



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

A meeting of the Downtown Beloit Association's Board of Directors was held
Thursday, June 24, 2021 at 8:30 am
557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, JUNE 24, 2021

	JAN	FEB	MAR	APR	MAY	JUN
ANDERSON		X	X	X		X
ASHLEY-HOPPE	X	X	X		X	X
BEAVERS-JACKSON			X			
BUCCIFERRO		X		X		
EICKSTEAD	X		X	X	X	X
HAEDT	NA	NA	X		X	X
HERNANDEZ	X	X	X	X	X	X
KNUEPPEL	X	X	X	X		X
MARQUETTE	X	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	
EL-AMIN	X	X	X	X	X	X

1. **Call to Order and Roll Call**
8:32 am
Guest: Jennifer Hall
2. **Review and Approval of May 27, 2021 Meeting Minutes**
Motion: Eickstead. Second: Senz. Motion carried.
3. **Review and Approval of Financials**
Motion: Hernandez. Second: Riemer. Motion carried.
4. **Review and Approval of 2020 Financial Review**
Motion: Hernandez. Second: Marquette. 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.**
Motion: Obershaw. Second: Senz. Motion carried
6. **Reconvene in Open Session**
Motion: Obershaw. Second: Riemer. Motion carried
7. **Review and Approval of Staff Performance Evaluation**
Motion: Eickstead. Second: Hernandez. Motion carried
8. **Welcome Caroline Locke, Promotions Coordinator**

9. Updates

a. Promotions

Obershaw Reported . . .

- i. Beloit Farmers' Market – Counting is no longer needed. Our last count, 2 weeks ago, was about 2,200. Staff and volunteers no longer are required to wear masks. Hand sanitizing stations needs to stay for now and also our booths still need to stay 6 ft. apart for now. Shauna did survey the vendors to check in on wanted hrs. 9-12 vs. 8-12. For now, since results were split down the middle, we are going to keep the hours for the remainder of the season 9-12 with early selling an option starting at 8 am. EOC has now approved us to bring services back, like face painting. EOC also approved food sampling with following Health Department guidelines. Lastly, Beloit Health System will have a booth at the market on July 24th to offer free vaccinations.
- ii. Fridays in the Park – Rain out days will be held at our building. Volunteers and staff no longer have to wear masks for this event either. Dominicos lunch count was 87 lunches. Merrill and Houston's lunch count was 272.
- iii. Street Dance – EOC approved us to have the event. Currently we have a max capacity of 2,000 people. Exec and promotions crunched numbers to see if it were worth to have the event. We are forecasting at 2,000 it would be about \$20k net income from the event. We will have the event L shaped using both State Street and the parking lot of the Gantry to give us more space to help with social distancing. We are hoping as we get closer to the event we may get approved for higher capacity. Volunteer requests have already started going out via email. We need 18 total. Date of event is Aug 6th. Brainstormed on increasing fundraising money at the event. More to come on this.
- iv. Fall Wine Walk – Approved by EOC to sell 450 tickets. Event is October 9th.
- v. Oktoberfest – EOC approved and capped us at 2,000 max capacity. We will mirror this event to Street Dance and tweak plans depending on how Street Dance goes. More to come.

b. Economic Vitality

Eickstead reported . . .

- i. Business/Property Owner Meeting – Next property meeting Aug 4th @ 8:30 am. Meeting space TBD.
- ii. Business Updates – See website for updates and all available listings.
- iii. SEO – Numbers, traffic to website, continue to improve.

c. Design

Senz reported . . .

- i. Façade & Sign Grants – Sign Grant app came from CheeseHead Brewing this month. It was approved for \$500 and he has already put up the sign.
- ii. City Applications – A few came in: (1) Adding a 2nd entrance on Grand Ave by Beloit Daily News and also add rear entry access for the building (2) Trukt, stool seating on outside of their building looking in. Café fence barriers will be going up to separate from the sidewalk.

10. City Center Council Update

El Amin reported . . .

Last weekend was Juneteenth. Next weekend will be Street Dance. They are working to get the word out. BIFF is looking to have a celebration weekend that same weekend. 9 movies Saturday. They are looking to use the DBA, Visit Beloit and La Casa.

11. Executive Director's Report

El-Amin reported . . .

2 Board members need to do their Economic survey and 1 Board member needs to take their oath. She is reaching out to those board members.

She will be bringing to Exec next month decision on renting out DBA board room. More to come on this.

12. Adjourn

9:36 am

Motion: Riemer. Second: Hernandez. Motion carried.

Respectfully submitted by Jessica Hernandez