



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, September 26, 2024 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY SEPTEMBER 26, 2024**

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

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

10:09

Guest: Drew Pennington

**2. Review and Approval of August 22, 2024 Meeting Minutes**

Motion: Riemer. Second: Haedt. Motion carried.

**3. Review and Approval of Financials**

Motion: Riemer. Second: Prentice. Motion carried.

**4. Updates**

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

- i. Coupon Book – Fall Wine Walk will use remaining books. We will not likely do this again due to lack of interest in purchasing.
- ii. Beloit Farmers Market – We've averaged 5,400 attendees weekly, which is 1,000 more than last year. Income from Market has increased this year.
- iii. Fridays in the Park– Averaging about 100 meals each week. We will shorten the season next year to be Memorial Day to Labor Day.
- iv. Oktoberfest – This event was poorly attended due to rain. A person drove through the barricade and was arrested. We are working with the city to improve security for this event and others.
- v. Fall Wine Walk – THE VIP tickets are sold out. Other tickets are still selling. We have 22 locations this year.

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

- i. Business Updates Open properties – 316 State is going to be Home Décor & Gifts, owned by the same person as Vintage Bliss. Olive Branch is still planning to move downtown. Beloit Cabinetry has closed. Space available in Ironworks campus.
  - ii. GBCC Ignite Summit – There were about 80 attendees. Organizers would like this to be bigger next year.
  - iii. Downtown Business Survey – The intern is 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 –316 State has applied for a grant to install a black awning and remove the fake roof look in the middle part of the building.
    - 1. Mural Project – No updates.
  - ii. City Applications – None
  - iii. Upper floor housing grants –We have extended the deadline for completion of the Hendricks properties due to amount of work they have uncovered to rehab the spaces.
  - 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. Banners – No update.
- b. Kiosk – No update.
- c. 80/100 E. Grand project has started with more work to be done in phases.

Pennington added; GBEDC now has an office at Irontek. The alley project behind Flying Pig and Villager is moving forward with two grants that are available. USS Beloit picnic went great with about 400 people.

**6. Adjourn**

11:17 am

Motion: Senz. Second: Eickstead. Motion carried.

Respectfully submitted by Kelly Eickstead.