

**SUPERIOR BUSINESS IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTORS MEETING**  
Thursday, February 25, 2021- 3:00 PM  
**Meeting on ZOOM**

**AGENDA:**

1. Call the Meeting to Order
2. Approval of Minutes
3. Approval of Financials
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports
7. Old Business
  - a. Proposed By-Laws
  - b. 2021 Proposed Budget with Revisions
8. New Business
9. Any Other Business That May Legally Come Before This Board
10. Adjourn

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*The City of Superior complies with the Americans for Disabilities Act of 1990. If you need accommodations to participate in the public meeting process, please contact the Superior BID, Jodi Rochon, at 715-394-3557, by 3:30 p.m. on the day prior to the scheduled meeting. The BID will attempt to accommodate any request depending on the amount of notice we receive. (715) 394-3557.*

In compliance with the Wisconsin Open Meeting Law, this agenda was posted at Government Center

Superior Business Improvement District  
**Board of Directors Minutes**  
January 27, 2021, 3:00pm.  
Zoom Meeting

PRESENT: Dave Miller, Mark Mahan, Nick Korhonen, Aaron Dandrea, Mitch Routh, Don Nummi, Crystal Broderson, Katie Perrault and Karen Geegan

Ex-officio members: Jim Caesar from Development Association, Taylor Pedersen from Chamber of Commerce and Mayor Jim Paine.

Past President: Gary Banker

Absent: Thad Whitesel

Staff: Lindsey Jacobson & Jodi Rochon

CALL TO ORDER: Nick called the meeting to order at 3:02pm

*New Board Member.* Nick introduced our new board member, Crystal Sayles Broderson. Crystal is the owner of Rascals Pet Grooming. Crystal indicated she has been in business for 6 years and is excited to be part of the BID Board of Directors.

MINUTES: Dave motioned, second by Don to approve the previous meeting minutes. Motioned carried.

Bylaws discussion was brought to the top of the agenda.

Proposed Bylaws: Mayor Paine presented changes he made to the SBID Bylaws for board consideration. The SBID follows Roberts Rule of Order.

- \* The Mayor is on our board as an ex-officio member and will attend when possible or send a designee to represent the City. Jim Caesar from the Development Association and Taylor Pederson from the Chamber of Commerce are also ex-officio.
- \* Board members will be appointed for 3-year terms regardless of when they start on the board however try to shoot for starting after the annual meeting if possible.
- \* Officers and board members could stay on the board if they chose but would need to submit request to Mayor and Council for extension to their term. No more 6-year cap. That rule was not spelled out in the bylaws nor state statute.
- \* No longer says must be 21 to be a board member. 18 +
- \* Absent board members who miss more than 50% of the meeting may be expelled from the board.
- \* Added descriptions of what each officer does as well as the executive director.
- \* Six members constitute a quorum.
- \* It is necessary for two-thirds of the board to vote to approve changes the bylaws.
- \* 1 term (3 years) for officers however they can stay in their position if no one else wants to take over.
- \* Don asked if we need to have it spelled out where we meet and if virtual meetings are okay?
- \* Mayor Payne said that city is looking into this but for now we are fine with virtual meetings.
- \* Gary will work on rewording the Bylaws to be resubmitted at our next meeting.
- \* Mitch asked about the executive director reporting to the board. It is not necessary for

Lindsay to bring all day-to-day stuff to the board. Lindsay as the Director brings the necessary things to the president and then to the executive committee if necessary.

If further action is needed it would then go to the full board. This is the way the BID has been operating since its existence. The operation of the SBID will be in accordance with state statutes. The executive director is responsible for nearly all administrative authority. The president may represent the board, but the executive director is to carry out the directive of the board. The board is the policy setters who hired the director to follow through with the policies.

\* The board can continue to make recommendations for potential business or property owners to fill vacancies on the board.

\* Taylor asked about the 51% property owners on the board. State statutes requires that 51% of the members on the board of directors be Property Owners or their representatives.

\* Don asked for a footer on every page of with the Bylaws version number. Meaning version 2021.1. If additional revisions are made and approved, the next would be 2020.2.

FINANCIALS: Don motioned, second by Katie to approve the monthly financials as submitted. Motion carried.

