



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, July 25, 2019 at 8:30 am**

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

	DEC	FEB	APR	MAY	JUNE	JULY
<b>ASHLEY-HOPPE</b>	X	X		X	X	X
<b>BUCCIFERRO</b>	X					
<b>EICKSTEAD</b>	NA	X	X	X	X	X
<b>HERNANDEZ</b>	X	X	X	X	X	X
<b>JACOBSEN</b>	X	X	X	X	X	X
<b>KELLEY</b>			X	X		X
<b>KNUEPPEL</b>	X	X	X	X	X	X
<b>LAMOREUX</b>		X	X	X	X	X
<b>MARQUETTE</b>			X			
<b>OBERSHAW</b>	X		x	X	X	X
<b>WILSON</b>	NA	X		X	X	
<b>EL-AMIN</b>	X	X	X	X	X	X
<b>CRIBBS</b>	X		x	X	X	X

**1. Call to Order and Roll Call**

8:33 am.

**2. Review and Approval of June 27, 2019 Meeting Minutes**

Motion: Jacobsen. Second: Eickstead. Motion carried.

**3. Review and Approval of Financials**

Motion: Kelley. Second: Jacobsen. Motion carried.

**4. Updates**

**a. Promotions**

**i. Farmers Market**

Obershaw reported that the interns just completed surveying and counting patrons on Saturday, July 20 at the market.

**ii. Fridays in the Park**

Obershaw reported that Pig Iron Pub & Grub will be providing the food on Friday, August 23 to replace Sud's O'Hanahan's that closed early this year. El-Amin reported that she will be unavailable to help work some Fridays in the Park dates and will need help with serving for Pig Iron's date. Jacobsen agreed to help on August 2<sup>nd</sup>, Eickstead on August 9<sup>th</sup>, Obershaw on August 16<sup>th</sup> and Hernandez, Knueppel, Ashley-Hoppe on August 23<sup>rd</sup>.

**iii. Celebrate Weekend**

Obershaw reported that we are still in need of about 16-18 volunteers. Channel 15 coming will be interviewing El-Amin and Obershaw at Street Dance. Board members suggested that in case the weather is going to be hot, we should consider lining up misting stations and bottles of water for sidewalk sale vendors.

## **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 committee and her chair position and therefore Executive Committee. The committee is in need of a chair. Eickstead agreed to be the chair. This will be taken as a formality to the committee at the next scheduled meeting.

### **ii. Business Updates**

El-Amin reported the following updates:

- 108 W. Grand Avenue (formerly Totally Tan) has an interested party that would like to open a consignment shop.
- The properties from 302-319 State have offers to purchase by Hendricks Commercial Properties. The closing is scheduled for August 8.
- Game Lounge located at 530 E. Grand Avenue is now open.
- Turtle Creek Bookstore will be closing the end of May 2020.
- Peter Fronk is no longer with Turtle Creek Bookstore. He has also resigned from both the Executive and Promotions Committees.

## **c. Design**

### **i. Grants**

El-Amin reported that Amy Wilson has joined the Design Committee and agreed to be the committee reporter to the board.

Home at Ease, located at 611 E. Grand Avenue was awarded a sign grant during the June meeting. There is still sign and façade grant monies available.

## **5. Executive Director's Report**

- El-Amin reported that she will be on vacation August 5 through August 9.
- El-Amin reported that for Downtown Beloit Day at the Snappers 89 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. Jacobsen suggested we reach out to Dennis Senz to see if he would be interested.
- Visit Beloit has a grant opportunity that we would like to take advantage of for up to \$7,500. Staff discussed a couple of options. The Executive Committee decided that they would like to pursue a project that would utilize the canoe/kayak launch and/or purchase a speaker and sound system that would enable music to be played throughout the downtown. The board would like to pursue the outdoor music option. El-Amin will work on the final plan and bring it back to the board meeting for a final approval next month. El-Amin will also start the paperwork to present the application to Beloit City Council at the earliest possible date as the deadline to apply for the grant is 8/31/19.

## **6. Adjourn**

10:06 am. Motion: Jacobsen. Second: Hernandez. Motion carried.