



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, July 25, 2024 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY JULY 25, 2024

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

1. Call to Order and Roll Call
10:02

2. Review and Approval of June 27, 2024 Meeting Minutes
Motion: Prentice. Second: Wolfgramm. Motion carried.

3. Review and Approval of Financials
Motion: Senz. Second: Prentice. Motion carried.

4. Updates

a. Promotions – Knueppel reported the following . . .

- i. Coupon Book – Have not been successful. Will work with charities to see if anyone would like to use them for a fundraiser. Beloit Health System has agreed to sell 50. We have recouped our initial investment, but goal is to drive customers to businesses.
- ii. Beloit Farmers Market – First count was 5,400 attendees. The second count was last week. One attendee survey was completed with a second this week.
- iii. Fridays in the Park (May 24) – Attendance has been down a little due to weather. We are currently averaging 100 meals per week.
- iv. Street Dance – Still need volunteers for second and third shift. The board would like to add cotton candy and a dunk tank. We will work on those.
- v. Fall Wine Walk – Tickets will go on sale the week of August 12.

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

- i. Business Updates Open properties - Cozy Bin old building. 110 West Grand. Regal has an accepted offer from a Rockford business. Dick's Pattern Works has been sold. Stainless Tanks is moving. Space available in Ironworks campus.
- ii. GBCC Ignite Summit – September 5 starting at 8:30 am. Downtown businesses are eligible for the Chamber member rate.
- iii. Downtown Business Survey – Plan to use the help of an intern who is starting in September to complete surveys and summarize responses.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants –Nothing new.
 1. Mural Project Approved by Council. Moving forward with 5BAR.
- ii. City Applications – None.
- iii. Upper floor housing grants – Money has been allocated. Most build-outs going well at three-month check-in, except Hendricks has not responded.
- iv. Electrical Box Art Project – We have 30 submissions for art renderings so far. The committee will be reviewing and choosing winners at our August meeting.

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

- a. Ambulance – The ambulance has been purchased. The City sign shop is working on adding our logos and graphics.
- b. Kayak Kiosk – Approved by Council and order has been placed with the vendor.
- c. Banners – The city would like to have an ordinance in place for this first.
- d. Kiosk – Still not approved by the city attorney to change the ordinance.
- e. WI Downtown Action Council – Conference 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.

6. Adjourn

10:50 am

Motion: Schultz. Second: Prentice. Motion carried.

Respectfully submitted by Kelly Eickstead.