



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, January 28, 2021 at 8:30 am

Via Phone Conference

THURSDAY, JANUARY 28, 2021

	AUG	SEP	OCT	NOV	DEC	JAN
ANDERSON	X		X	X	X	
ASHLEY-HOPPE	X	X	X	X	X	X
BEAVERS-JACKSON	NA		X	X	X	
BUCCIFERRO	X	X	X	X		
EICKSTEAD	X	X	X	X	X	X
HERNANDEZ	X		X	X	X	X
KNUEPPEL	X	X	X	X	X	X
MARQUETTE	X		X			X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X	X	X
SENZ	X		X	X	X	
VOLLBRECHT	NA	X	X	X	X	X
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:33 am

Introduce Jennifer Hall, new City of Beloit Economic Development Director.

2. Review and Approval of December 17, 2020 Meeting Minutes

Motion: Hernandez. Second: Vollbrecht. Motion carried.

3. Review and Approval of Financials

Motion: Hernandez. Second: Eickstead. Motion carried.

4. Updates

1. Promotions

Obershaw reported the Following:

i. Beloit Winter Farmers' Market

About 122 shoppers on average per event. YTD 1,200 attendees. We are still struggling with getting traffic to the event due to it being a newer event. We are also struggling keeping vendors at full capacity due to them not seeing the benefit of the Winter Farmer's Market due to the low traffic.

ii. Annual Luncheon

Some Committee and Board Members are taping their parts in preparation for the Virtual Luncheon Broadcast. It will be Live February 11th @ 12pm. Tickets are \$25 and there is a link attendees can click on that provides them the lunch options that is included with the \$25 cost. Attendees can pick up their selected lunch from 11:15am – 11:45am. 50/50 Raffle is being collected during the ticket purchase process. Cut off time to purchase tickets will be the day before the event, Feb 10th @ 12pm. Shauna is going to try and pick the winner that afternoon so she can find a way to announce the winner live during the presentation. A donation button was also added to the Event

ticket site for people to donate to the DBA in increments of \$100. So far, to date, 2 event tickets have been purchased.

2. Economic Vitality

Eickstead reported the following:

- i. Business/Property Owner Meeting
Next Virtual Meeting to be held February 3rd @ 8:30 am. Speaker will be J Blue (Smith Group & member of City Council and 200). Focus will be on how business can be ready to support the upcoming Snappers Stadium.
- ii. Business Updates
Current Open Offices
 1. Old Escape Quest Building
 2. Old House of Lexx Building
 3. Old Totally Tan building – being remodeled by Hendricks – Restaurant / Bar
 4. Old Cup & Cake Bake Shop
 5. Apartment above Rindfleisch Flowers (1 was already rented, this is a 2nd vacancy)Possible Businesses Coming to Beloit
 1. A Lake Geneva Restaurant – TBD
 2. A Health Food Store - TBD
- iii. SEO
Highlights were shared from the report our Web Provider provides us. If interested in reviewing it, reach out to Eickstead and she can provide a copy.

3. Design

Reported the following by El-Amin in Senz absence . . .

- i. Grants
No new applications were needed to be reviewed in January's meeting. They had 1 application from the City – House of Lexx wants 3rd sign for new location and the committee discussed a few other projects that are currently in progress.

5. Review and Approval of Promotions Coordinator Job Description

Knueppel reported the following . . .

Approval of new Promotions Coordinator Job Description needed. Executive Committee has made the following recommendations for changes to the job description:

1. Part Time hours instead of Full Time – About 24-30 hrs
2. Move some of the tasks this position used to be responsible for to the Executive Director, El-Amin:
 - i. Accounting tasks – such as prepping and making deposits, processing invoices, etc.
 - ii. Marketing – Facebook blasts / posts, etc.
 - iii. Office Maintenance*No need to Change El-Amin's description for these needed tasks since they are already part of her job description and she was already completing parts of these tasks currently.
3. Also recommend lower starting wage than that of what the previous Coordinator was making due to reduced tasks of the position and reduced tenure.
*El-Amin reported that once the new job description is approved by Board, it will be presented to the City. The City will then apply a points system range to the position to determine pay range. The board can then review and either approve or counter offer.
4. El-Amin will review every application provided to her from the City for the position. Once she narrows it down to 2-3 qualified candidates for the position, it is

recommended that at least one member from the Executive Committee, Knueppel or Obershaw, then conduct a 2nd interview with El-Amin to make final hiring decision.

Approval of Promotion Coordinator Job Description:

Motion: Eickstead. Second: Riemer. Motion carried.

6. Executive Director's Report

El-Amin reported the following . . .

- Received funds from the WI Travel Grant we were anticipating of \$15,000 as well as from the Compeer Financial grant for \$1000 for Winter Farmers' Market.
- Brown Ticket needed the DBA's ACH information to provide payment via ACH, we are anticipating to receive funds from them soon from our Fall Wine Walk sales.
- El-Amin received recommendations from current Downtown Business owners that are interested in using our New Building's Conference and Event space. The following is what was recommended:
 - Rental Cost of Conference Room - \$50 for non-downtown business / \$25 for downtown business owners
 - Rental Cost of Event Space - \$300 for non-downtown business / \$150 for downtown business owners
 - Cleaning Deposit for Event Space - \$100
- El-Amin has drafted Sponsorship Letter Requests for 2021. This has been shared with Obershaw and Knueppel for Review. Vollbrecht will also review and make any final recommendations before it is sent out.
- Recommendation to fill open Board Position (Dr. Kelley's old position, owner occupied):
 - Applicant RoseAnn Haedt – Director of Public Relations for Hendricks Commercial Properties and Geronimo Hospitality Group.

Approval to have RoseAnn Haedt fill open Board Position:

Motion: Obershaw. Second: Hernandez. Motion carried.

7. Adjourn

9:23 am. Motion: Riemer. Second: Marquette. Motion carried.

Respectfully submitted by Jessica Hernandez.