



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, August 24, 2023 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY AUGUST 24, 2023

	MAR	APR	MAY	JUN	JUL	AUG
CHADWICK	X		X	X	X	X
DUNKIN	NA	NA	X	X		X
EICKSTEAD	X	X		X	X	X
FENRICK		X	X	X	X	
FOX-WILSON	X	X				X
HAEDT	X		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			X
WOLTER	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

2. Review and Approval of July 27, 2023 Meeting Minutes

Motion: Dunkin. Second: Haedt. Motion carried.

3. Review and Approval of Financials

Motion: Schultz. Second: Wolter. Motion carried.

4. Updates

a. Promotions – Soderberg and Kneuppel reported the following . . .

- i. Beloit Farmers' Market – The last attendee count was August 5th and we are waiting on the numbers.
- ii. Fridays in the Park –Our average so far this year is 158.
- iii. Street Dance – It looks like we are on track to meet the budget. Still waiting on some final invoices and a few deposit items. We had over 2000 attendees for the first time since COVID.
- iv. Oktoberfest –Looking for more non-profits to have games and/or food. Will be working on volunteers this week and next week.
- v. Fall Wine Walk – VIP is sold out. The wine vendor has been chosen and we have 10 businesses confirmed. Hoping to have 20 or more.

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

- i. Business Updates Open properties – behind Beloit Daily News, Pig Iron Pub Grub, the BMO building and Cozy Bin old building.

- ii. Business Spotlight – Shauna is still posting these to social media. Since many of the businesses didn't provide information, she is writing them herself.
- iii. After Hours Spotlight –Always & Forever held the event August 8. Pizzazz is scheduled for September.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – None.
- ii. City Applications – None.

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

- a. **The 2019-2023 Strategic Plan** – Officially complete as we have reached all of our benchmarks. We will be working on another in the spring.
- b. **Fundraising Plan** – Shauna has been working on business and non-profit partnerships. Premier Technologies is going to donate time and equipment to update our conference room technology. Discussed having the Board match funds and use that to market for additional contributions.

6. Adjourn

11:01 am

Motion: Eickstead. Second: Wolter. Motion carried.

Respectfully submitted by Kelly Eickstead.