



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, November 16, 2023 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY, NOVEMBER 16, 2023

	JUN	JUL	AUG	SEPT	OCT	NOV
CHADWICK	X	X	X	X	X	X
DUNKIN	X		X	X	X	
EICKSTEAD	X	X	X	X	X	
FOX-WILSON			X	X	X	
HAEDT		X	X	X	X	
KNUEPPEL		X	X	X	X	X
LEE	X		X			X
RIEMER	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 October 26, 2023 Meeting Minutes

Motion: Schultz. Second: Chadwick. Motion carried.

3. Review and Approval of Financials

Motion: Senz. Second: Lee. Motion carried.

4. Review and Approval of Board of Directors

a. Reappointment of Board of Directors

Wolter, Haedt and Riemer have all agreed to serve another term.

Motion: Schultz. Second: Chadwick. Motion carried.

5. Updates

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

- i. Beloit Farmers' Market – We saw new vendors and new food trucks the last month.
- ii. Halloween Parade and Party Recap – It was a great event, we saw over 500 children as we gave out over 500 bags of chips donated by Frito Lay and many bags of candy.
- iii. Winter Crafter and Farmers Market – We have vendor spots filled up with the addition of 2 food trucks for many weeks. Have many dates for kids activities in the back room. We are hopeful that we can fill every week.
- iv. Coupon Book – Will have been approaching businesses to enter a coupon in the book for \$50. We will sell the books for \$10 and they are good until Holidazzle next year. There will also be a scavenger hunt

component for purchasers of the book to enter a drawing for prizes at next year's Holidazzle.

- v. Business Window Decorating Contest – We are getting businesses signed up, but our students decorating the windows cannot do it until 11/21 but we are thankful that they are still able to do it.
- vi. Grand Lighted Holiday Parade – We are in need of celebrity judges, float registrations are coming in. We have met with the city and with our volunteers and are ready.
- vii. Small Business Saturday – Getting businesses to sign up has been slow. There will also be a Cocoa Crawl on Sunday and we are getting businesses signed up for that also.
- viii. Holidazzle – We are getting businesses and vendors signed up, their deadline is this Friday so we will begin matching them up next week.

b. Economic Vitality – El-Amin reported the following . . .

- i. Business Updates – Behind Beloit Daily News has been rented by Beloit Passion Studios, Pig Iron Pub Grub is available, suites in the BMO building are available and former Cozy Bin building is being remodeled then will be available. Working on getting more info regarding former Beloit Bicycle and former Fresco Fajita House.
- ii. Business Spotlight – Still working on spotlighting all businesses to be completed before year end.
- iii. After Hours Spotlight – Was held at Intimate Affairs by Tarina and no attendees showed, unfortunately. Next month is YMCA. Booked through February.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – No new apps at this time.
- ii. City Applications – None.

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

- a. Strategic Plan - Another reminder will be sent for the Strategic Plan set for 12/7.

The budget was approved by city council and we held a public information meeting for the demolition of 80 / 100 E. Grand that had about 20 attendees.

7. Adjourn

10:53 am

Motion: Wolter. Second: Senz. Motion carried.