



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Tuesday, February 23, 2023 at 3:00 pm

557 E Grand Ave.
Beloit, WI 53511

TUESDAY FEBRUARY 23, 2023

	SEPT	OCT	NOV	DEC	JAN	FEB
ANDERSON	X	X		X	X	X
BEAVERS-JACKSON		X			X	
CHADWICK	NA	NA	NA	NA		X
EICKSTEAD	X	X		X	X	X
FENRICK	NA	NA	X	X		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		X		X
SCHULTZ	NA	NA	NA	NA		
WOLTER	X	X	X	X	X	X
EL-AMIN	X	X	X	X	X	X
SODERBERG	NA	NA	NA	X	X	X

1. Call to Order and Roll Call

10:03 am

2. WI Main Street Accreditation

Errin Welty completed our annual accreditation visit and walked through the scoring criteria document. She also discussed changes and trends she is seeing around the state. New requirements for next year will require more Board Member engagement in trainings/webinars. We will also need a transformation strategy to be accredited next year.

3. Review and Approval of January 26, 2023 Meeting Minutes

a. Motion: Riemer Second: Wolter. Motion carried.

4. Review and Approval of Financials

a. Motion: Eickstead. Second: Senz. Motion carried.

5. Updates

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

- i. Winter Crafter & Farmers' Market – Average attendance 122. We are full with vendors. We have new vendors continuing to approach us for space.
- ii. DBA Annual Dinner Recap – We had 70 attendees. Fewer raffle dollars due to lower attendance as compared to 2020, the last dinner before COVID. Committee will discuss planning for next year soon to secure a location if not at DBA.

- iii. Street Dance and Oktoberfest Band Selection – Oktoberfest entertainment is secured. Street Dance is still not committed. Committee is looking for additional Oktoberfest themed activities.
 - iv. Beloit Farmers' Market (Welcome Back, March 7) – The Welcome Back event for vendors is being held March 7. Most vendors have committed to attending at noon or 5 pm.
 - v. Easter Eggstravaganza (April 8) – Easter Bunny is booked. Discussing additional activities with nonprofits. Will be doing a word scramble again this year with 32 letters scattered around downtown.
 - vi. Spring Wine Walk – (April 22) – As of 9 am this morning, we only have 5 VIP tickets remaining. Have also sold 50 regular tickets and it only went live yesterday.
- b. **Economic Vitality – Eickstead reported the following . . .**
- i. Business/Property Owner Meeting – Meeting was February 7 with Errin Welty presenting the topic of geofencing data. We also sent info out to businesses that didn't attend on what geofencing is and why it's helpful for their business.
 - 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 – Senz reported the following . . .**
- i. Façade & Sign Grants – Tin Dog records has applied for a sign grant. It will be a metal sign on the rear of the building. It was approved to match up to \$500. Façade grant for the same building was approved to the owner of the building up to \$1,000 for window upgrades.
 - ii. City Applications – None to report.

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

- d. Already an increase of 16.5% of sponsorships for this year. Shauna works really hard through April on this. Using information from geofencing to encourage participation for certain events.

7. Adjourn

11:01 am

Motion: Riemer. Second: Fenrick. Motion carried.

Respectfully submitted by Kelly Eickstead