



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

AGENDA

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

Thursday, April 22, 2021 at 8:30 am

Via Phone Conference

THURSDAY, APRIL 22, 2021

	NOV	DEC	JAN	FEB	MAR	APR
ANDERSON	X	X		X	X	X
ASHLEY-HOPPE	X	X	X	X	X	
BEAVERS-JACKSON	X	X			X	
BUCCIFERRO	X			X		X
EICKSTEAD	X	X	X		X	X
HAEDT	NA	NA	NA	X	X	
HERNANDEZ	X	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
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

8:32 am.

Guest: Errin Welty

2. WI Main Street Assessment – Guest Errin Welty

Errin Welty, WI Main Street reviewed our assessment and offered some ideas. DBA has passed the assessment again this year.

3. Review and Approval of March 25, 2021 Meeting Minutes

Motion: Bucciferro. Second: Riemer. Motion carried.

4. Review and Approval of Financials

Motion: Hernandez. Second: Riemer. Motion carried.

5. 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.

Time: 9:09 a.m.

Motion: Obershaw. Second: Eickstead. Motion carried.

6. Reconvene in Open Session

Time: 9:32 a.m.

Motion: Obershaw. Second: Vollbrecht. Motion carried.

7. Review and Approval of Executive Director's Performance Evaluation

Overall Evaluation Score: 3.99 – Exceeds Expectation

Motion: Senz. Second: Hernandez. Motion carried.

8. Updates

a. Promotions

Obershaw Reported . . .

- i. Beloit Winter Farmers' Market
One week left. Average 118 attendees so far for the season. Attendance seems to be dependent on weather. We are losing some vendors due to vendors ramping up for the outdoor Farmers' Market season.
- ii. Spring Wine Walk
The event went great. Lots of pictures have been posted to the DBA Facebook page for everyone to view. The weather was great which contributed to the great turnout of the event. Feedback so far has been positive about the overall event. 300 attendees total. 100 attendees took advantage of the preregistration time frame.
- iii. Beloit Farmers' Market
Starts May 1st. All Vendor slots are filled. Shauna is working on filling non-profit booths. We will have two a week. Shauna has almost all filled. Shauna has also filled all band slots for the season.
Call to Action of Board Members: Please send Shauna 2 Saturdays that you could work as a volunteer from 9am-12pm during this Farmers' Market season. We need 10 volunteers each Saturday.
- iv. Fridays in the Park
There is no interest in restaurants wanting to participate in this event in the traditional way. Promotions Committee brainstormed and came up with different ideas to revamp this event to keep the traffic downtown on Friday afternoons. Malinda shared a few ideas that have been discussed. We have time to make a decision, it starts May 28th. If any board members have any other ideas for keeping this event alive, please email Malinda directly so she may present it to Promotions.

b. Economic Vitality

Eickstead reported . . .

- i. Business/Property Owner Meeting
You can view the recording of this meeting through the DBA website.
Next Meeting June 2nd @ 8:30am
- ii. Business Updates
Still have 4 Open Business Locations – Former Beloit Daily News
Escape Quest has been rented – Autumn Moon is the new Business Name. They did a soft opening during the Wine Walk and are officially open going forward.
Next to Beloit Daily News there will be two businesses moving there – (1) A New Hair Salon and (2) the Bridal Shop above Trukt will be moving to this new location as she continues to grow her business she needs more space.
- iii. SEO – No report on this.

c. Design

Senz reported . . .

- i. Façade & Sign Grants
2 new Grants Requested– both for Chic & Unique – Board Approved 1 Façade Grant for \$1000 and 1 Sign Grant for \$500
- ii. City Applications – Nothing reported.

9. Executive Director's Report

EI-Amin reported . . .

Shauna stated that it is Volunteer Week. She gave a special shout out to all Volunteers and mentioned the pictures she has been posting of all volunteers all week.

Shauna has been researching event space rental costs to decide on set prices of rental of our Event Space in the DBA Building.

Shauna reported we have been approved to meet in person for our meetings starting in May as long as we practice social distancing and wear our masks.

BIFF year round – they are using the DBA event space for this event. The first event happened last night 4/21. Shauna reported there were 48 attendees and it was a great event.

Main Street Awards – We won 5 here in Beloit. Shauna will be sending out a formal announcement with the winners.

10. Adjourn

10:05 a.m.

Motion: Riemer. Second: Vollbrecht. Motion carried.

Respectfully submitted by Jessica Hernandez