BOARD CHAIR REPORT: Nick thanked everyone for attending. He explained how Lindsay, himself and the executive committee were in contact throughout 2020.

EXECUTIVE DIRECTOR REPORT: Lindsey also thanked everyone for attending our first Zoom meeting. 2020 was a challenge for everyone. We sent out numerous emails to our members regarding grants, covid-19 updates, and various BID promotions. Lindsey mentioned due to the virus we changed how we did our Surprise Santa promotion. It was decided to make the 2020 Surprise Santa a virtual event. Businesses were given \$50 in BID bucks for free and they had the option to purchase additional BID bucks with the BID offering to provide a matching number of bucks. This was successful and we will do this again.

Lindsey mentioned Central Flats and how 100 units are leased already. Jim Caesar indicated that they are working on the retail spaces however parking is an issue at this time. The retail spaces have been shown over 50 times, but no one has signed on the dotted line yet.

#### COMMITTEE REPORTS:

#### OLD BUSINESS:

1. Bylaws: Discussion took place earlier in the meeting.
2. Operating Plan: Dave motioned to approve the 2021 Operating Plan, second

by Mark. Motion carried.

3. 2021 Proposed Budget: Remove maintenance contribution from the revenue section of the budget. Increase the marketing budget by \$20,000 and \$10,000 in Grants. In regard to our assessment funds Aaron asked about the status of the AMSOIL assessment. Nick said the city was in the process of making changes that would clear this up.

4. Surprise Santa Recap. Jodi added a recap on the Surprise Santa promotion that showed participation and the cost to the BID. This was successful and we will do it again. It was mentioned to add a QR code on each BID buck that will bring people to the list of participating businesses on our website.

NEW BUSINESS:

1. Board Officers: Lindsey explained how she received notification from Thad that he will be resigning from the board. Nick will be staying on as president for one more year. Nick indicated that any board members interested in an officer position or who wishes to nominate someone should email Lindsey as soon as possible. Mark, Mitch, Aaron & Nick will stay on the board and Angie from Angie's Closet and Gary Banker will be submitting letters asking to join.
2. Valentine's Day Promotion: An invitation to participate in our annual Valentine's Day promotion was sent to members. Members are encouraged to let us know about any specials they have going on for Valentine's Day. It does not have to be a sale but could just be a product or service they want to promote.
3. Ice Festival: We will again donate \$500 in BID bucks for the Ice Festival event.

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

ADJOURNMENT: Dave motion to adjourn at 4:47 p.m.



## Financial Dashboard January 2021

Income:                \$275.00  
*From purchase of BID Bucks*

Expenses:            Typical monthly expense – plus

- *Annual workman's comp - \$927.00*

Note:

**Superior BID  
January 2021 - Monthly Cash Flow**

	<b>Jan 21</b>
<b>Income</b>	
Deposit	275.00
<b>Total Income</b>	275.00
<b>Expense</b>	
<b>Committees</b>	
Promotion-Marketing	
Farmers Market	20.99
<b>Total Promotion-Marketing</b>	20.99
<b>Total Committees</b>	20.99
<b>Office</b>	
Misc. Expenses	75.96
Rent	800.00
<b>Telephone-Internet</b>	
Cell Phones	106.96
Office Phone	64.17
<b>Total Telephone-Internet</b>	171.13
<b>Total Office</b>	1,047.09
<b>Personnel</b>	
Administrative Assistant	3,336.58
Executive Director	4,169.90
Health Ins - Workman's Comp	1,177.00
Payroll Preparation	125.00
Payroll Taxes	661.01
<b>Total Personnel</b>	9,469.49
<b>Streetscape</b>	
Outside Maintenance Contract	4,166.00
<b>Total Streetscape</b>	4,166.00
<b>Total Expense</b>	14,703.57
<b>Net Income</b>	-14,428.57

