



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Tuesday, March 23, 2023 at 3:00 pm

557 E Grand Ave.
Beloit, WI 53511

TUESDAY MARCH 23, 2023

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

1. **Call to Order and Roll Call**
10:02 am

2. **Review and Approval of February 23, 2023 Meeting Minutes**
a. Motion: Beavers-Jackson Second: Haedt. Motion carried.

3. **Review and Approval of Financials**
a. Motion: Eickstead. Second: Riemer. Motion carried.

4. **Updates**
a. **Promotions – Soderberg reported the following . . .**
i. Winter Crafter & Farmers' Market – Average attendance 112. Attendance is down for both attendees and vendors. Vendors will be full in the front this coming week.
ii. Street Dance and Oktoberfest –Street Dance entertainment is booked. Committee is looking for additional Oktoberfest themed activities.
iii. Beloit Farmers' Market – The Welcome Back event was successful. We expect to fill the parking lot as well as street booths.
iv. Easter Eggstravaganza (April 8) – Easter Bunny, Scoopie (Culvers), Birdie (McDonald's) and Poopsie (Beloit Skycarp) will be in attendance. Only 15 businesses have committed to participating this year. It was suggested that if business need help to offer volunteers. Discussing additional activities with nonprofits. Will be doing a word scramble again this year with 32 letters scattered around downtown.
v. Spring Wine Walk – (April 22) – We have 19 of 20 locations secured. Only 12 tickets available for purchase remaining.

- vi. Fridays in the Park – Bands are set for the season. Only one date is booked for food. We will open to food trucks if downtown businesses don't sign up.
- b. **Economic Vitality – Eickstead reported the following . . .**
 - i. Business/Property Owner Meeting – Next meeting April 5 with Hendricks Commercial Properties to discuss the 80-100 building plans and all things Hendricks downtown development.
 - ii. Business Updates Open properties – behind Beloit Daily News, Pig Iron Pub Grub, the BMO building and Cozy Bin old building.
 - iii. SEO – Going great.
- c. **Design – El-Amin reported the following . . .**
 - i. Façade & Sign Grants – Intimate Affairs by Tarina submitted a window sign grant request. They are working with her on approval.
 - ii. City Applications – None

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

- a. Already an increase of 16.5% of sponsorships for this year. Shauna will work really hard through April on this.
- b. Continue to work on business spotlights for social media. The plan is to highlight all businesses by year-end.
- c. We are working with Visit Beloit and the arts community to participate in Make Music Day June 21 this year. We plan to have live music downtown all day from 10-8.
- d. It's not too late to sign up to attend Wisconsin Main Street Awards. We are receiving 4 awards this year.
- e. Worked on our Transformation Strategy. Shauna will send out a draft for review and edits.

3. Adjourn

10:55 am

Motion: Beavers-Jackson. Second: Riemer. Motion carried.