



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, June 22, 2023 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY JUNE 22, 2023

	JAN	FEB	MAR	APR	MAY	JUN
BEAVERS-JACKSON	X		X			
CHADWICK		X	X		X	X
DUNKIN	NA	NA	NA	NA	X	X
EICKSTEAD	X	X	X	X		X
FENRICK		X		X	X	X
FOX-WILSON	X	X	X	X		
HAEDT	X		X		X	
KNUEPPEL	X	X	X	X	X	
LEE	X			X	X	X
RIEMER	X	X	X	X	X	X
SENZ		X			X	
SCHULTZ					X	
WOLTER	X	X	X	X	X	X
EL-AMIN	X	X	X	X	X	X
SODERBERG	X	X	X	X	X	X

1. Call to Order and Roll Call

10:05 am

Guest: Drew Pennington

2. Review and Approval of May 25, 2023 Meeting Minutes

Motion: Lee. Second: Chadwick. Motion carried.

3. Review and Approval of Financials

Motion: Dunkin. Second: Eickstead. Motion carried.

4. Updates

a. Promotions – El-Amin and Knueppel reported the following . . .

- i. Committee Chair – We are in need of a committee chair that is also a board member. Stephanie will chair until one is appointed.
- ii. Beloit Farmers' Market – Vendor spots on the street are full and working on filling the parking lot as produce becomes available. There will be 6 farm visits this year.
- iii. Fridays in the Park – 164 meals served last week.
- iv. Open Late for 608 Recap – Not as well attended as we'd hoped. Looking for more advertising to get more of the community involved for next year.
- v. Make Music Day Recap – Well attended but looking to improve for next year.
- vi. Street Dance – Starting on the checklist and obtaining volunteers.
- vii. Oktoberfest – The German Club from Clinton will be holding a Euchre tournament and selling pretzels. Project 16:49 will do a brat stand. Looking for more non-profits to have games and/or food.

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

- i. Business/Property Owner Meeting – June 7 was not well attended. The new City Manager, Jerry Gabrielatos, reported that he is excited about working to further develop the downtown area and is supportive of DBA initiatives. Committee will be discussing whether to continue this meeting due to lack of attendance.
- ii. Business Updates - Open properties: behind Beloit Daily News, Pig Iron Pub Grub, the BMO building, Cozy Bin old building, Autumn Moon and Fresco Fajita House.
- iii. Business Spotlight – Shauna continues to spotlight business on social media.
- iv. After Hours Spotlight – Manes & Blinks by Kat was not well attended. Discussion of how to engage more businesses. Next month is 5BAR.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – None. We are still waiting on some applications.
- ii. City Applications – None

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

- a. Soofa- There was an ordinance issue with a digital sign vs. a kiosk. It is being resolved and we are moving forward.

Sponsorships are up 23% from last year.

Fundraising plan will be presented at next Board meeting.

Promotions will be exploring coupon books for downtown businesses.

Some businesses have expressed an interest in security cameras downtown and have asked if the DBA could support. Shauna will discuss with the city.

Drew reported that the Navy is sending some of the USS Beloit Crew August 27-30. They will be doing a walking tour of downtown.

6. Adjourn

11:08 am

Motion: Dunkin. Second: Wolter. Motion carried.

Respectfully submitted by Kelly Eickstead.