



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**AGENDA**

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

**Thursday, November 19, 2020 at 8:30 am**

Members of the media or the public may participate in  
this meeting by calling +1 (224) 501-3412 Access  
Code: 455-937-733. All participants' phones will be  
muted.

**THURSDAY, NOVEMBER 19, 2020**

- 1. Call to Order and Roll Call**
- 2. Review and Approval of October 22, 2020 Meeting Minutes**
- 3. Review and Approval of Financials**
- 4. Updates**
  - a. Promotions**
    - i. Recap Beloit Farmers' Market
    - ii. Beloit Winter Farmers' Market (Saturdays, November 7<sup>th</sup>-April 24<sup>th</sup>)
    - iii. Downtown Beloit Winter Story Stroll (November 21<sup>st</sup>-December 31<sup>st</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. Holidayzazzle (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
- 5. Executive Director's Report**
- 6. Adjourn**

Attachments  
Minutes  
Financials