



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, November 18, 2021 at 8:30 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, NOVEMBER 18, 2021

	JUN	JUL	AUG	SEPT	OCT	NOV
ANDERSON	X	X	X	X	X	X
ASHLEY-HOPPE	X	X	X			X
BEAVERS-JACKSON		X	X	X	X	X
BUCCIFERRO		X			X	
EICKSTEAD	X	X	X	X		X
HAEDT	X			X	X	X
HERNANDEZ	X		X	X	X	X
KNUEPPEL	X	X	X	X	X	X
LEE	NA	NA	NA	NA	NA	X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X			X	X
SENZ	X	X		X	X	X
VOLLBRECHT		X	X	X	X	X
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:31 am

Guest: Jen Hall

2. Review and Approval of October 18, 2021 Meeting Minutes

Motion: Eickstead. Second: Riemer. Motion carried.

3. Review and Approval of Financials

Motion: Riemer. Second: Senz. Motion carried.

4. Re-Appointment of Board of Directors

El-Amin reported that there are four positions up for renewal; Knueppel, Senz and Eickstead have all agreed to be reappointed and Vollbrecht needs to step down as she is leaving Beloit College at the end of this week. Motion: Beavers-Jackson to reappoint Knueppel, Senz and Eickstead. Second: Vollbrecht. Motion carried. El-Amin will work with Beloit College to find a replacement.

5. Updates

a. Promotions

Obershaw Reported . . .

- i. Beloit Farmers' Market – Overall season went well. We came in at \$5600 over budget in Income due to increased sponsorships and Vendors.
Remove resale items – El-Amin brought up concern around resale vendors and how it impacts our market. El-Amin feels that she is seeing an uptick in resale items. She suggested putting a stop to all resale items. To her knowledge the impact of this change, may eliminate one vendor entirely and would cause a few vendors to change what they sell at the market. Overall the feedback from the committee was in support of this change but with clear

marketing and expectations that all sales must be local – meaning Rock County and the surrounding counties only. El-Amin’s plan is to bring this up to all vendors during the round table / farmers market workshop meeting in January and get the feedback from the vendors. If overall the change goes over well then we will put this suggested change in place.

- ii. Halloween Parade & Party – We had 520 bags from Frito Lay and about 13lbs of candy and it was all gone by 11am. There were tons of kids and it was a great success. The only thing El-Amin said she would have changed is putting a sign up at the park saying “No need to Line up. Come on Down to Downtown to Trick or Treat.” She has made a note for next year. We also had more businesses participate this year than what we have had in the past. We ran out of pumpkins, which was a truck load, by 9:45 am. We ask any businesses that want to participate in the parade to pay \$10 and setup a booth to pass out candy. The Committee requested that we change the participation fee from \$10 to \$25 for next year. El-Amin will implement next year.
- iii. Winter Farmers’ Market – The past weekend was our first one. It was well attended. We are not sure on number of participants but staff plans on counting 1x a month. El-Amin reported that we will most likely be adding 5 more vendors inside which will add \$2k+ to the event income. Julia counted this past weekend and the count was 175. The average last year was 116.
- iv. Grand Lighted Holiday Parade – November 26th. Last year we had 457 cars. El-Amin is planning on 550 goody bags for this year’s event based on last year’s attendance #s. Ace Hardware graciously donated bags this year. The DBA will be having a bag stuffing party at 12pm on 11/22 – Monday. The parade will be one large square with all the floats on the outside of the square so participants can see all floats in one direction for ease of viewing. We will have a new Santa this year since our old Santa could not do both events – Grand Lighted Holiday Parade and Holidazzle. We want the same Santa for both events. El-Amin will be sending out an email for needed Parade judges. We need at least 4-5 volunteers.
- v. Holidazzle – El-Amin reported we have about 35 vendors already confirmed. We will host Santa in the DBA building – conference room. We will also have Rock County Christian School selling their pies. Kerry would like to have a coffee booth at the event in the DBA building to share their coffee syrups. We have also asked them to include hot chocolate for the kids and maybe some sweet treats like cookies. BMHS choir will be at FNBT plaza singing. There are quite a few vendors reaching out that would like to participate. More to come. KFAD will be doing some caroling and some holiday skits around downtown as well. El-Amin has about 4 vendors that she still wants to find homes for.
- vi. Winterfest – City Event. Jan 21-23. DBA has come up with some ideas on how we can be involved – Build a snowman / hot cocoa, scavenger hunt, coloring contest, etc. More to come on this.
- vii. Window Decorating Contest – Businesses need to be decorated by 11/22 for judging to begin. Two winners; people’s choice and judge’s pick will be awarded after votes are tallied. Ends 12/3 at 9 pm.

b. Economic Vitality

El-Amin reported . . .

- i. Business/Property Owner Meeting – Next Meeting is December 1st @ 8:30 am. It will be a holiday party with some networking. Concerned around participation levels of these meetings. The committee is brainstorming ideas on how to get more involvement next year.

- ii. Business Updates – A Boutique is in negotiation with the old Cup and Cake Bake shop. A resale store is looking at the old House of Lex and wants a 3 month lease.
- iii. SEO – Conversions are up 9%. Bounce rate is down 3%. Still working on key word optimization.

c. Design

Senz reported . . .

- i. Façade & Sign Grants – None at this time.
- ii. City Applications – None at this time.

6. Executive Director's Report

EI-Amin reported . . .

- EI-Amin has joined Janesville Innovation Center Board. Her first meeting will be next year.
- Lisa, our new Promotions Coordinator, has started. EI-Amin will be working with her to get her on board this month.
- EI-Amin also noted now that most of our businesses are getting back to some normalcy so we are going to start up the Increase Sponsorship Campaign soon. That will be EI-Amin's focus.

7. Adjourn

9:12 am

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

Respectfully submitted by Jessica Hernandez