



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, February 22, 2024 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY, FEBRUARY 22, 2024

	AUG	SEPT	OCT	NOV	DEC	JAN
CHADWICK	X	X	X	X	X	
DUNKIN	X	X	X		X	
EICKSTEAD	X	X	X		X	X
FOX-WILSON	X	X	X			X
HAEDT	X	X	X			
KNUEPPEL	X	X	X	X	X	X
LEE	X			X	X	X
RIEMER	X	X			X	X
SENZ				X	X	
SCHULTZ	X	X		X	X	X
WOLFGRAMM	NA	NA	NA	NA	NA	X
WOLTER	X	X	X	X	X	
EL-AMIN	X	X	X	X	X	X
SODERBERG	X	X	X	X	X	X

1. Call to Order and Roll Call

10:06am

Guest Errin Welty

2. Review and Approval of January 25, 2024 Meeting Minutes

Motion: Riemer. Second: Schultz. Motion carried.

3. Review and Approval of Financials

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

4. WI Main Street Accreditation

Errin Welty went through the annual assessment with the Board.

5. Updates

a. Promotions – Soderberg and Kneueppel reported the following . . .

- i. Winter Crafter and Farmers Market – Going well. Averaging 156 attendees. Children's activities averaging about 10 kids.
- ii. Coupon Book – Has been slow. Stateline Buzz is going to donate some time for us each month and will help with marketing the book.
- iii. Annual Dinner – Will be held February 29 at Grande Hall II. The theme is Take a Leap Downtown. Have 70 RSVPs so far.
- iv. Easter Eggstravaganza – Marketing to begin soon.
- v. Spring Wine Walk (April 20) – VIP host is The Golden Hour at The Castle. The Goose Caboose is reserved.
- vi. Remake Learning Day (April 20) – This is being held at the Library. Looking for volunteer to man the booth for DBA. Expecting 200 kids.

- vii. Beloit Farmers Market Welcome Back (March 5) – Have volunteers. Collecting RSVPs from vendors.

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

- i. Business Updates Open properties – Pig Iron Pub Grub and Cozy Bin old building. Hendricks purchased the BMO building. Ironworks campus has space, 110 W. Grand is available. Former Fresco Fajita House is proposed to be Olive Branch. Greenfire will be going in where Domenico’s was. 120 W. Grand Ave is available. Stainless Tank will be moving once their new building is finished. Regal Rexnord building is for sale.
- ii. After Hours Spotlight – No attendees in February.

c. Design – Senz reported the following . . .

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

6. Executive Director’s Report – El-Amin reported the following . . .

- a. Strategic Plan – We have 2 quotes for kayak kiosks behind Blue Collar. We have discussed with the city where a dog park could be put in the downtown and are still working on it.
- b. City Council approved housing grants last night. The total will be over \$300,000 and applicants can apply for 50% up to \$30,000/unit. Each applicant can only receive the grant for 4 units maximum. Applications will go to Design Committee for approval.
- c. Sponsorships up 6% over last year. Still working on this.

7. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. Motion: Riemer. Second: Schultz. Motion carried.

8. Reconvene in Open Session Motion: Riemer. Second: Fox-Wilson. Motion carried.

9. Review and Approval of Executive Director’s Performance Evaluation – Tabled for further information.

10. Adjourn

11:51 am

Motion: Riemer. Second: Lee. Motion carried.

Respectfully submitted by Kelly Eickstead.