



**DOWNTOWN BELOIT ASSOCIATION
BOARD OF DIRECTORS MEETING**

MINUTES

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

Thursday, January 25, 2024 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY, JANUARY 25, 2024

	JUL	AUG	SEPT	OCT	NOV	JAN
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	X
LEE		X			X	X
RIEMER	X	X	X			X
SENZ	X				X	X
SCHULTZ		X	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

10:03 am

Guest: Drew Pennington

2. Review and Approval of November 16, 2023 Meeting Minutes

Motion: Wolter. Second: Senz. Motion carried.

3. Review and Approval of Financials

Motion: Schultz. Second: Eickstead. Motion carried.

4. Review and Approval of Board of Directors

a. Reappointment of Board of Directors – Jessica Fox-Wilson

b. Appointment of Board of Directors – Christopher Wolfgramm

Motion: Riemer. Second: Senz. Motion carried.

5. Review and Approval of 2024-2029 Strategic Plan

Motion: Riemer. Second: Dunkin. Motion carried.

6. Updates

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

- i. Winter Crafter and Farmers Market – Children's activities are going well. Our average attendance is back up to 144.
- ii. Coupon Book – Sales have tapered off.
- iii. Business Window Decorating Contest – Not as many participants as previous years.

- iv. Grand Lighted Holiday Parade – went well. There were 38 float entries. The fireworks after the parade were fantastic. Consider warming areas and discussed timing of closing the street.
- v. Small Business Saturday – Participation was down. The Cocoa Crawl on Sunday was fairly well attended.
- vi. Holidayzle – Went well considering there was a winter weather advisory earlier in the afternoon. Attendance was down though.
- vii. Annual Dinner – Will be held February 29 at Grande Hall II. Working on awards.

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

- i. Business Updates Open properties – Pig Iron Pub Grub, the BMO building and Cozy Bin old building.
- ii. Business Spotlight – All businesses were spotlighted in 2023. For 2024, will focus on businesses new to downtown.
- iii. After Hours Spotlight – January was postponed due to weather. February will be Loggins.

c. Design – Senz reported the following . . .

- i. Façade & Sign Grants – None. The committee is discussing implementing time limits on grants so if money isn't used, it can be awarded to another project rather than it being tied up.
- ii. City Applications – None.

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

- a. Main Street Accreditation will be next month.
- b. The recommendation from Exec to sponsor Ignite was presented and approved. We will be sponsoring at the \$1500 level if it is still available. If not, we will do the \$1000 level.
- c. TIF Housing Grant was approved by the city. Working out details. Will provide a grant for development of upper floor housing of 50% up to \$30,000 with a maximum of 4 units per applicant.
- d. Sponsorships – The board was asked to pick five businesses from the list to contact.

8. Adjourn

11:09 am

Motion: Dunkin. Second: Riemer. Motion carried.

Respectfully submitted by Kelly Eickstead