



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

A meeting of the Downtown Beloit Association's  
Board of Directors was held  
**Thursday, July 28, 2022 at 10:00 am**  
557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, JULY 28, 2022**

	FEB	MAR	APR	MAY	JUN	JUL
<b>ANDERSON</b>		X	X	X	X	
<b>BEAVERS-JACKSON</b>					X	
<b>EICKSTEAD</b>				X	X	X
<b>FOX-WILSON</b>	X	X		X	X	X
<b>HAEDT</b>		X	X	X		
<b>HERNANDEZ</b>	X	X		X	X	X
<b>KNUEPPEL</b>	X	X	X	X	X	X
<b>LEE</b>	X	X		X	X	X
<b>OBERSHAW</b>	X	X	X	X	X	X
<b>RIEMER</b>	X	X	X	X	X	
<b>SENZ</b>	X	X	X		X	
<b>WOLTER</b>	X	X	X	X	X	X
EL-AMIN	X	X	X	X	X	X

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

10:08 am

GUEST: Drew Pennington

**2. Review and Approval of June 23, 2022 Meeting Minutes**

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

**3. Review and Approval of Financials**

Motion: Eickstead. Second: Hernandez. Motion carried.

**4. Updates**

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

- i. Beloit Farmers' Market – Market is going well overall. We do have one vendor who has produce displayed that they cannot sell due to our locally grown produce requirements with signs for participants to see stating that they "Cannot sell the produce here due to the Farmer's Market rules but they can get it at their Farm Stands". This is causing a lot of inquiries and concerns amongst the participants that are being addressed to the DBA table. Shauna has been addressing these concerns as they come in. Once explained, most participants understand and nothing more comes of it. Shauna is doing some testimonials for the Farmer's Market. Shauna is asking for some volunteers. If any board members know someone or would like to participate please reach out to Shauna directly. We have done 2 counts. We are at an average of 4900 attendees. This is down from our 2019 Numbers. We counted July 16 & July 23.
- ii. Fridays in the Park (May 27 – Sept. 16) – Last week was Coco Tamales and they sold 131 lunches and also selling a la carte. They did run out of food otherwise they would have sold more. June 24<sup>th</sup> – Beloit Sky Carp that sold

178 lunches, June 17<sup>th</sup> was Fresco Fajita House that sold 180 lunches, June 24<sup>th</sup> was Sky Carp and sold 178 lunches, July 8<sup>th</sup> was Merrill & Houston's and sold 288 lunches, and July 15<sup>th</sup> was Velvet Buffalo, due to weather we had to move inside and 66 lunches were sold. New average is 189 sold lunches for the season.

- iii. Street Dance – Aug 5<sup>th</sup> – We got the okay to get the Recap workers to help us during the event subject to Covid #s and restrictions permitting. We need 7 more volunteers, the late shifts, otherwise all other volunteer positions are filled.
- iv. Oktoberfest – Sept 16<sup>th</sup>  
Bands have now been booked; Petunia City Square Dancing Club and Rollin' Whiskey.

**b. Economic Vitality – Kelly reported the following . . .**

- i. Business/Property Owner Meeting – Next meeting, next Wednesday Aug 3<sup>rd</sup> @ 8:30am at the Power House. Elaina will give the tour.
- ii. Business Updates – Pig Iron Pub & Grub building is available. 690 3<sup>rd</sup> St is available. The BMO Harris bank space is also available.
- iii. SEO – Sessions are up 1%, duration is up 6%, and Beloit Farmers Market is #1 on Google. Our SSL Certificate is down and has been for the past week. Shauna worked with Adriana from WI Main street Organization on updating our website to help us make our website more user friendly and come up better in searches with key words. Shauna will get these updates complete once our website is back up and running.

**c. Design – Shauna reported the following . . .**

- i. Façade & Sign Grants – Approved sign grant – Trademark Restoration – put LED lights in it and repainted it - \$500 was approved – total project \$1800
- ii. City Applications – Carom Room sign was just recently approved.

The Zilley Building just sent in two applications that the Design committee will review. 5BAR is renovating – kitchen, bathrooms and possibly adding a Tiki Bar. Also looking to add an Event Space in the back with 2 tables with Umbrellas, bags game, etc.

**5. Executive Director's Report – Shauna reported the following . . .**

Donovon N. was hired as our new Streetscape Coordinator. He started today July 28<sup>th</sup>.  
Mariah Brown was hired as our new Promotions Coordinator.

DBA CD is coming due mid-August. Shauna will be rate shopping to get the best rate.

Ashley-Hoppe is no longer part of the DBA. She has resigned from Geronimo and will be working out in Milwaukee. Geronimo suggested Dennis Fenrick be a replacement to the Board. Exec will review the application and take a vote. If approved, we will proceed with the city portion of the process.

**6. Adjourn**

11:06 am

Motion: Obershaw. Second: Wolter. Motion carried.

Respectfully submitted by Jessica Hernandez