



# **DOWNTOWN BELOIT ASSOCIATION BOARD OF DIRECTORS MEETING**

## **MINUTES**

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

**Thursday, December 19, 2024 at 10:00 am**

557 E Grand Ave.  
Beloit, WI 53511

**THURSDAY DECEMBER 19, 2024**

	JUL	AUG	SEPT	OCT	NOV	DEC
CHADWICK					X	
DENSCH		X	X	X	X	X
EICKSTEAD	X		X	X	X	X
FOX-WILSON				X		X
HAEDT		X	X	X		
KNUEPPEL	X	X	X	X	X	X
LEE		X	X	X		
PRENTICE	X		X	X		X
RIEMER	X	X	X	X	X	X
SENZ	X	X	X	X		
SCHULTZ	X	X		X	X	
WOLFGGRAMM	X			X	X	
WOLTER	X	X	X	X		X
EL-AMIN	X	X	X	X	X	X
BEYER	X	X	X	X	X	X

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

10:07

### **2. Review and Approval of November 21, 2024 Meeting Minutes**

Motion: Prentice. Second: Riemer. Motion carried.

### **3. Review and Approval of Financials**

Motion: Eickstead. Second: Prentice. Motion carried.

### **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

Motion: Riemer. Second: Fox-Wilson. Motion carried. Senz and Eickstead abstained.

### **5. Review and Approval of Officers**

Motion: Fox-Wilson. Second: Wolter. Motion carried.

### **6. Updates**

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

- i. Coupon Book – Completed. Two people found all items in the scavenger hunt and prizes have been awarded.
- ii. Winter Crafter and Farmers' Market– We have had 200 average attendees. We still need non-profits for children's activities.

- iii. Grand Lighted Holiday Parade Recap – It was extremely cold and some floats chose not to attend. McDonald's won the float contest.
  - 1. Tree Walk Recap – It went great and we will try to expand next year.
- iv. Holidazzle Recap – Businesses said sales were disappointing. Next year, we will try to get brochures out and begin social media posts earlier and more often.
- v. Annual Dinner (Feb 27) – Working on a venue.
- 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 posted on our website.
  - ii. SEO – Foremost Media is completing some updates. We are also working on redesigning the newsletter.
- c. Design – El-Amin reported the following . . .**
  - i. Façade & Sign Grants
    - 1. Stateline Mental Health – Façade grant
    - 2. Noggin/Tip to Toe Nails – Sign grant
    - 3. 114 E Grand – Façade grant
    - 4. Mural Project – Beloit Art Center has picked 6 and are asking the public to vote via social media.
  - ii. City Applications – None
  - iii. Upper floor housing grants – We have submitted three to be paid.
  - iv. Electrical Box Art Project – Completed. We are hoping to wrap more next year.

We sent out an RFP for hanging baskets and only had one response so we will be awarding it to K & W again.

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

- a. Sponsorship requests have been sent out.
- b. Wisconsin Downtown Action Council – Working on the agenda. Events will be held at the stadium and Powerhouse.
- c. Entrepreneurial Development in April with WEDC.
- d. Retail Development in June with WEDC.
- e. Errin will be coming in February for our accreditation.
- f. ED's review will be scheduled in March.

The board discussed the time of the meeting and would like to move the meeting time to 9 am, Exec to 12 pm and EV to 12 pm.

**8. Adjourn**

11:14am

Motion: Prentice. Second: Riemer. Motion carried.

Respectfully submitted by Kelly Eickstead.