



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**AGENDA**

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

**Thursday, December 19, 2024 at 10 am**

557 E. Grand Ave.  
Beloit, WI 53511

**THURSDAY, DECEMBER 19, 2024**

- 1. Call to Order and Roll Call**
- 2. Review and Approval of November 21, 2024 Meeting Minutes**
- 3. Review and Approval of Financials**
- 4. Review and Approval of Board of Directors**
  - a. Reappointment of Board of Directors – Kelly Eickstead**
  - b. Reappointment of Board of Directors – Courtney Prentice**
  - c. Reappointment of Board of Directors – Dennis Senz**
  - d. Board Opening – Owner Occupant**
- 5. Review and Approval of Officers**
- 6. Updates**
  - a. Promotions**
    - i. Coupon Book
    - ii. Winter Crafter & Farmers' Market (started Nov 2)
    - iii. Grand Lighted Holiday Parade Recap
      0. Tree Walk Recap
    - iv. Holidazzle Recap
    - v. Annual Dinner (Feb 27)
  - b. Economic Vitality**
    - i. Business Updates
    - ii. Downtown Business Survey
  - c. Design**
    - i. Façade & Sign Grants
      1. Mural Art Project
    - ii. City Applications
    - iii. Upper Floor Housing Grants
    - iv. Electrical Box Art Project
- 7. Executive Director's Report**
- 8. Adjourn**

**Attachments**

Minutes

Financials