



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**MINUTES**

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

**Thursday, August 26, 2021 at 8:30 am**

557 E. Grand Avenue  
Beloit, WI 53511

**THURSDAY, AUGUST 26, 2021**

	MAR	APR	MAY	JUN	JUL	AUG
ANDERSON	X	X		X	X	X
ASHLEY-HOPPE	X		X	X	X	X
BEAVERS-JACKSON	X				X	X
BUCCIFERRO		X			X	
EICKSTEAD	X	X	X	X	X	X
HAEDT	X		X	X		
HERNANDEZ	X	X	X	X		X
KNUEPPEL	X	X		X	X	X
MARQUETTE	X			X		X
OBERSHAW	X	X	X	X	X	X
RIEMER	X	X	X	X	X	
SENZ		X	X	X	X	
VOLLBRECHT	X	X	X		X	X
EL-AMIN	X	X	X	X	X	X

**1. Call to Order and Roll Call**

8:36 am

**2. Review and Approval of July 22, 2021 Meeting Minutes**

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

**3. Review and Approval of Financials**

Motion: Hernandez. Second: Vollbrecht. Motion carried.

**4. Updates**

**a. Promotions**

**Obershaw Reported . . .**

- i. Beloit Farmers' Market – After reevaluating the Gantry area we can fit an additional 12 vendors. Shauna has reached out to the vendors and haven't gotten much in responses but did get 5 signed up, but we are also losing 5 regulars so it is a wash at this time. Use of FNBT employee parking lot has been officially approved and can start 8/28. This adds 50 vendor spots. We will not use this at this time due to staffing shortage and no need at the moment. But this is great for the future. Also counting will begin once again by the CELEB students hopefully before end of season. SSM health has partnered with us which gives SNAP participants an extra \$10 per person per month.
- ii. Fridays in the Park – Average currently 203. Sept 17<sup>th</sup> will be the last for this event. Our average sold lunches is up from last year.
- iii. Street Dance – Occurred Aug 6<sup>th</sup>. Count was 1,770 people in attendance. We earned \$8,800 from Gate Sales and \$16,700 from Beer Sales. Total in sales \$25,500. Sponsorships increased this year due to rollovers from last year and a few new sponsors for this event. We are still waiting on all

expenses to flood thru to get total profit from the event. Promotions did brainstorm and have some ideas for improvement for next year.

- iv. Obershaw noted on two upcoming events:
  - 0. Oktoberfest – Sept 17<sup>th</sup> – Plea for volunteers since this event is coming up quick.
  - 1. Fall Wine Walk – October 9<sup>th</sup> – EOC approved 450 tickets.

**b. Economic Vitality**

**Eickstead reported . . .**

- i. Business/Property Owner Meeting – Last meeting was the tour of the new Snappers Stadium. It was a great turnout – 22 in attendance. They also got a tour of the Wright & Wagner Loft Apartments. We are trying to reschedule the Powerhouse tour. Sept 8<sup>th</sup> is the next meeting, virtual mtg.
- ii. Business Updates – Totally Tan, Beloit Daily News, Strong Building, Cup and Cake Bake shop (in contract negotiations currently though) are available. CBD shop is still coming but unsure on status of setup.
- iii. SEO – Still going good.

**c. Design**

**Senz reported . . .**

- i. Façade & Sign Grants – Beloit Art Center is looking to fix their façade and also put a mural (probably next year on mural). Chic and Unique was approved previously to do backdoor renovations.
- ii. City Applications – Application for Coffee truck (Rise and Grind Coffee) over by the hobby store. This did cause an issue with the downtown businesses, they do not want food trucks to be able to come downtown permanently. Currently there are no ordinances that stop from a food truck being permanently downtown as long as they are parked on private property and have the property owner's consent.

**5. City Center Council Update**

**El Amin reported . . .**

Big Weekends are going well. The Partners are working on getting the dates set for next year. There is one more Big Weekend coming up this year Sept 10, 11 & 12 – Heritage Days. Historical Society will be reopening to the public this weekend.

**6. Executive Director's Report**

**El-Amin reported . . .**

Shauna is working on a possible 'Weekly Beloit Show'. This would be used to create more awareness around the DBA – what we do, events we host, how people can support us, etc. Shauna will be talking to the partners about this. The cost is probably going to be around \$50 a video.

City is going to help the DBA with their staffing shortages by providing an employee or two to assist with Farmers Market and events. More to come on this.

Shauna is also working on the Fundraising plan – Our 3 year plan that we worked on last year but was delayed due to Covid.

**7. Adjourn**

9:27 am

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