**Superior BID**  
**January 2021- Budget vs. Actual**  
 January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	151,500.00	-151,500.00
City Contribution	0.00	71,750.00	-71,750.00
Deposit	275.00	0.00	275.00
Misc. Income	0.00	4,000.00	-4,000.00
<b>Sponsorships</b>			
Farmers' Market	0.00	0.00	0.00
Tree Lighting Chamber	0.00	0.00	0.00
Sponsorships - Other	0.00	3,000.00	-3,000.00
<b>Total Sponsorships</b>	<b>0.00</b>	<b>3,000.00</b>	<b>-3,000.00</b>
<b>Total Income</b>	<b>275.00</b>	<b>230,250.00</b>	<b>-229,975.00</b>
<b>Expense</b>			
<b>Committees</b>			
Board of Directors	0.00	1,000.00	-1,000.00
Business R & R	0.00	2,000.00	-2,000.00
Design	0.00	1,000.00	-1,000.00
Education/Newsletter	0.00	1,000.00	-1,000.00
Marketing	0.00	1,000.00	-1,000.00
<b>Promotion-Marketing</b>			
<b>BID Bucks</b>			
City	0.00	0.00	0.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	0.00	0.00	0.00
<b>Total BID Bucks</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Farmers Market</b>			
Advertising/Marketing	0.00	0.00	0.00
Assistant - Signage	0.00	0.00	0.00
Farmers Market - Other	20.99	0.00	20.99
<b>Total Farmers Market</b>	<b>20.99</b>	<b>0.00</b>	<b>20.99</b>
Misc Advertising	0.00	0.00	0.00
Small Business Saturday	0.00	0.00	0.00
Spooktacular - Fall Fest	0.00	0.00	0.00
Superior Days	0.00	0.00	0.00
Surprise Santa	0.00	0.00	0.00
Tree Lighting	0.00	0.00	0.00
Promotion-Marketing - Other	0.00	12,398.00	-12,398.00
<b>Total Promotion-Marketing</b>	<b>20.99</b>	<b>12,398.00</b>	<b>-12,377.01</b>
PS Magazine	0.00	9,000.00	-9,000.00
<b>Total Committees</b>	<b>20.99</b>	<b>27,398.00</b>	<b>-27,377.01</b>
<b>Grants</b>			
Sign Grant	0.00	0.00	0.00
Grants - Other	0.00	50,000.00	-50,000.00
<b>Total Grants</b>	<b>0.00</b>	<b>50,000.00</b>	<b>-50,000.00</b>
<b>Office</b>			
<b>Associations - Publications</b>			
Memberships	0.00	0.00	0.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00
<b>Total Associations - Publications</b>	<b>0.00</b>	<b>1,500.00</b>	<b>-1,500.00</b>
Copy-Photo-Print	0.00	2,000.00	-2,000.00
Equipment Purchase & Repair	0.00	1,500.00	-1,500.00
Misc. Expenses	75.96	1,000.00	-924.04
Postage	0.00	1,000.00	-1,000.00
Rent	800.00	9,600.00	-8,800.00
Supplies	0.00	1,000.00	-1,000.00
<b>Telephone-Internet</b>			
Cell Phones	106.96	0.00	106.96
Internet	0.00	0.00	0.00
Office Phone	64.17	0.00	64.17

	<b>Jan - Dec 21</b>	<b>Budget</b>	<b>\$ Over Budget</b>
<b>Telephone-Internet - Other</b>	0.00	2,500.00	-2,500.00
<b>Total Telephone-Internet</b>	171.13	2,500.00	-2,328.87
<b>Total Office</b>	1,047.09	20,100.00	-19,052.91
<b>Personnel</b>			
<b>Administrative Assistant</b>	3,336.58	40,000.00	-36,663.42
<b>Executive Director</b>	4,169.90	50,000.00	-45,830.10
<b>Health Ins - Workman's Comp</b>	1,177.00	6,000.00	-4,823.00
<b>Intern</b>	0.00	1,000.00	-1,000.00
<b>Maintenance Employee</b>	0.00	1,000.00	-1,000.00
<b>Marketing Consultant</b>	0.00	30,000.00	-30,000.00
<b>Mileage/Travel/Training</b>	0.00	1,000.00	-1,000.00
<b>Payroll Preparation</b>	125.00	2,000.00	-1,875.00
<b>Payroll Taxes</b>	661.01	10,000.00	-9,338.99
<b>Total Personnel</b>	9,469.49	141,000.00	-131,530.51
<b>Streetscape</b>			
<b>Outside Maintenance Contract</b>	4,166.00	50,000.00	-45,834.00
<b>Total Streetscape</b>	4,166.00	50,000.00	-45,834.00
<b>Total Expense</b>	14,703.57	288,498.00	-273,794.43
<b>Net Income</b>	<b>-14,428.57</b>	<b>-58,248.00</b>	<b>43,819.43</b>



