



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, May 23, 2019 at 8:30 am

at Historic Strong Building Conference Room,
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

	OCT	NOV	DEC	FEB	APR	MAY
ASHLEY-HOPPE	X		X	X		X
BUCCIFERRO			X			
CLEWER	X	X	X		X	X
EICKSTEAD	NA	NA	NA	X	X	X
HERNANDEZ	X		X	X	X	X
JACOBSEN	X	X	X	X	X	X
KELLEY					X	X
KNUEPPEL	X	X	X	X	X	X
LAMOREUX	X	X		X	X	X
MARQUETTE	X	X			X	
OBERSHAW		X	X		x	X
PACKARD		X		X	x	
WILSON	NA	NA	NA	X		X
EL-AMIN	X	X	X	X	X	X
CRIBBS	X	X	X		x	X

1. Call to Order and Roll Call

8:35 am.

2. Review and Approval of April 25, 2019 Meeting Minutes

Motion: Jacobsen. Second: Hernandez. Motion carried.

3. Review and Approval of Financials

Motion: Kelley. Second: Clewer. Motion carried.

El-Amin reported that a draft BID review is complete. Baker Tilly did not find any issues with non-compliance. The board will need to review and approve the final BID report at the June board meeting.

4. Updates

a. Promotions

i. Farmers Market

Obershaw reported that the Farmers' Market is going well.

ii. ArtWalk

Obershaw reported that the committee will be discussing whether to continue ArtWalk, make some adjustments or to replace it with a completely new event.

iii. Fridays in the Park

Obershaw reported that this event starts tomorrow.

b. Economic Vitality

i. Business/Property Owner Meeting

El-Amin reported that the business property owner meetings are now held on Wednesdays. The April meeting had increased participation. The next meeting will be held on June 5th in the Strong building conference room.

ii. Business Updates

El-Amin reported the following updates:

- Beloit Cabinetry didn't open May 4th as planned, hoping to open soon.
- Sud's O'Hanahan's and Grand Avenue Pub both continue to have people showing interest in the businesses.
- 430 E. Grand Avenue (formerly Cup & Cake Bakeshop) may have a possible tenant.

c. Design

i. Grants

No grants pending.

El-Amin reported that board member, Amy Wilson, has recently joined the committee. All summer plantings are in. This year we ordered an additional 20 hanging baskets for a total of 40 baskets. If the budget will allow, next year we will order an additional 20 baskets.

5. Executive Director's Report

- El-Amin reported that she created a flyer for the Downtown Beloit Day at the Snappers, which was sent to all downtown Beloit businesses. As a recap the board agreed to purchase 100 tickets. Downtown Beloit employees will get free admission for themselves and a guest.
- El-Amin reported that she continues to work with our website designer to make website updates and other changes to improve the customer experience.
- Main Street Program would like us to participate in a pilot program called Visitor 360, which would capture various user data from visitors as they are in downtown Beloit. The data could then be used to help our businesses better market themselves. The cost to be a part of the program is \$3,000 but Visit Beloit has agreed to pay half.
- Businesses can take advantage of what the Distrix app offers for only \$10 a month.

6. Adjourn

9:47 am. Motion: Obershaw. Second: Hernandez. Motion carried.