



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, October 24, 2024 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY OCTOBER 24, 2024**

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

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

10:00

Guest: Drew Pennington

**2. Review and Approval of September 26, 2024 Meeting Minutes**

Motion: Wolter. Second: Haedt. Motion carried.

**3. Review and Approval of Financials**

Motion: Schultz. Second: Wolfgramm. Motion carried.

**4. Review and Approval of 2025 Budget**

Motion: Senz. Second: Eickstead. Motion carried.

**5. Updates**

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

- i. Coupon Book – Completed and we will not likely do this again next year.
- ii. Beloit Farmers Market – 5,400 customers counted on average per day for the season. Using vehicles to block intersections to provide additional safety from traffic coming through the barricades. Drew noted that he has received quotes for barricades and the cost is about \$300,000. We discussed cost sharing between the City, DBA, GBEDC and Visit Beloit in an effort to have the purchase approved. Drew will update after further discussions.
- iii. Fall Wine Walk – We ended up with only 5 unsold tickets. Businesses were happy with sales.

- iv. Halloween Parade & Party (Oct 26) – We are ready to go.
- v. Winter Crafter and Farmers' Market (starts Nov 2) – We are still looking for more non-profits to provide children's activities.
- vi. Grand Lighted Holiday Parade (Nov 29) – Have floats enrolling now. We will have a tree walk and Santa in the DBA facility this year.
- vii. Holidazzle (Dec 6) – Planning has begun.

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

- i. Business Updates Open properties –Olive Branch is still planning to move downtown. Space available in Ironworks campus. The Caldwell Group has purchased the Regal building and they have indicated to some Board members that they may be interested in sub-leasing about 20,000 square feet in the building.
- ii. 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. 75 of 180 business have completed the survey.

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

- i. Façade & Sign Grants –None.
  - 1. Mural Project – No updates.
- ii. City Applications – None.
- iii. Upper floor housing grants - Units above Estetica Express have received a 30-day extension.
- iv. Electrical Box Art Project – Completed.

**6. 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.
- d. Discussed and approved investing another \$70,000 in a CD for around a 25-month timeframe and moving our savings account to a Money Market account for better interest. Shauna to use her judgement.
- e. Wisconsin Downtown Action Council will be meeting here May 20-22.
- f. USS Beloit commissioning is set for November 23 in Milwaukee.
- g. Wisconsin Main Street will be doing two Tech Visits in Beloit, one April 24 for entrepreneur focus and another on June 19 for retail focus.
- h. Sponsorship packets for 2025 will be going out in December.
- i. Shauna will be delivering the budget to the City on November 7.

**7. Adjourn**

11:09 am

Motion: Prentice. Second: Schultz. Motion carried.

Respectfully submitted by Kelly Eickstead.