



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, September 22, 2022 at 10:00 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, SEPTEMBER 22, 2022

	APR	MAY	JUN	JUL	AUG	SEPT
ANDERSON	X	X	X	X	X	X
BEAVERS-JACKSON		X	X			
EICKSTEAD	X	X	X	X	X	X
FOX-WILSON	X	X	X	X	X	X
HAEDT	X			X	X	X
HERNANDEZ	X	X	X	X	X	
KNUEPPEL	X	X	X	X	X	X
LEE	X	X	X			X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X	X	X
SENZ		X	X			
WOLTER	X	X	X			X
EL-AMIN	X	X	X	X	X	X

1. Call to Order and Roll Call

10:04 am

2. Review and Approval of August 25, 2022 Meeting Minutes

Once change noted. Motion: Obershaw. Second: Riemer. Motion carried

3. Review and Approval of Financials

Motion: Eickstead. Second: Wolter. Motion carried.

4. Updates

a. Promotions – Malinda reported the following . . .

- i. Beloit Farmers' Market – Season is going well. All 25 farm visits are complete and all vendors passed.
- ii. Fridays in the Park Recap – Lucy's sold 183 lunches on Aug 19th, Trukt sold 222 on 8/26, Coco Tamales sold 80 on 9/9, Trukt was last week 9/16 and sold 178 lunches. Our new average is 182 lunches.
- iii. Oktoberfest Recap – Beer Sales \$2505, Hammer Game Sales \$595, Axe Throwing \$439. Total Income including sponsorships is about \$14,000. Our budget was \$18,000. We are waiting for all expenses to come in to see where we ended for the event as a whole. Exec shared concerns about why we feel this event is dwindling each year and especially the turn out for this year. Shauna mentioned that Rockford will be having Oktoberfest. Her plan is to go out there and experience the event and try and get vendor contacts. We also talked about putting a call out Oktoberfest vendors to see if we can find any. We have no vendors in our list currently which is part of the problem why we do not have enough Oktoberfest activities / food / etc.
- iv. Fall Wine Walk (October 8) - We have 242 tickets sold, 50 VIP all sold. Bagels and More is the VIP location. Grand Ave Pub will be a new stop.

- v. Halloween Parade & Party (October 29) – This will also be our last outdoor Farmers Market weekend. We have gotten a lot of calls from non-profits about participating. We will be doing the parade this year. 1st time since Covid. We will have face painting and hair tinsel.

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

- i. Business/Property Owner Meeting – Oct 12th doing a webinar for our downtown Retail Businesses put on by Google “Increase your Sales for the Holidays”
- ii. Business Updates – BMO has 4 suites available in their building, back suite open behind Beloit Daily News, Blue Collar upper space will be available for office space, Pig Iron Pub & Grub is available, QPS building will be available soon
- iii. SEO – Due to our site being down for a month, traffic to site is down

c. Design – Shauna reported the following . . .

- i. Façade & Sign Grants – Out of funds with everything scheduled out so far. No new approvals
- ii. City Applications – No new City applications

5. Executive Director’s Report – Shauna reported the following . . .

Promotions Coordinator – Last week was the 2nd interviews for the qualified 3 candidates. The group chose a candidate and an offer letter was sent.

Winter Crafter & Farmers’ Market sign ups have begun. We are looking to have a non-profit booth each week so they were contacted to pick one date throughout the season.

Shauna will be on vacation all next week.

6. Adjourn

10:34 am

Motion: Riemer. Second: Eickstead. Motion carried.