



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

AGENDA

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

Thursday, January 25, 2024 at 10 am

557 E. Grand Ave.
Beloit, WI 53511

THURSDAY, JANUARY 25, 2024

- 1. Call to Order and Roll Call**
- 2. Review and Approval of November 16, 2023 Meeting Minutes**
- 3. Review and Approval of Financials**
- 4. Review and Approval of Board of Directors**
 - a. Reappointment of Board of Directors – Jessica Fox-Wilson**
 - b. Appointment of Board of Directors – Christopher Wolfgramm**
- 5. Review and Approval of 2024-2029 Strategic Plan**
- 6. Updates**
 - a. Promotions**
 - i. WINTER Crafter & Farmers' Market (Nov. – Apr.)
 - ii. Coupon Book
 - iii. Grand Lighted Holiday Parade Recap
 - iv. Business Window Decorating Contest Recap
 - v. Small Business Saturday Recap
 - vi. Holidazzle Recap
 - vii. Annual Dinner (Feb. 29)
 - b. Economic Vitality**
 - i. Business Updates
 - ii. Business Spotlight
 - iii. After Hours Spotlight
 - c. Design**
 - i. Façade & Sign Grants
 - ii. City Applications
- 7. Executive Director's Report**
 - a. Strategic Plan**
- 8. Adjourn**

Attachments
Minutes
Financials