



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, December 15, 2022 at 10:00 am

557 E. Grand Avenue
Beloit, WI 53511

THURSDAY, DECEMBER 15, 2022

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

1. Call to Order and Roll Call

10:04 am

Guest: Drew Pennington

2. Review and Approval of November 17, 2022 Meeting Minutes

Motion: Lee. Second: Senz. Motion carried

3. Review and Approval of Financials

Motion: Hernandez. Second: Eickstead. Motion carried.

4. Re-Appointment of Board Members

Matt Lee

Motion: Senz. Second: Fenrick. Motion carried.

Branden Beavers-Jackson

Motion: Riemer. Second: Lee. Motion carried.

5. Appointment of New Board Members

Barbara Schultz from First National Bank & Trust

Motion: Eickstead. Second: Riemer Motion carried.

Nikkie Chadwick owner of Walnut Creek

Motion: Senz. Second: Fenwick. Motion carried.

6. Appointment of Officers

Dan Riemer for Vice Chair

Motion: Obershaw. Second: Eickstead. Motion carried.

Kelly Eickstead for Secretary

Motion: Hernandez. Second: Riemer. Motion carried.

Barbara Schultz for Treasurer

Motion: Riemer. Second: Senz. Motion carried.

7. Updates

a. Promotions – Obershaw reported the following . . .

- i. **Winter Crafter & Farmers' Market** – Average attendance 129. Dec 3rd 104. December 10th 106. Anne is heading up this event going forward. Anne will be gone January 7-14th. Julia and Shauna will be covering while Anne is gone. We are full with Vendors – 17 up front and 5 in the conference room.
- ii. **Grand Lighted Holiday Parade Recap** – Overall event went well. Just need to work on improving the flow of the parade floats. Part of the issue is the interviewing of each float. It tends to cause bottlenecks. So improvement for next year is to only interview the walkers not the float participants themselves. Public work trucks did well set up as barricades. They were decorated with wreaths but next year they will light the trucks as well. Floats looked great. We had Santa, Mrs. Claus and the Grinch. There was a little hiccup with the lights in the plaza but they all came on the second time.
- iii. **Holidazzle Recap** – 32 locations. 38 paying vendors. We had 2 no shows at our DBA building for vendors. Most locations were really packed. Great traffic throughout the event. Feedback from attendees and businesses was positive. We had baskets and so did Sky Carp and Nest Egg. Bagels & More gave a gift card. Some saw decent sales but we are still not back to 2019 numbers.
- iv. **DBA 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 to represent the 35th Anniversary of the DBA. Invitations will be black and white skyline to color (represent past to present) and emerald green font / print. Encourage attendees to wear black or white with emerald green accessories. Location – Here - DBA Building

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

- i. Business/Property Owner Meeting – Last meeting was Wednesday Dec 7th at 8:30. Mix and Mingle event – Holiday celebration. There were 15 people that attended.
- ii. SEO – New sessions up 7%. There was an issue with the site map but it was corrected.
- iii. Business Updates – 2 New Businesses downtown:
 1. Emunah Designs
 2. Manes & Blinks by KatOpen Spaces – Old Cozy Bin & Pig Iron Pub & Grub, back door office of Beloit Daily News building, spaces available in Ironworks Campus.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – Zilley Building moving their project to next year. Since we had left over funds – committee reached out to Chic & Unique to use some of the funds which was approved at \$875.
- ii. City Applications – No City Applications

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

-Working with Anne, our new Promotions Coordinator who is officially part of the DBA for 30 days as of today.

-Weekend of January 28th – coordinating with City of Beloit for Winterfest – DBA will do Story Stroll as we did last year. Also will have blowups throughout downtown. Shauna is working on some other ideas to help celebrate that weekend and participate.

9. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

Motion: Hernandez. Second: Eickstead. Motion carried.

10. Reconvene in Open Session

Motion: Hernandez. Second: Obershaw. Motion carried.

11. Review and Approval of Executive Director's Performance Evaluation

Motion: Eickstead. Second: Riemer. Motion carried.

12. Adjourn

11:24 am

Motion: Senz. Second: Hernandez. Motion carried.

Respectfully submitted by Jessica Hernandez.