



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, February 27, 2025 at 9:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY, FEBRUARY 27, 2025

	SEPT	OCT	NOV	DEC	JAN	FEB
CHADWICK			X			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	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	
EL-AMIN	X	X	X	X	X	X
BEYER	X	X	X	X	X	X

1. Call to Order and Roll Call

9:02 am

Guest: Stephanie Knueppel and Drew Pennington

2. Review and Approval of January 23, 2025 Meeting Minutes

Motion: Senz. Second: Chadwick. Motion carried.

3. Review and Approval of Financials

Motion: Schultz. Second: Prentice. Motion carried.

4. Review and Approval of Bylaw Amendment

Motion: Prentice. Second: Haedt. Motion carried.

5. Updates

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

- i. Winter Crafter & Farmers Market – 197 average attendees. Going good.
- ii. Annual Dinner – Looking forward to tonight. Ready with everything.
- iii. Beloit Farmers Market – Everything is set for the welcome back meetings. Rock County Health will be onsite to present as well.
- iv. Fridays in the Park – Going to begin working on bands and restaurants.
- v. Thursday Nights – Working on asking businesses and restaurants as well as booking bands. Will be the 2nd and 4th Thursdays from 5 – 7 pm.
- vi. Street Dance and Fall Festival Bands – All bands are booked.

Spring Wine Walk we have booked Grand Avenue Pub to be the VIP Host Location.

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.

Our website host, Premier Technologies, told us they no longer want to do hosting so we moved our site to Foremost Media who does our SEO. The migration was complete and went smoothly.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – None. The committee is looking to increase grant amounts, but the budget would remain the same.
 1. Mural Art Project – We will be looking at future projects soon.
- ii. City Applications – Home Décor's façade is getting a new look with the help of WEDC WI Main Street designer who helped us create it.
- iii. Upper Floor Housing Grants – No updates.
- iv. Electrical Box Art Project – We are looking at doing another round.

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

- a. Sponsorships are up 10% with new and previous year numbers.

7. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

Motion: Prentice. Second: Senz. Motion carried.

8. Reconvene in Open Session

Motion: Senz. Second: Prentice. Motion carried.

9. Adjourn

9:48 am

Motion: Chadwick. Second: Schultz. Motion carried.