2:10 PM

02/22/21

Accrual Basis

**Superior BID**  
**January 2021 - Year to Date Comparison**  
**January through December 2021**

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
<b>Income</b>			
City Contribution	0.00	71,750.00	-71,750.00
Deposit	275.00	1,000.00	-725.00
Misc. Income	0.00	50.00	-50.00
Sponsorships	0.00	1,428.46	-1,428.46
<b>Total Income</b>	<u>275.00</u>	<u>74,228.46</u>	<u>-73,953.46</u>
<b>Expense</b>			
Committees	20.99	25,479.12	-25,458.13
Grants	0.00	985.63	-985.63
Office	1,047.09	19,058.59	-18,011.50
Personnel	9,469.49	108,167.99	-98,698.50
Streetscape	4,166.00	54,842.00	-50,676.00
<b>Total Expense</b>	<u>14,703.57</u>	<u>208,533.33</u>	<u>-193,829.76</u>
<b>Net Income</b>	<u><u>-14,428.57</u></u>	<u><u>-134,304.87</u></u>	<u><u>119,876.30</u></u>



## Financial Dashboard December 2020 #2

Income:

Expenses:

Typical monthly expense – plus

- *Paid out \$550 in reimbursement to businesses for Surprise Santa BID Bucks*

Note:

**Superior BID  
December 2020 #2 - Monthly Cash Flow**

	Dec 29, 20
<b>Income</b>	0.00
<b>Expense</b>	
<b>Committees</b>	
Promotion-Marketing	
Surprise Santa	550.00
<b>Total Promotion-Marketing</b>	550.00
<b>Total Committees</b>	550.00
<b>Office</b>	
Copy-Photo-Print	347.07
Misc. Expenses	58.80
Supplies	8.00
<b>Total Office</b>	413.87
<b>Personnel</b>	
Health Ins - Workman's Comp	600.00
<b>Total Personnel</b>	600.00
<b>Total Expense</b>	1,563.87
<b>Net Income</b>	-1,563.87

**Superior BID**  
**December 2020 #2 - Budget vs. Actual**  
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	153,000.00	-153,000.00
City Contribution	71,750.00	71,750.00	0.00
Deposit	1,000.00	0.00	1,000.00
<b>Misc. Income</b>			
Annual Meeting	0.00	0.00	0.00
City Bucks Purchase	0.00	0.00	0.00
Event income/fees			
Farmers Market	0.00	0.00	0.00
<b>Total Event income/fees</b>	0.00	0.00	0.00
Misc. Income - Other	50.00	4,000.00	-3,950.00
<b>Total Misc. Income</b>	50.00	4,000.00	-3,950.00
<b>Sponsorships</b>			
Farmers' Market	1,050.00	3,000.00	-1,950.00
Tree Lighting BBCC	0.00	0.00	0.00
Tree Lighting Chamber	378.46	0.00	378.46
<b>Total Sponsorships</b>	1,428.46	3,000.00	-1,571.54
<b>Total Income</b>	74,228.46	231,750.00	-157,521.54
<b>Expense</b>			
<b>Committees</b>			
Board of Directors	0.00	1,000.00	-1,000.00
Business R & R	0.00	3,000.00	-3,000.00
Design	0.00	1,000.00	-1,000.00
Education/Newsletter	0.00	1,000.00	-1,000.00
Marketing	269.99	12,398.00	-12,128.01
<b>Promotion-Marketing</b>			
Annual Meeting	0.00	0.00	0.00
<b>BID Bucks</b>			
Annual Meeting	0.00	0.00	0.00
City	300.00	0.00	300.00
City Health Bucks	0.00	0.00	0.00
Farmers Market	25.00	0.00	25.00
Misc. Bucks	0.00	0.00	0.00
Old BID Bucks	0.00	0.00	0.00
BID Bucks - Other	425.00	0.00	425.00
<b>Total BID Bucks</b>	750.00	0.00	750.00
Chamber Play Day	0.00	0.00	0.00
<b>Farmers Market</b>			
Advertising/Marketing	125.97	0.00	125.97
Assistant - Signage	1,050.00	0.00	1,050.00
Entertainment	0.00	0.00	0.00
Farmers Market - Other	494.99	0.00	494.99
<b>Total Farmers Market</b>	1,670.96	0.00	1,670.96
July 4th Car Show	0.00	0.00	0.00
Misc Advertising	3,419.99	0.00	3,419.99
Small Business Saturday	1,422.23		
Spooktacular - Fall Fest	1,150.00		
Superior Days	634.00	0.00	634.00
Surprise Santa	700.00	0.00	700.00
Tree Lighting	123.86	0.00	123.86
Promotion-Marketing - Other	4,338.09	1,000.00	3,338.09
<b>Total Promotion-Marketing</b>	14,209.13	1,000.00	13,209.13
PS Magazine	11,000.00	9,000.00	2,000.00
<b>Total Committees</b>	25,479.12	28,398.00	-2,918.88
<b>Grants</b>			
Sign Grant	985.63	0.00	985.63
Grants - Other	0.00	40,000.00	-40,000.00

