



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, June 27, 2024 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY JUNE 27, 2024

	NOV	JAN	FEB	MAR	APR	JUN
CHADWICK	X	X		X		
DENSCH	NA	NA	NA	NA	NA	
EICKSTEAD		X	X	X	X	X
FOX-WILSON			X			X
HAEDT					X	X
KNUEPPEL	X	X	X	X	X	X
LEE	X	X	X		X	
PRENTICE	NA			X	X	X
RIEMER		X	X	X	X	X
SENZ	X	X			X	X
SCHULTZ	X	X		X	X	X
WOLFGRAMM	NA		X	X	X	X
WOLTER	X	X		X	X	X
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

10:01

Guest Drew Pennington

2. Review and Approval of February 22, March 28 and April 25, 2024 Meeting Minutes

Motion: Prentice. Second: Haedt. Motion carried.

3. Review and Approval of Financials

Motion: Eickstead. Second: Schultz. Motion carried.

4. Review and Approval of BID Annual Review 2023

Motion: Senz. Second: Schultz. Motion carried.

5. Updates

a. Promotions –Kneuppel reported the following . . .

- i. Winter Crafter and Farmers Market – It is done for the season. Childrens' activities were a hit, so we will continue for summer and next year for winter.
- ii. Coupon Book – Have not been successful. Will work with charities to see if anyone would like to use them for a fundraiser. We have recouped our initial investment, but goal is to drive customers to businesses.
- iii. Beloit Farmers Market – Has been really busy. The 80/100 building has pushed back the demolition date and we have been told we should have use of the parking lot through September. We will continue to monitor but plan to use it as long as we can.

- iv. Fridays in the Park (May 24) – Attendance has been down a little due to rain. We are currently averaging 109 meals per week.
- v. Street Dance – Working on volunteers.
- vi. Oktoberfest – Bands have been booked.

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

- i. Business Updates Open properties – Rear of former Cozy Bin building. 110 West Grand. Regal has an accepted offer from a Rockford business.
- ii. GBCC Ignite Summit – Has been postponed from May to September.
- iii. Small Biz Academy – Had very low attendance.
- iv. Downtown Business Survey – Volunteers walked around downtown and surveyed businesses in person on May 8. Will continue to work to get more surveys completed. Plan to use the help of an intern who is starting in September.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – Nothing new. 316 State requested an architectural review to remove the wooden awning.
 - 1. Mural Project – Denied by the City. We are working with them to understand so we can correct based on concerns.
- ii. City Applications – None.
- iii. Upper floor housing grants – Money has been allocated.
- iv. Electrical Box Art Project – Request for art renderings went out yesterday. Visit Beloit will donate some of the cost.

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

- a. Kayak Kiosk – Going to City Council Monday, July 1.
- b. Banners – The city would like to have an ordinance in place for this first.
- c. Kiosk – Still not approved by the city attorney to change the ordinance.
- d. WI Downtown Action Council – Coming to Beloit next year. Working with Visit Beloit. Shauna has been asked to join their board. There will be 100-150 conference attendees and they would like tours and activities to be planned by us.
- e. Farmers Market Program Grant - \$15,000 has been allocated for 9 markets, Beloit’s included. Working on a video project.
- f. Drew reported the USS Beloit sailors may be here for the Street Dance. They are working on an "anthem idol" for the Beloit resident to sing the National Anthem at the ship commissioning. They would like finalists to be at Street Dance to perform that night also.
- g. Drew also reminded the Board that there is a panhandling guide that the Police Department helped create. They are working on the issue.
- h. The Promotions Coordinator has been hired and is a current city employee. Working out details of start date.

7. Adjourn

10:54 am

Motion: Prentice. Second: Wolfgramm. Motion carried.

Respectfully submitted by Kelly Eickstead.