



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, October 26, 2023 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY, OCTOBER 26, 2023

	MAY	JUN	JUL	AUG	SEPT	OCT
CHADWICK	X	X	X	X	X	X
DUNKIN	X	X		X	X	X
EICKSTEAD		X	X	X	X	X
FOX-WILSON				X	X	X
HAEDT	X		X	X	X	X
KNUEPPEL	X		X	X	X	X
LEE	X	X		X		
RIEMER	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

10:04 am

2. Review and Approval of September 23, 2023 Meeting Minutes

Motion: Dunkin. Second: Wolter. Motion carried.

3. Review and Approval of Financials

Motion: Eickstead. Second: Dunkin. Motion carried.

4. Review and Approval of BID Budget

Motion: Haedt. Second: Dunkin. Motion carried.

5. Review and Approval of Board of Directors

a. Move Kelly Eickstead to Resident at Large to Replace Branden Beavers-Jackson

b. Appoint Courtney Prentice to Non-Owner Occupant vacated by Kelly Eickstead

Motion: Chadwick. Second: Fox-Wilson. Motion carried.

6. Updates

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

- i. Beloit Farmers' Market – The last outdoor market will be October 28.
- ii. Fall Wine Walk Recap – The event went well; we were sold out and only about 20 people didn't show up.
- iii. Halloween Parade & Party – We are looking forward to having many vendors and businesses participate this year. We are having James the Magician this year instead of Mr. Steve as he was double booked.

- iv. WINTER Crafter & Farmers Market – This will start November 4 and we are already getting lots of vendors signed up. We are reserving the conference room for our children’s activities each week with our non-profits so we will only be utilizing the front space for vendors. We are also recruiting food trucks to be outside.
- v. Coupon Book – We are creating a coupon book that will feature any coupons our businesses want to put in along with a scavenger hunt game where businesses who put in a coupon give us a picture then the purchasers of the coupon book have to find the item(s). They can then win prizes when they turn them in at Holidazzle next year.

The board also discussed that we have added fireworks to our Grand Lighted Holiday Parade. The company will be donating 50% of the cost so we will be paying \$2,500, \$2,000 of which we have raised in additional sponsors this year.

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. 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 – Intimate Affairs by Tarina is set for 11/14. Dates are filled through February. The board discussed giving away baskets like a raffle with a variety of items in it from several businesses and attaching a picture to the invite. They also discussed other options like sending calendar invites, post cards and having board members adopt a block to personally invite other business owners.

c. Design – El-Amin reported the following . . .

- i. Façade & Sign Grants – We approved a sign grant for Loggins Family Businesses / Blessed Divine Creations for \$167.33. We have \$185.17 left to allocate this year. Shauna will follow up with one façade grant that has not been paid out yet to see if the work will get done this year.
- ii. City Applications – None.

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

- a. Fundraising Plan - Not much money has been received, but connections are being made. The plan ended the week of Oktoberfest.

Shauna mentioned that our Strategic Plan date has been sent and that we are hoping for a great turnout.

8. Adjourn

10:59 am

Motion: Fox-Wilson. Second: Wolter. Motion carried.