



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, November 21, 2024 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY NOVEMBER 21, 2024**

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

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

10:00

Guest: Jerry Gabrielatos

**2. Review and Approval of October 24, 2024 Meeting Minutes**

Motion: Schultz. Second: Densch. Motion carried.

**3. Review and Approval of Financials**

Motion: Eickstead. Second: Chadwick. Motion carried.

**4. Updates**

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

- i. Coupon Book – Completed at Holidazzle and we will not likely do this again next year.
- ii. Beloit Farmers Market – Averaged 5,400 attendees each week.
- iii. Halloween Parade & Party Recap– Attendance was much higher than previous years.
- iv. Winter Crafter and Farmers' Market (starts Nov 2) – We are still looking for more non-profits to provide children's activities.
- v. Grand Lighted Holiday Parade (Nov 29) – Deadline for float registration is tomorrow. We will have a tree walk and Santa in the DBA facility this year.
- vi. Holidazzle (Dec 6) – We have 20 businesses participating so far.

- b. Economic Vitality – El-Amin and Eickstead reported the following . . .**
  - i. Business Updates Open properties – Cozy Bin old building (back portion only). 110 West Grand. Ironworks campus still has space available. The Cash Store is moving.
  - i. Downtown Business Survey – It is completed and will be emailed to the Board today and posted on our website. The committee will discuss other ways of getting the information out.
- c. Design – El-Amin reported the following . . .**
  - i. Façade & Sign Grants –None
    - 1. Mural Project – Beloit Art Center has had 13 submissions for the next mural.
  - ii. City Applications – Caldwell Group has submitted for their new signage.
  - iii. Upper floor housing grants – One is being paid and another is being submitted to be paid. State Street has been extended until March. Another unit is almost complete.
  - iv. Electrical Box Art Project – Completed. We are hoping to wrap more next year.

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

- a. Our 2025 Budget was approved at Council.
- b. USS Beloit commissioning this weekend in Milwaukee.
- c. Working on speakers for the Wisconsin Downtown Action Council summit in May.
- d. Wisconsin Main Street will have 2 tech visits in 2025 focusing on Entrepreneur Development in April and Retail Development in June. There will also be a panel discussion on Downtown Recreation at the Governor’s Conference on Tourism that Shauna will be a speaker at.
- e. Donovan is leaving so we are looking for a Streetscape Coordinator to replace him starting in May.
- f. Shauna sent out an RFP for the downtown plantings for next spring.

**6. Adjourn**

10:41 am

Motion: Riemer. Second: Schultz. Motion carried.

Respectfully submitted by Kelly Eickstead