



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday March 24, 2022 at 10:00 am**

557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, MARCH 24, 2022**

	OCT	NOV	DEC	JAN	FEB	MAR
ANDERSON	X	X	X	X		X
ASHLEY-HOPPE		X				X
BEAVERS-JACKSON	X	X				
EICKSTEAD		X	X	X		
FOX-WILSON	NA	NA	NA	NA	X	X
HAEDT	X	X		X		X
HERNANDEZ	X	X	X	X	X	X
KNUEPPEL	X	X	X	X	X	X
LEE	NA	NA		X	X	X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X	X	X
SENZ	X	X			X	X
WOLTER	NA	NA	NA	NA	X	X
EL-AMIN	X	X	X	X	X	X

**1. Call to Order and Roll Call**

10:04 am

**2. 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: Hernandez. Motion carried.

**3. Reconvene in Open Session**

Motion: Riemer. Second: Senz. Motion carried.

**4. Review and Approval of Executive Director's Performance Evaluation**

Motion: Hernandez. Second: Obershaw. Motion carried

**5. Review and Approval of February 24, 2022 Meeting Minutes**

Motion: Senz. Second: Haedt. Motion carried

**6. Review and Approval of Financials**

Motion: Hernandez. Second: Fox-Wilson. Motion carried.

**7. Updates**

**a. Promotions – Obershaw reported the following . . .**

- i. Winter Farmers' Market – Our new average is 112 as of March 15<sup>th</sup>. Past 2 weeks 81 & 88 number of attendees. We had a CSA sign up day this past weekend. We want to make this a regular thing in February going forward. CSA sign up is where attendees can sign up with a farm and pay upfront cost and then get a monthly box of produce.

- ii. Easter Eggstravaganza (April 16) – Time will change from 10-12. This will help coincide with the Winter Farmer’s Market. City will be doing an Easter Word Scramble and we will be part of it along with our businesses.
- iii. Spring Wine Walk (April 30) – Shauna sent out an email for volunteers. Event is at 2 pm and volunteers are asked to come at 1:30 pm. VIPs all sold out. They sold out in 2 days. 300 regular tickets sold so far; we have about 100 left. We have 22 locations for this event. Stateline Events has offered us a Digital Photo Booth for \$125 cost and sponsorship advertising. Exec decided to give it a try for this event and see how it goes over. The owner has been a Farmers Market vendor for at least 12 yrs. Exec voted on coming up with our own shirts and wine glass holders that we can sell at the events. Shauna has already ordered the shirts – starting with 150 to sell. The wine cozies will have to be 500 quantity to start. We will not be putting any dates on the shirts or cozies so we can sell the items at multiple events.
- iv. Fridays in the Park (May 27 – Sept. 16) – We still have 4-5 open dates we are waiting on. Shauna and Lisa sent out one more email to all restaurants giving them one more opportunity before we reach out to other restaurants outside of downtown. The deadline is March 25<sup>th</sup>.

**b. Economic Vitality - Shauna reported the following . . .**

- i. Business/Property Owner Meeting – Next meeting is 1<sup>st</sup> Wednesday of April (4/6). Shauna is inviting the Small Business Development Center’s new Director to speak about how they can help small business startups for free. Shauna is also inviting Rock County Jumpstart, SCORE and WWBIC. The DBA is focusing on small business development and available resources in the community.
- ii. Business Walk / Survey – Was last Wednesday from 2-4 p.m. The committee Shauna put together hit 25 businesses. Shauna sent out the electronic survey after the Business Walk and so far between the Walk and Electronic survey we have 36 completed surveys. Our goal is 50% which is about 90+ surveys. Errin Welty will take our information and create a report for us sometime next week.
- iii. Business Updates – The Cozy Bin Store opened last week. Their grand opening was Thursday 3/17 at 10 am. Bath & Body Fusion opened 2 weeks ago. One store front is available right now behind the Beloit Daily News with a back door entrance (no front door).
- iv. SEO – Going great. Shauna sent out an update to the committee.

**c. Design**

- i. Façade & Sign Grants – We just received an application from Walnut Creek Awards & Promotions that will be sent out electronically to get approved.
- ii. City Applications – 444 E Grand Building – Hilton Hotel apartments wants a sign on the corner of the building to help better identify the building better for deliveries, etc. Committee voted and approved via Email.

**8. Executive Director’s Report – El-Amin reported the following . . .**

Main Street was here 2 days last week – went very well. 1<sup>st</sup> day there was 30 attendees and 2<sup>nd</sup> day about 20. Any expenses that occurred that the DBA covered will be reimbursed by the WI Main Street.

Shauna provided all board members with the Main Street Award invitation (physical invite & electronically). The DBA will be receiving 4 awards.

**9. Adjourn**

11:38 am

Motion: Riemer. Second: Senz. Motion carried.

Respectfully submitted by Jessica Hernandez