



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, June 27th, 2019 at 8:30 am**

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

	NOV	DEC	FEB	APR	MAY	JUNE
ASHLEY-HOPPE		X	X		X	X
BUCCIFERRO		X				
CLEWER	X	X		X	X	
EICKSTEAD	NA	NA	X	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		
OBERSHAW	X	X		x	X	X
PACKARD	X		X	x		
WILSON	NA	NA	X		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 May 23, 2019 Meeting Minutes**

Motion: Jacobsen. Second: Eickstead. Motion carried.

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Lamoreux. Motion carried.

**4. Review and Approval of DBA Financial Review**

Motion: Wilson. Second: Jacobsen. Motion carried.

**5. Updates**

**a. Promotions**

**i. Farmers Market**

Obershaw reported that the Farmers' Market is going well. El-Amin reported that the Beloit College CELEB students have completed one of three dates to count and survey patrons. El-Amin reported that in order to uphold the integrity of the market and to ensure that vendors are being transparent and honest when claiming they grow their own produce, she is researching how other markets conduct farm visits. On Broadway, the Wisconsin Main Street Community from Green Bay, uses a company called Whole Harvest which charges \$150 per day plus mileage but noted they could conduct up to 3 farm visits per day. For the 2019 season the farm visits would be voluntary, but, starting in 2020 they would be mandatory for all produce vendors that have not already had an inspection by other means. The board discussed increasing the fee to \$75 should a vendor be found to be in violation.

**ii. Fridays in the Park**

Obershaw reported that with the closing of Sud's O'Hanahans, the DBA will be serving food on July 5<sup>th</sup>. Obershaw is working with the manager of Piggly Wiggly for donations. First National Bank could provide the napkins and forks. Ironworks Hotel could provide the chips. El-Amin is working with the owners of Pig Iron Pub & Grub to see if they would be able to provide the meal on Friday, August 23<sup>rd</sup>.

**iii. Celebrate Weekend**

Obershaw reported that the opening band will be Big Daddy Woo Woo, with the Topflight Band as the headliner. El-Amin is working with First National Bank again this year to have an ATM available onsite. Cribbs will be sending out an email to all boards, committees and past volunteers with our volunteer needs.

**b. Economic Vitality**

**i. Business/Property Owner Meeting**

El-Amin reported that the next meeting will be held on Wednesday, August 7<sup>th</sup> in the Strong building conference room. Dennis Senz from Senz Insurance will present an update on how cross promoting other downtown Beloit businesses have been going. The Deputy Fire Chief will also provide a presentation. Karen McKee has resigned from the Economic Vitality and Executive Committees.

**ii. Business Updates**

El-Amin reported the following updates:

- 80/100 E. Grand Avenue, owned by Hendricks Commercial Properties will be demolished and three separate structures will be built to each include housing units.
- 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**

Home at Ease, located at 611 E. Grand Avenue was awarded a sign grant during the June meeting.

**6. Executive Director's Report**

- El-Amin reported that in order to be more transparent in the DBA donating our portion of the showmobile, staff discussed setting perimeters that would make the process more effective. El-Amin presented the language that would be added to the showmobile registration form and it would be effective immediately.
- El-Amin reported that for Downtown Beloit Day at the Snappers 84 tickets of the 100 that the board agreed to purchase have been spoken for.
- Nicole Clewer is no longer with Beloit College and Jim Packard retired from Regal Beloit. This leaves us with two board openings. Dan Reimer of Ace Hardware and Tasha May from Blackhawk Bank have submitted applications to join the board. El-Amin is working on a couple of others then all will be presented to Exec then brought to the Board for approval.

**7. Adjourn**

9:58 am. Motion: Hernandez. Second: Wilson. Motion carried.