



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, April 27, 2023 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY APRIL 27, 2023

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

1. Call to Order and Roll Call

- a. 10:03 am

2. Review and Approval of February 23, 2023 Meeting Minutes

- a. Motion: Riemer Second: Fox-Wilson. Motion carried.

3. Review and Approval of Financials

- a. Motion: Eickstead. Second: Fenrick. Motion carried.

4. Updates

a. Promotions – Soderberg reported the following . . .

- i. Winter Crafter & Farmers' Market – Last one is this Saturday. Full with vendors. Had 56 attendees last week with a 114 average for the year.
- ii. Easter Eggstravaganza Recap – 261 people counted but we know there were many not counted. The kids had a blast with face painting, music and characters in costumes.
- iii. Spring Wine Walk Recap – Had a full 20 locations and tickets were sold out. Some businesses ran out of wine. Many businesses were packed and stayed open after the event.
- iv. Beloit Farmers' Market – Ready to start May 6. Most vendors coming back.
- v. Fridays in the Park – Bands are set for the season. Only 2 dates left for restaurants.

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

- i. Business/Property Owner Meeting – Held April 5. Had about 12 attendees to hear the updates from Hendricks Commercial Properties

regarding downtown development plans. Next meeting is June 7 with the Beloit City Manager.

- ii. Business Updates Open properties – behind Beloit Daily News, Pig Iron Pub Grub, the BMO building and Cozy Bin old building. Autumn Moon and Fresco Fajita House are closing in May so those spaces will be open.
 - iii. SEO – Going great.
- c. Design – El-Amin reported the following . . .**
- i. Façade & Sign Grants – Intimate Affairs by Tarina was approved and paid. One new application pending.
 - ii. City Applications – None

5. Review and Approval of Transformation Strategy

- a. Strategy reviewed and discussed
- b. Motion: Riemer Second: Fox-Wilson. Motion carried

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

- a. Soofa – Digital Kiosk – Shauna presented an option to replace the old paper kiosk at the gantry that will be removed when the 80-100 is torn down and rebuilt. It will allow for dynamic updates and is run with a solar panel. \$25,000 includes install and maintenance. Annual cost will be \$6200. Will vote next month after Board members have time to review and consider.
- b. Shauna signed up for no fees for May and June in the gift card program.
- c. Sponsorships have slowed down.

7. Adjourn

- a. 11:03 am
- b. Motion: Fox-Wilson. Second: Riemer. Motion carried.

Respectfully submitted by Kelly Eickstead