



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, October 27, 2022 at 10:00 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, OCTOBER 27, 2022

| | MAY | JUN | JUL | AUG | SEPT | OCT |
|-----------------|-----|-----|-----|-----|------|-----|
| ANDERSON | X | X | X | X | X | X |
| BEAVERS-JACKSON | X | X | | | | X |
| EICKSTEAD | X | X | X | X | X | X |
| FENRICK | NA | NA | NA | NA | NA | X |
| FOX-WILSON | X | X | X | X | X | |
| HAEDT | | | 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 | X | | | | X |
| WOLTER | X | X | | | X | X |
| EL-AMIN | X | X | X | X | X | X |

1. Call to Order and Roll Call

10:01 am

Guest: Drew Pennington

2. Review and Approval of September 22, 2022 Meeting Minutes

Motion: Senz. Second: Wolter. Motion carried

3. Review and Approval of Financials

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

4. Review and Approval of 2023 Budget

Motion: Eickstead. Second: Senz. Motion carried.

5. Updates

a. Promotions – Malinda reported the following . . .

- i. Beloit Farmers' Market – Only 2 weeks remaining. Shauna has been able to fill vendors in here and there when regulars are not able to attend or have wrapped up the season. Shauna will be sending a survey to the vendors at the end of season. We did not ask the vendors to track their sales but Shauna will attempt to get a recap of numbers from all the vendors.
- ii. Fall Wine Walk Recap - 309 presale tickets + 50 VIP + 35 at registration = Total of 394 tickets sold. We could have sold a total of 450 tickets. Sold a total of 6 shirts. We have about 120+ shirts remaining. Thought is to maybe give the shirts away at Spring VIP. Event overall was great. A lot of the vendors did a great job with the appetizers. Shauna is going to be sending out an email to all the vendors to get feedback on how the overall event went and will give us a recap at the next meeting. One take away is that the participants would like to see each listed wine with a quick description –

sweet, dry, etc. VIP was at Bagels & More. It was a little crowded and it was kind of hard to hear the presenter, but overall went well. There was a raffle that was a hit, and the appetizers were amazing. We used a different wine vendor this year. Overall feedback was that it wasn't as good as past years. We will go back to Badger Spirits. Also Shauna spoke w/ one of the attendees that crocheted the cup koozie that hangs around the neck and asked her to be a possible vendor for future wine events. More to come on this.

- iii. Halloween Parade & Party (October 29) – Back to traditional parade. Lineup will be at Horace White Park at 9:45 am. Parade starts at 10am and goes until 1pm. The YMCA is putting on a Halloween party in their parking lot. And McDonalds is also doing a large drive thru parking lot party that starts at noon. They will be giving away pumpkins and cheap big macs. Skycarp is doing a Friday night movie with trick or treating. Shauna is still lining up all the vendors. We are getting low responses. Frito Lay gave us a donation that Shauna will be passing out at the DBA tent along with candy.
- iv. Winter Crafter & Farmers' Market – We have been advertising the event each week at the current summer Farmers' Market. Deadline for vendors to sign up for the event was Saturday 10/8. We are not at full capacity. Shauna is sending emails out to additional vendors that are not on the immediate list to fill empty spots. Shauna has a handful of Vendors that will be committing to the whole season. Shauna is also working on booking Non-profit Organizations for the inside table (1 per week) and also Food Truck Vendors to sit out at the parking lot.
- v. Grand Lighted Holiday Parade (November 25) – We are going back to the regular parade this year. City will use dump trucks and snow plows, like the Memorial Day parade, to keep the parade safe and use them as barricades. Santa is officially confirmed to come off the roof of FNBT as he has in years past. Jack, head of maintenance for FNBT, just requested that he meet with the Fire Dept ahead of the event to show them the proper way that Santa will need to get on and off the roof of FNBT for safety reasons. Shauna will coordinate this.

Holidazzle Date is Dec 2nd. Shauna will work on getting vendors and businesses signed up.

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

- i. Business/Property Owner Meeting – Last meeting was a Google Webinar. Shauna noted that 5 people watched it live and she sent a link to several others to watch the recording.
- ii. Business Updates – Cozy Bin moved over to Cranston Rd. so that building is now available. There is an interested buyer. More to come. The Bike Shop's building was sold to Hendricks. QPS is available. Pig Iron Pub & Grub is still available.
- iii. SEO – The website is back up and running. We are back on track. No updates.

c. Design – Shauna reported the following . . .

- i. Façade & Sign Grants – Out of funds with everything scheduled out so far. No new approvals
- ii. City Applications – No new City applications

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

The Promotions Coordinator position has been offered to a candidate and accepted

The lighting party will be on Wednesday, November 2 at 5:30 pm at the Savage Building
The city is working on Santa mailboxes and would like to put one at the corner of State & Grand by the Gantry

The Little Free Library at Ace was in disrepair when the city looked at it so they ordered two more. There is also one at the Y that needs to be installed.

Rock County Christian School will be helping us tomorrow with cleanup downtown.

Drew added the following:

Deviante went very well

Arts Council is being formed to work on Art community events; possible first one being a Make Music Day in June coordinated with a country wide event

The bird scooters were removed from Beloit by the vendor

There is a need for new dumpster enclosure in the Mill Street and Chester Square lots

More discussion will be had with the developers for 80/100 E. Grand

The DBA van is pretty old so he spoke with departments to see if they planned to retire one

7. Adjourn

10:49 am

Motion: Lee. Second: Eickstead. Motion carried.