



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Tuesday, January 26, 2023 at 3:00 pm

557 E Grand Ave.
Beloit, WI 53511

TUESDAY JANUARY 26, 2023

	AUG	SEPT	OCT	NOV	DEC	JAN
ANDERSON	X	X	X		X	X
BEAVERS-JACKSON			X			X
CHADWICK	NA	NA	NA	NA	NA	
EICKSTEAD	X	X	X		X	X
FENRICK	NA	NA	NA		X	
FOX-WILSON	X	X				X
HAEDT	X	X		X		X
KNUEPPEL	X	X		X	X	X
LEE		X	X	X	X	X
RIEMER	X	X		X	X	X
SENZ					X	
SCHULTZ	NA	NA	NA	NA	NA	
WOLTER		X	X	X	X	X
EL-AMIN	X	X	X	X	X	X
SODERBERG	NA	NA	NA	NA	X	X

1. Call to Order and Roll Call

10:04 am

2. Review and Approval of December 15, 2022 Meeting Minutes

Motion: Lee. Second: Wolter. Motion carried.

3. Review and Approval of Financials

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

4. Updates

a. Promotions – Soderberg reported the following . . .

- i. Winter Crafter & Farmers' Market – Average attendance 129. Jan 7th 101. Jan 14 97. We are full with Vendors. Emunah Designs will be doing crafts with kids in the back room for winterfest the last weekend of January.
- ii. Annual Dinner (February 2) - This will be the DBA's 35th anniversary. Thinking of a history theme. Celebrate our location and history of Beloit. The stone for 35 year anniversary is Emerald. "Going back in time with the DBA. Celebrating the past and the present." Décor black and white with emerald accents. Invitations and awards will match invites. Encourage attendees to wear black or white with emerald green accessories. Location – Here - DBA Building.
- iii. Street Dance and Oktoberfest – The committee is planning to finalize the bands at the meeting tomorrow.
- iv. Beloit Farmers' Market – The Welcome Back event for vendors is being held March 7. Invitations will be going out this week. Vendors will be invited to fill out applications and provide payment in at noon or 5pm.

- v. Easter Eggstravaganza (April 8) – Just starting to plan.
- vi. Spring Wine Walk – (April 22) – We have already had inquiries regarding tickets. We usually open that up about 60 days prior to event, but glad to hear people are excited.

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

- i. Business/Property Owner Meeting – Next meeting will be February 7 at 8:30 am. This is one week later than usual because the topic will be our geofencing data and the speaker wasn't available on our usual day. We will be getting info out to businesses on what geofencing is and why it's helpful for their business to have the data prior to the event so they may be more inclined to attend.
- ii. Business Updates – Manes & Blinks by Kat has opened at Chester Square. Open properties – behind Beloit Daily News, Pig Iron Pub Grub and Cozy Bin old building.
- iii. SEO – Going great.

c. Design – El-Amin reported the following . . .

- i. Façade & Sign Grants – No new applications. Zilley Building was moved to 2023 and most all 2022 have been paid out just waiting on one from Chic.
- ii. City Applications – Geronimo is working on opening an event space on the Ironworks campus. Henry Dorrbakers will include an entertainment stage, bowling and arcade.

5. Executive Director's Report – El-Amin reported the following . . .

- a. Working on sponsorships for 2023. SSM Health has committed \$5,000 for the SNAP program. In reviewing the Farm to Facts data (through UW), Shauna noticed our SNAP for 2017 was \$3400 vs. 2022 of \$14,000 so there is a need. Sponsorship reminders will be going out this week.
- b. Working on business spotlights to be shared on social media and website. We have 180 business and will spotlight one each day Tuesday through Friday and will go all year.
- c. Shauna and Anne will be attending WEDC and other workshops to come up with new ideas for us.
- d. Working on state accreditation, Errin will be at the board meeting in February.
- e. A proposal to have an inflatable barn at the market was given, with sponsors being sought by the company proposing it. The board did not think it was a good fit at this time.

6. Adjourn

10:39 am

Motion: Reimer. Second: Wolter. Motion carried.