



DOWNTOWN BELOIT ASSOCIATION BOARD OF DIRECTORS MEETING

MINUTES

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

Thursday, March 28, 2024 at 10:00 am

557 E Grand Ave.
Beloit, WI 53511

THURSDAY, MARCH 28, 2024

	SEPT	OCT	NOV	JAN	FEB	MAR
CHADWICK	X	X	X	X		X
DUNKIN	X	X		X		X
EICKSTEAD	X	X		X	X	X
FOX-WILSON	X	X			X	
HAEDT	X	X				
KNUEPPEL	X	X	X	X	X	X
LEE			X	X	X	
PRENTICE	NA	NA	NA			X
RIEMER	X			X	X	X
SENZ			X	X		
SCHULTZ	X		X	X		X
WOLFGRAHM	NA	NA	NA		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

10:03am

2. Review and Approval of February 22, 2024 Meeting Minutes

Motion: Schultz. Second: Dunkin. Motion carried.

3. Review and Approval of Financials

Motion: Dunkin. Second: Riemer. Motion carried.

4. Updates

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

- i. Winter Crafter and Farmers Market – Only 5 weeks left. Children's activities have taken off with 12-20 kids each week, so we will be adding it to the summer market at FNB Plaza.
- ii. Coupon Book – Will be sold at Wine Walk and are included in VIP bags.
- iii. Annual Dinner – Good attendance with 90 attendees. Things to improve for next year...make sure A/V (microphone) will be available and have a credit card machine at the bar.
- iv. Easter Eggstravaganza – Coming up this Saturday. Only 10 businesses participating.
- v. Spring Wine Walk (April 20) –The event is sold out. VIP host is The Golden Hour at The Castle. There are 19 stops.
- vi. Remake Learning Day (April 20) – This is being held at the library. Jessica Fox-Wilson will be running it for us since we have the market and wine walk that day.

- vii. Beloit Farmers Market – Welcome Back went well. We plan to fill every stall.
- viii. Fridays in the Park – Bands are booked. Still working on filling food slots. Some restaurants have concern about price of \$8. Board recommends increasing to \$10 and reduce the drink cost to restaurants to only \$1.
- ix. Street Dance & Oktoberfest Bands – Street Dance is booked. Still working on Oktoberfest.

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

- i. Business Updates Open properties - Cozy Bin old building. 110 West Grand. Regal has been vacated and is for sale. Pig Iron is going to become Xscape Bar. Austin's Barber Shop has moved to Bryden building on Broad.
- ii. After Hours Spotlight – Not held in March. Medical Grade Esthetics is schedule for April and that is the last one scheduled.
- iii. GBCC Ignite Summit – Has been postponed from May to September.
- iv. Downtown Business Survey is being updated. Looking for volunteers to walk around downtown and survey businesses in person on May 8.

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

- i. Façade & Sign Grants –Zilly Building Façade grant was approved.
 - 1. Mural Project – 5BAR is going to be the first one and is being funded by GBEDC.
- ii. City Applications – None.
- iii. Upper floor housing grants – 3 applications have been received.
- iv. Electrical Box Art Project – Working with Beloit Art Center for graphics to wrap the downtown electrical boxes to add some art to our sidewalks. Street side will be plain.

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

We have 2 quotes for kayak kiosks behind Blue Collar, working on a third one. Working on other Strategic Plan initiatives as well and will have more updates next month.

6. Convene in Closed Session Pursuant to WI Statute 19.85 (1)(c); Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

Motion: Dunkin. Second: Riemer. Motion carried.

7. Reconvene in Open Session

Motion: Prentice. Second: Chadwick. Motion carried.

8. Adjourn

11:26 am

Motion: Schultz. Second: Wolter. Motion carried.

Respectfully submitted by Kelly Eickstead.