



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, March 27, 2025 at 9:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY MARCH 27, 2025

| | SEPT | OCT | NOV | DEC | JAN | FEB | MAR |
|------------|------|-----|-----|-----|-----|-----|-----|
| CHADWICK | | | X | | | X | X |
| DENSCH | X | X | X | X | | X | X |
| EICKSTEAD | X | X | X | X | X | | X |
| FOX-WILSON | | X | | X | X | | X |
| HAEDT | X | X | | | | X | |
| LEE | X | X | | | | X | |
| PRENTICE | X | X | | X | | X | X |
| RIEMER | X | X | X | X | X | X | X |
| SENZ | X | X | | | X | X | |
| SCHULTZ | | X | X | | X | X | |
| WOLFGRAMM | | X | X | | | | X |
| WOLTER | X | X | | X | X | | X |
| EL-AMIN | X | X | X | X | X | X | X |
| BEYER | X | X | X | X | X | X | X |

1. Call to Order and Roll Call

9:01 am.

Guest: Stephanie Knueppel

2. Review and Approval of February 27, 2025 Meeting Minutes

Motion: Prentice. Second: Wolter. Motion carried.

3. Review and Approval of Financials

Motion: Eickstead. Second: Prentice. Motion carried.

4. Updates

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

- i. Winter Crafter & Farmers Market – 180 average attendees. Vendor spots are full.
- ii. Annual Dinner – Went well. We had 100 attendees.
- iii. Easter Eggstravaganza (April 19) – Working with businesses to be Bunny Hop Stops. Will have games at DBA office.
- iv. Spring Wine Walk (April 26) – We have 21 stops. VIP tickets are sold out. 100 regular tickets remaining.
- v. Beloit Farmers Market (May 4) – The Welcome Back meeting went well. We explained the new Crafter rules and there was no negative feedback.
- vi. Fridays in the Park – We only have a few bands booked. Still working to try to book restaurants.
- vii. Thursday Nights – There are still band openings.

- viii. Street Dance and Fall Festival Bands – The headliner for Street Dance is Nauti Nauti and the Fall Festival will be Dirt Road Rebelz. All bands are booked.

b. Economic Vitality – El-Amin and Eickstead reported the following . . .

- i. Business Updates Open properties - Cozy Bin old building has been sold. Ironworks campus still has space available. Beloit Daily News is moving to Ironworks campus, so that space will become retail. Pizzazz is moving to Strong Building temporarily. Always and Forever is moving to 110 West Grand.

The Business/Property owner meeting went well. Parking is still the main topic for businesses especially as we add new retail in the building replacing 80/100 as well as additional housing downtown. The city has pulled out an old parking study to determine if there are some easy changes that can be made from those recommendations. For example, parking maps have been published on websites.

c. Design – El-Amin reported the following . . .

- i. Façade & Sign Grants – None.
 - 1. Mural Project – Working on an RFP for artists. Businesses will approve artwork.
 - 2. Increasing award amounts for 2025. The pool of funds will remain the same, so we will fund fewer project at higher amounts. This is due to rising costs. Sign grants will now be \$1000 and façade grants will be \$1500.
- ii. City Applications – None.
- 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 – QR codes have been installed on the boxes. We are reviewing prior artwork submissions to determine if we can use any of those before requesting new artist submissions.

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. We are the non-profit highlighted at the Skycarp game on 4/4. We will have a table and have 10 tickets. Let Shauna know if you’d like to attend and represent DBA.
- c. The City will be replacing some trash bins with recycling bins.
- d. The audit started last week with Baker Tilly.
- e. Rescheduling the April Board Meeting to April 17 due to the Entrepreneur Event.
- f. April Entrepreneur Event is in partnership with National Main Street. Working on inviting who needs to come to each session and a community survey.
- g. May - Wisconsin Downtown Action Council planning is well-underway. A schedule of events will be shared for our Board to participate as they are available.
- h. June – Retail Works meeting is set. Getting businesses signed up currently.

- 6. 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: Fox-Wilson.

- 7. Reconvene in Open Session**

Motion: Prentice. Second: Densch. Motion carried.

- 8. Review and Approval of Executive Director's Performance Evaluation**

Motion: Prentice. Second: Wolter. Motion carried.

4% COLA for Darcy was already approved and implemented by the City. An additional 2.5% was approved by the DBA board.

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

4% COLA for Shauna was already approved and implemented by the City. An additional bonus of \$2,000 was approved by the Board.

Motion: Chadwick. Second: Densch. Motion carried.

- 9. Adjourn**

9:57am

Motion: Prentice. Second: Chadwick. Motion carried.

Respectfully submitted by Kelly Eickstead.