



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, August 22, 2024 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY AUGUST 22, 2024**

	JAN	FEB	MAR	APR	JUN	JUL	AUG
CHADWICK	X		X				
DENSCH	N/A	N/A	N/A	N/A			X
EICKSTEAD	X	X	X	X	X	X	
FOX-WILSON		X			X		
HAEDT				X	X		X
KNUEPPEL	X	X	X	X	X	X	X
LEE	X	X		X			X
PRENTICE			X	X	X	X	
RIEMER	X	X	X	X	X	X	X
SENZ	X			X	X	X	X
SCHULTZ	X		X	X	X	X	X
WOLFGRAMM		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	X	X

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

10:03

**2. Review and Approval of July 25, 2024 Meeting Minutes**

Motion: Riemer. Second: Schultz. Motion carried.

**3. Review and Approval of Financials**

Motion: Schultz. Second: Senz. Motion carried.

**4. Updates**

**a. Promotions – Knueppel and Beyer reported the following . . .**

- i. Coupon Book – About 70 left, 50 are for FWW VIP.
- ii. Beloit Farmers Market – We've averaged 5,400 attendees weekly, which is 1,000 more than last year.
- iii. Fridays in the Park (May 24) – It's been slow with only 66 attendees on August 9. Median is 103. We are looking at making adjustments for next year. The board proposed a 100 minimum meals sold that the business would have to pay if they ran out but would be adjusted in the case of inclement weather.
- iv. Street Dance – Our numbers were down for attendees but sponsorship and beer remained level. Final numbers are still being calculated. There were a lot of beer options, which we plan to reduce for Oktoberfest and reduce the number of volunteers.
- v. Oktoberfest – We are now recruiting for volunteers and working with food vendors. We are also excited that USS Beloit Crew will be in attendance.

- vi. Fall Wine Walk – The Forge will be our VIP location and we have sold many tickets so far.

**b. Economic Vitality – El-Amin reported the following . . .**

- i. Business Updates Open properties - Cozy Bin old building. 110 West Grand. Regal has an accepted offer from a Rockford business. Arcane Archives is closed and Tip to Toe/Noggins Hair Salon is moving in there. Dick's Pattern Works has been sold, but we don't know who that is at this time. Stainless Tanks is moving. Space available in Ironworks campus.
- ii. GBCC Ignite Summit – Tickets are available and downtown businesses will get the member rate even if they are not chamber members.
- iii. Downtown Business Survey – The intern is starting in September and he will be working on obtaining surveys for the businesses who hadn't been interviewed previously and he will produce a summary for the committee.

**c. Design – Senz reported the following . . .**

- i. Façade & Sign Grants –No new applications.
  - 1. Mural Project – The mural has been completed at 5BAR.
- ii. City Applications – Chic and Unique has applied to remove their stucco façade and add windows back in.
- iii. Upper floor housing grants –Hendricks has not started their projects, all others are on track.
- iv. Electrical Box Art Project – We had very diverse submissions and approved 5 and sent to the city for approval.

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

- a. Kayak Kiosk – Have been installed and are being rented.
- b. Banners – No update.
- c. Kiosk – No update.
- d. 80/100 E. Grand project has started with more work to be done in phases.
- e. E. Grand from Pleasant to Broad is being resurfaced and will be closed the week of September 17, but could change.
- f. WI Main Street has awarded us with Gold Tier Status, which is a huge accomplishment.

Dench added that the parking time changes on Broad Street are being held over.

**6. Adjourn**

10:50 am

Motion: Riemer. Second: Schultz. Motion carried.