



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, December 19, 2019 at 8:30 am
at Historic Strong Building Conference Room,
400 E. Grand Ave., Suite 420, Beloit, WI 53511.

	JULY	AUG	SEP	OCT	NOV	DEC
ASHLEY-HOPPE	X	X	X	X	X	X
BUCCIFERRO		X	X			X
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	X	X		X		X
JACOBSEN	X	X			X	X
KELLEY	X		X			
KNUEPPEL	X	X		X	X	X
LAMOREUX	X	X	X	X		
MARQUETTE			X		X	
OBERSHAW	X	X	X	X	X	X
RIEMER	N/A	N/A	X	X	X	X
SENZ	N/A	N/A		X	X	X
WILSON			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 with introductions.
Buest: Errin Welty, WEDC

2. Review and Approval of November 21, 2019 Meeting Minutes

Motion: Jacobsen. Second: Riemer. Motion carried.

3. Review and Approval of Financials

Motion: Hernandez. Second: Senz. Motion carried.

4. WI Main Street Assessment

Errin Welty with WEDC Main Street Program reviewed the 10 sections of the required assessment that the DBA is required to reach at least 7 points in order to be a certified WI Main Street Community. Downtown Beloit Association reached at least 7 points in all 10 categories.

Welty mentioned that a "Friends of Downtown Beloit" fund could help us with an annual giving campaign.

5. Reappointment and Appointment of Board of Directors

El-amin reviewed that there are currently four board members up for reappointment and all have agreed to stay on the board if the board votes in favor of them. Jessica Hernandez for another 3-year term; Motion: Eickstead. Second: Jacobsen. Motion carried. Teala Lamoreux for another 3-year term; Motion: Jacobsen. Second: Hernandez. Motion carried. Mike Marquette for another 3-year term; Motion: Eickstead with the exception that the required attendance be met in the next 6 months. Second: Senz. Motion carried. Malinda Obershaw for another 3-year term; Motion: Jacobsen. Second: Hernandez. Motion carried.

6. Reappointment and Appointment of Officers

El-Amin reviewed the current officers. Motion: Jacobsen to keep all officers as is. Second: Eickstead. Motion carried.

7. Updates

a. Promotions

i. Window Decorating Contest Recap

Obershaw reported Beloit Family Eye Care won the People's Choice and State Farm won the Judge's Pick.

ii. Grand Lighted Holiday Parade Recap

Obershaw reported that the event went well until we had the unfortunate incident with the drunk driver. DBA will be working with Public Works Department with the City of Beloit on getting buses, trash trucks or snow plows to help us block barricaded areas.

iii. Shop Small Saturday Recap

Obershaw reported that businesses did well and that we handed out merchandise we get from American Express.

iv. Holidazzle Recap

Obershaw reported that they event went well. Those businesses and vendors surveyed reported mostly good sales and increase in traffic counts. The committee discussed the need for Santa to be at a certain location for pictures and instead maybe have a roaming Santa and elves. It was reported that Tim Bremel stopped the music at 8, which may have deterred some people from staying the last hour.

v. Annual Dinner

Obershaw reported that the theme and venue have been booked and we are in need of members to do characters if able. The board suggested adding a reminder in their RSVP confirmation to bring cash as no ATM will be available. Hernandez will be looking into their credit/debit options for us.

Obershaw reported that we have added a VIP ticket component to the Spring Wine Walk and we will be continuing to add to that. Bucciferro suggested that tickets be priced higher for VIP, at \$100.

b. Economic Vitality

i. Business/Property Owner Meeting

Eickstead reported that we held our last meeting of 2019 and had everyone go around the room and discuss their achievements, challenges and what they are looking forward to in 2020.

ii. Business Updates

Eickstead reported the following updates:

- 435 E. Grand Avenue has started their remodel for Hat's Traditional Pub.
- 430 E. Grand Ave., Suite 104 (formerly Cup and Cake Bake Shop) is still available.
- 108 W. Grand Ave. (formerly Totally Tan) is still available.
- CheezeHead Brewing is holding a soft opening on Saturday, December 21 and Monday, December 23.
- The Beloit College Powerhouse project is moving forward and hopes to be open after January 1.

c. Design

i. Grants

Senz reported that at they approved a sign grant for Beloit Art Center for new banner signage.

Senz reported that we only received a proposal from K & W Greenery and they were approved as our vendor for 2020. Jacobsen suggested a vendor in Brodhead and Riemer suggested a vendor in Hanover that both will be added to our next RFP selection process if they are not already included.

8. Executive Director's Report

El-Amin reported the following:

- The City of Beloit installed the speakers and system just in time for our Grand Lighted Holiday Parade.
- The 2020 sponsorship form has been mailed.
- Annual Dinner Award winners are being discussed with each committee and then will be sent along to the WI Main Street Program awards as well.

Bucciferro mentioned that the Billboard that he donates ½ to DBA will be redone in the spring.

9. Adjourn

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