



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, January 23, 2025 at 9:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY JANUARY 23, 2025

	AUG	SEPT	OCT	NOV	DEC	JAN
CHADWICK				X		
DENSCH	X	X	X	X	X	
EICKSTEAD		X	X	X	X	X
FOX-WILSON			X		X	X
HAEDT	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
WOLFGRAMM			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

9:04

Guest: Stephanie Knueppel

2. Review and Approval of December 19, 2024 Meeting Minutes

Motion: Prentice. Second: Schultz. Motion carried.

3. Review and Approval of Financials

Motion: Senz. Second: Prentice. Motion carried.

4. Updates

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

- i. Winter Crafter & Farmers Market – 188 average attendees. All nonprofit dates are filled.
- ii. Annual Dinner – Will be held February 27 at the Powerhouse at 5:30. The theme will be Secrets of Our Success. Invitations and raffle basket solicitations will be going out soon.
- iii. Beloit Farmers Market (May 4) – The committee is working on rules regarding crafters' participation in the market. We want to make sure that items are handmade. Considering a quality assurance committee to take the pressure off DBA Staff in making decisions.
- iv. Street Dance and Fall Festival Bands – The headliner for Street Dance is Nauti Nauti and the Fall Festival will be Dirt Road Rebelz as headliner and Rockabilly Junction as opener. Still looking for an opener for Street Dance.

- 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 former Haute Bridal space is being rented to a home décor business. The mattress store has moved next door and Elizabeth Clothes & Fashion is in the entire former Princess space.
- c. Design – Senz reported the following . . .**
 - i. Façade & Sign Grants - None
 - 1. Mural Art Project -Beloit Arts Center has picked a winner.
 - ii. City Applications – We are working with the City to update codes.
 - iii. Upper floor housing grants – All grants have been submitted to the City for payment except the Hendricks/State Street spaces.
 - iv. Electrical Box Art Project – Signage to be installed when the weather warms up to greater than 50 degrees.

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

- a. Sponsorships look good so far. Nowlan has renewed as a Corporate Sponsor and CBI Bank is a new sponsor.
- b. Errin Welty, WEDC, will be attending our April meeting for our accreditation. We will be moving that meeting to April 17 to accommodate the Entrepreneur Development Day on April 24.
- c. Some businesses have requested a meeting about downtown parking. After consideration of the request, it was decided that a business/property owners meeting will be held March 5 at 8:30 am. Parking will be on the agenda along with the 80/100 building, Grand Avenue resurfacing, and other City and surrounding area development plans.

6. Adjourn

9:30am

Motion: Prentice. Second: Schultz. Motion carried.

Respectfully submitted by Kelly Eickstead.