainty of where the world / society is going that this is just not a good year to do this and to hold off until next year. This was presented to Board, and majority agreed to not starting this year but that we need to commit to starting it next year so it does not keep being pushed off.

8. Adjourn

10:52 am

Motion: Senz. Second: Riemer. Motion carried.

Respectfully submitted by Jessica Hernandez