



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday, August 25, 2022 at 10:00 am**  
557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, AUGUST 25, 2022**

	MAR	APR	MAY	JUN	JUL	AUG
<b>ANDERSON</b>	X	X	X	X	X	X
<b>BEAVERS-JACKSON</b>			X	X		
<b>EICKSTEAD</b>		X	X	X	X	X
<b>FOX-WILSON</b>		X	X	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		
<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>	X	X	X	X		
EL-AMIN	X	X	X	X	X	X

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

10:08 am

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

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

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Eickstead. Motion carried.

**4. Updates**

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

- i. Beloit Farmers' Market – We still have a vendor that is making posts on social media targeting the DBA's rule of RESALE items at the Farmer's Market. The posts overall are staying respectful and the overall feedback from the community is good about reinforcing the resale rules. August 20<sup>th</sup> was Mad Dog and Merrill – cooking show. It looked like rain again so Visit Beloit moved them to The Rock restaurant to play it safe. The show was recorded and it will air September 11<sup>th</sup>. We had another recount of attendees that weekend. The count was 3800. So our new season average count is 4553. Our new Street Scape Coordinator, Donovan, is doing great. He has worked 3 farmers market, and has jumped right in at all the events. He is a great addition to the DBA team. National Farmer's Market week started 8/7 and went through last Saturday. Shauna made posts throughout the week with #famersmarketweek.
- ii. Fridays in the Park (May 27 – Sept. 16) – July 8 – 288 lunches sold – Merrill & Houston, July 15 – 66 lunches sold – Velvet buffalo, July 22 – 131 lunches sold - Coco Tamales, July 29 – 213 lunches sold – Iron Works Golf Lab, Aug 6 – 173 lunches sold – Fresco Fajita House, Aug 12<sup>th</sup> - Otha's Ribs -173

lunches sold. Aug 19<sup>th</sup> – 183 lunches sold. Our New Average for lunches sold this season is 188.

- iii. Street Dance – Gate count was 1719 attendees, 50 less than last year 2021. But we doubled the price of the entry fee this year (from \$5 to \$10) – so our total sales was \$17,185. Beer sales were up 4.2% from last year at \$20,980. Pop sales were up at 103% at a total sale of \$638. Tips increased 129% at \$368.68. Total for Street Dance income is \$44,396.68. Overall great event this year! We did have some issues – (1) Beer issues – tappers weren't working properly, we had to waste a lot of beer due to this. Shauna called our vendor about this issue, and they agreed to give us a \$600 credit (deducted from this event's bill), which is about 6 barrels of beer. (2) Some attendees were coming through back doors of some of our downtown businesses to avoid paying the entrance fee and also issues with individuals purchasing alcohol from a restaurant and bringing it out to the event. These issues will be addressed next year with security in front of the restaurant to prevent this for the future. The Fashion show was great during the noon hour but it did not seem to go over well during the evening hour. Next year it is decided that we would only have it during the noon hour. Recap workers did a great job as well. They were respectful and hard working. We are planning on using the same workers for Oktoberfest. Also it was recommended that we have a list of the available drinks signage to keep at the beer ticket sales tent since attendees ask often what drink options there are.
- iv. Oktoberfest (September 16<sup>th</sup>) –  
Oktoberfest Bands – Petunia City Square Dancing Club and Rollin Whiskey  
There will be a \$10 entrance fee for this event as well to align with Street Dance. Shauna already talked to Visit Beloit about their advertisement to make sure their information on pricing is up to date. We will also implement some of the changes we suggested from Street Dance event recap – list of available drinks at the ticket table, setup and tear down best practices, etc. We are also going to ask that all Board members and Promotions Committee members sign up for at least one of the events – Street Dance and/or Oktoberfest – each year as a requirement of their board/committee responsibilities to help with coverage of these 2 largest fundraising / money making events for our DBA. Also the committee asked if we can make sure that we have the face painter and cotton candy vendors for this event since we have been getting more kids to these events, and especially this event it seems like we get more families that attend with young children. We also discussed selling large pretzels with beer cheese and spicy mustard to go with the event as another profit opportunity.
- v. Fall Wine Walk (October 8) - Shauna is going to have it go live tomorrow 8/10 via social media. Our max attendees is 450 again. Shauna is going to see if Visit Beloit can hold the VIP event again. Shauna is also going to look into the wine lanyard cozies again as well and see if we can find ones that will work to sell at the event. Promotions committee recommended perhaps see if a not for profit organization wants to do a craft table in which people can make their own wine cozies – a 'make and take' option for like \$5. Shauna will look into this as well.

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

- i. Business/Property Owner Meeting – Last was at Aug 3<sup>rd</sup> at Power House. We had about 7-8 attendees. We are struggling with increasing attendance for this event.
- ii. Business Updates – Pig Iron, Chester Square, behind Beloit Daily News and 690 3<sup>rd</sup> St is still available.

- iii. SEO – Average session duration up 12%, pages per session up to 2% and bounce rate lowered 4%. SEO will show down due to website being down with the lapse of the certificate.

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

- i. Façade & Sign Grants – Sign grant approved for Stateline Mental Health Services. The Zilley Building was approved for Grants for 2 parcels. We are officially out of funds for façade and sign grant unless the Zilley Building's work gets pushed out to 2023.
- ii. City Applications – 5BAR conditional use permit was approved minus the bus.

**5. Executive Director's Report – Shauna reported the following . . .**

Shauna has been tracking loss of income to the DBA due to the pandemic since 2020. The City of Beloit received \$15M+ in grant money through Covid Relief funds. Drew, the interim Economic Development Manager, suggested Shauna apply for a grant of \$100k through ARPA funds. Shauna has typed up the request and Stephanie, our Board Chair, signed it. We will get this submitted and see if we can receive the funds.

Promotions Coordinator for the DBA – unfortunately the one we hired decided not to take the position. So we are back at square one in the hiring process for this position.

BIFF's movies are starting up and they would like to use our space again this year to host the movies 3x a month on Wednesday evenings.

**6. Adjourn**

11:17 am

Motion: Riemer. Second: Eickstead. Motion carried.

Respectfully submitted by Jessica Hernandez