



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**AGENDA**

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

**Thursday, October 22, 2020 at 8:30 am**

Via Phone Conference

**<https://global.gotomeeting.com/join/516976069>**

**You can also dial in using your phone.**

United States: **+1 (224) 501-3412**

**Access Code: 516-976-069**

**THURSDAY, OCTOBER 22, 2020**

- 1. Call to Order and Roll Call**
- 2. 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.**
- 3. Reconvene in Open Session**
- 4. Review and Approval of September 24, 2020 Meeting Minutes**
- 5. Review and Approval of Financials**
- 6. Review and Approval of 2021 Budget**
- 7. Updates**
  - a. Promotions**
    - i. Recap Fall Wine Walk
    - ii. Beloit Farmers' Market
    - iii. Beloit Winter Farmers' Market (Saturdays, November 7<sup>th</sup>-April 24<sup>th</sup>)
    - iv. Business Window Decorating Contest (November 23-December 4<sup>th</sup>)
    - v. Grand Lighted Holiday Parade (Friday, November 27<sup>th</sup>, 6-8 pm)
    - vi. Small Business Saturday (Saturday, November 28<sup>th</sup>)
    - vii. Holidayzle (Friday, December 4<sup>th</sup>, 5-9 pm)
  - b. Economic Vitality**
    - i. Business/Property Owner Meeting
    - ii. Business Updates
    - iii. SEO
  - c. Design**
    - i. Grants
- 8. Executive Director's Report**
- 9. Adjourn**

**Attachments**

Minutes

Financials