



**DOWNTOWN BELOIT ASSOCIATION  
BOARD OF DIRECTORS MEETING**

**AGENDA**

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

**Thursday, April 17, 2025 at 9 am**

557 E. Grand Ave.  
Beloit, WI 53511

**THURSDAY, APRIL 17, 2025**

- 1. Call to Order and Roll Call**
- 2. Review and Approval of March 27, 2025 Meeting Minutes**
- 3. Review and Approval of Financials**
- 4. WI Main Street Accreditation – Guest Errin Welty**
- 5. Updates**
  - a. Promotions**
    - i. Winter Crafter & Farmers' Market (started Nov 2)
    - ii. Easter Eggstravaganza (April 19)
    - iii. Spring Wine Walk (April 26)
    - iv. Beloit Farmers Market (May 4)
    - v. Fridays in the Park (May 23)
    - vi. Thursday Nights (June 12)
  - b. Economic Vitality**
    - i. Business Updates
  - c. Design**
    - i. Façade & Sign Grants
      - Mural Art Project
    - ii. City Applications
    - iii. Upper Floor Housing Grants
    - iv. Electrical Box Art Project

**6. Executive Director's Report**

**7. Adjourn**

**Attachments**

Minutes

Financials