



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, April 25, 2024 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY APRIL 25, 2024**

	OCT	NOV	JAN	FEB	MAR	APR
<b>CHADWICK</b>	X	X	X		X	
<b>EICKSTEAD</b>	X		X	X	X	X
<b>FOX-WILSON</b>	X			X		
<b>HAEDT</b>	X					X
<b>KNUEPPEL</b>	X	X	X	X	X	X
<b>LEE</b>		X	X	X		X
<b>PRENTICE</b>	NA	NA			X	X
<b>RIEMER</b>	X		X	X	X	X
<b>SENZ</b>		X	X			X
<b>SCHULTZ</b>	X	X	X		X	X
<b>WOLFGRAMM</b>	NA	NA		X	X	X
<b>WOLTER</b>	X	X	X		X	X
<b>EL-AMIN</b>	X	X	X	X	X	X
<b>SODERBERG</b>	X	X	X	X	X	X

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

10:05

**2. Review and Approval of March 28, 2024 Meeting Minutes**

Motion: Riemer. Second: Haedt. Motion carried.

**3. Review and Approval of Financials**

Motion: Prentice. Second: Wolfgramm. Motion carried.

**4. Updates**

**a. Promotions – Soderberg and Kneuppel reported the following . . .**

- i. Winter Crafter and Farmers Market – Saturday is the last indoor market. We've averaged 163 attendees per week, which is up 33% from last year.
- ii. Coupon Book – Was sold at Wine Walk and included in VIP bags.
- iii. Easter Eggstravaganza Recap – Went well. We had 533 attendees.
- iv. Spring Wine Walk Recap–There were 20 no-shows. Stateline Buzz took a video of the event. Went very well.
- v. Remake Learning Day Recap – Jessica said it went well but only had 50 kids versus 200 expected.
- vi. Beloit Farmers Market – All set to get started. There are several new and different vendors this year.
- vii. Fridays in the Park (May 24) – Bands are booked. Still have 4 open food dates.
- viii. Street Dance & Oktoberfest Bands – Street Dance is booked. Still working on Oktoberfest.

- b. Economic Vitality – Eickstead reported the following . . .**
  - i. Business Updates Open properties - Cozy Bin old building. 110 West Grand. Regal has been vacated and is for sale. Pig Iron is going to become Xscape Bar.
  - ii. After Hours Spotlight –Medical Grade Esthetics was the April business and we had only 4 attendees. No further events scheduled.
  - iii. GBCC Ignite Summit – Has been postponed from May to September.
  - iv. Small Biz Academy – This will be held next week. Tuesday is an in-person event at Beloit Public Library and the rest of the week is virtual.
  - v. Downtown Business Survey – This is being updated. Looking for volunteers to walk around downtown and survey businesses in person on May 8 from 1 to 4 pm.
- c. Design – El-Amin reported the following . . .**
  - i. Façade & Sign Grants –Austin's Barber Shop received a sign grant for their new space at 603 Broad.
    - 1. Mural Project – 5BAR is going to be the first one and is being funded by GBEDC.
  - ii. City Applications – None.
  - iii. Upper floor housing grants – Less than \$30k left. We are inquiring to request more money.
  - iv. Electrical Box Art Project – We would like to get artists to supply renderings and are going to work with Beloit Art Center. They then would be turned in to wraps that would be installed with anti-graffiti coating. This would be \$6K as per the quote received from the vendor. Motion: Riemer. Second: Eickstead. Motion carried.

**5. Executive Director's Report – El-Amin reported the following . . .**

- a. Impact Beloit Intern – We have a college student hired to start in September.
- b. Sponsorships – Up 6%
- c. Kayak Kiosk – Spend \$4000 for 2 kiosks; one to be installed at the John Rose Canoe Launch behind Blue Collar Coffee and another at the lagoon. Motion: Riemer. Second: Schultz. Motion carried.
- d. Banners – The banner company CGI, has reached out to us. They choose four Main Street America communities to work with each year to provide free banners to. They obtain sponsors to cover the cost, but if they don't receive enough sponsors, we still receive the banners. We get to work on the design of the banners. The city would like to have an ordinance in place for this first.
- e. Kiosk – Still not approved by the city attorney to change the ordinance.
- f. WI Downtown Action Council – We put in a bid to host in 2025. It will be 3 days in May and bring in 200 visitors that all work in downtowns across WI.

**6. Adjourn**

11:07 am

Motion: Prentice. Second: Eickstead. Motion carried.

Respectfully submitted by Kelly Eickstead.