



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, September 28, 2023 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY SEPTEMBER 28, 2023

| | APR | MAY | JUN | JUL | AUG | SEPT |
|-------------------|-----|-----|-----|-----|-----|------|
| CHADWICK | | X | X | X | X | X |
| DUNKIN | NA | X | 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 | 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

10:02 am

Guest: Drew Pennington

2. Review and Approval of August 24, 2023 Meeting Minutes

Motion: Riemer. Second: Schultz. Motion carried.

3. Review and Approval of Financials

Motion: Dunkin. Second: Haedt. Motion carried.

4. Updates

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

- i. Beloit Farmers' Market – The last outdoor market will be October 28. Working on booking for the indoor market.
- ii. Fridays in the Park – This is done for the year. Our average attendance was 143.
- iii. Oktoberfest – 704 attendees. Beer sales were up 207% over last year, with overall income up 58%.
- iv. Fall Wine Walk – There are only 4 tickets remaining to be sold.

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. The former Meals on Wheels space has been rented to Project WisHope. The Forge opened on St. Lawrence. Loggins Family Businesses and Blessed Divine

Creations moved in to the corner of Grand and Fourth. Haanpaa Martial Arts moved in to Fourth Street. Vacancy rate is low right now.

- 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 – Pizzazz had 3 attendees. Dates are filled through February. The committee discussed whether to continue this due to low attendance. Cost to DBA is Shauna's time to book, sending invitations via email to downtown businesses and attending the events. It was decided to continue to support it as long as businesses want to do it.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – Completed a walk around audit with Drew and the City Manager to look for update needs. Looking at the alley behind the buildings in the north side of the 400 block of East Grand. Considering creating an outdoor space. A downtown mural project is in the discussion stage. \$350 left to allocate this year.
- ii. City Applications – None.

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

- a. Fundraising Plan - Discussed fundraising plan, not much money has been received, but connections are being made.
Discussion was had regarding partnering with the Chamber and/or GBEDC to have speaker opportunities.
- b. Budget - The draft budget will be ready for review in the next week to officially vote on at the next meeting.
- c. Board Opening - We have a Board opening created by Branden Beavers-Jackson resigning. Discussion of who might be interested.

Drew mentioned the Upper Floor Housing program that he is proposing using TIF funds for. This will go for public comment soon. We have identified an additional 20 to 30 units that could be built downtown.

6. Adjourn

11:10 am

Motion: Riemer. Second: Schultz. Motion carried.

Respectfully submitted by Kelly Eickstead.