



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, February 25, 2021 at 8:30 am

Via Phone Conference

THURSDAY, FEBRUARY 25, 2021

	SEP	OCT	NOV	DEC	JAN	FEB
ANDERSON		X	X	X		X
ASHLEY-HOPPE	X	X	X	X	X	X
BEAVERS-JACKSON		X	X	X		
BUCCIFERRO	X	X	X			X
EICKSTEAD	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	X	X	X	X	X	X
HAEDT						X
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:32 am

Introduced new Board Member RoseAnn Haedt.

Guest: Jennifer Hall

2. Review and Approval of January 28, 2021 Meeting Minutes

Motion: Bucciferro. Second: Senz. Motion carried.

3. Review and Approval of Financials

Motion: Hernandez. Second: Riemer. Motion carried.

4. Updates

a. Promotions

Obershaw reported the following :

- i. Beloit Winter Farmers' Market – 1685 Total Participants for the season. 137 last weekend, new average 112. Weather has shown to impact attendance.
- ii. Annual Luncheon – total of 42 attendees, 3 attendees without a lunch. Made \$105.00 on the 50/50, Deb Garde was the winner, she donated the funds back.
- iii. Easter Eggstravaganza – Cancelled but we are going to partner with the City and do an 'Easter Egg Scramble' instead. Currently we need about 38 businesses to participate. El-Amin will be reaching out to the downtown businesses soon to get participants. More to come.
- iv. Spring Wine Walk – Got approved for 300 tickets, 250 regular and 50 VIP. Possibly we could increase this up to the 450 max at a later date. We have sold 64 tickets already.
- v. Beloit Farmers' Market – Approved 71 stalls for Vendors, customer count still at a max at 400. Hours will stay 9-12. If later in the season, we get to the

point where we do not have to count and keep attendees to a max of 400 we may be able to then extend hours to 8-12 as the vendors were requesting. Vendor stalls can be 6 ft apart this year instead of 15 ft. We already have 55 confirmed vendors for the season, 13 have already paid and turned in all needed paperwork.

- vi. Fridays in the Park – EOC approved this event. Lunches must be prepackaged to encourage grab and go and not sticking around to create close crowds. More to come on this event as well.

b. Economic Vitality

EI-Amin reported the following:

- i. Business/Property Owner Meeting – Negative feedback only so far from businesses downtown regarding the parklet idea. 54 businesses would be impacted. A survey is going out to these businesses for documented feedback. EI-Amin will report more on this once results are in.
- ii. Business Updates – Still have 5 open currently.
Totally Tan – looking to have upper story housing, etc.
Still working w/ Lake Geneva Restaurant who wants second location.
Still working w/ Italian restaurant.
Still working w/ healthy shakes / teas who wants second location.
- i. SEO – had suggestions for improvement that EI-Amin has been working on; speed of website, tweaks / changes on our website, etc. They really want us to do a whole new web design. EI-Amin will be taking this to EV for discussion.

c. Design

Senz reported the following:

- i. Façade & Sign Grants
Bushel & Peck – new awning \$4500, approved for \$1000 grant.
- ii. City Applications
DBA – new sign, in works.

5. Executive Director's Report

EI-Amin reported the following:

- o She has been working on all Social Media accounts for the DBA to get them up and running and up to date. Added Instagram accounts for both the DBA and Beloit Farmers' Market.
- o Job Description and Pay for Promotions Coordinator is finalized, posted by the City last night so it will be shared.
- o Requested that each board member forward our sponsor request to 5 contacts.
- o Annual Report is finalized and on our website home page. Copies are available at the office.

6. Adjourn

9:08 am.

Motion: Hernandez. Second: Senz. Motion carried.

Respectfully submitted by Jessica Hernandez