	<u>Jan - Dec 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Total Grants</b>	985.63	40,000.00	-39,014.37
<b>Office</b>			
<b>Associations - Publications</b>			
<b>Memberships</b>	735.00	0.00	735.00
<b>Associations - Publications - Other</b>	570.00	1,500.00	-930.00
<b>Total Associations - Publications</b>	1,305.00	1,500.00	-195.00
<b>Copy-Photo-Print</b>	2,260.75	2,000.00	260.75
<b>Equipment Purchase &amp; Repair</b>	1,454.70	1,500.00	-45.30
<b>Misc. Expenses</b>	1,638.43	2,000.00	-361.57
<b>Postage</b>	44.00	1,000.00	-956.00
<b>Rent</b>	9,600.00	9,600.00	0.00
<b>Supplies</b>	193.22	1,500.00	-1,306.78
<b>Telephone-Internet</b>			
<b>Cell Phones</b>	1,462.72	0.00	1,462.72
<b>Internet</b>	403.07		
<b>Office Phone</b>	696.70	0.00	696.70
<b>Telephone-Internet - Other</b>	0.00	2,500.00	-2,500.00
<b>Total Telephone-Internet</b>	2,562.49	2,500.00	62.49
<b>Total Office</b>	19,058.59	21,600.00	-2,541.41
<b>Personnel</b>			
<b>Administrative Assistant</b>	41,608.51	40,000.00	1,608.51
<b>Executive Director</b>	52,393.68	50,000.00	2,393.68
<b>Health Ins - Workman's Comp</b>	3,922.00	6,000.00	-2,078.00
<b>Intern</b>	0.00	1,000.00	-1,000.00
<b>Maintenance Employee</b>	0.00	0.00	0.00
<b>Marketing Consultant</b>	1,303.75	10,000.00	-8,696.25
<b>Mileage/Travel/Training</b>	0.00	1,000.00	-1,000.00
<b>Payroll Preparation</b>	1,568.76	2,000.00	-431.24
<b>Payroll Taxes</b>	7,371.29	10,000.00	-2,628.71
<b>Total Personnel</b>	108,167.99	120,000.00	-11,832.01
<b>Streetscape</b>			
<b>Outside Maintenance Contract</b>	54,842.00	50,000.00	4,842.00
<b>Total Streetscape</b>	54,842.00	50,000.00	4,842.00
<b>Total Expense</b>	208,533.33	259,998.00	-51,464.67
<b>Net Income</b>	<u>-134,304.87</u>	<u>-28,248.00</u>	<u>-106,056.87</u>

**Superior BID**  
**December 2020 #2- Year to Date Comparison**  
**January through December 2020**

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	141,295.68	-141,295.68
<b>City Contribution</b>	71,750.00	71,750.00	0.00
<b>Deposit</b>	1,000.00	275.00	725.00
<b>Misc. Income</b>	50.00	2,241.00	-2,191.00
<b>Sponsorships</b>	1,428.46	2,690.89	-1,262.43
<b>Total Income</b>	<u>74,228.46</u>	<u>218,252.57</u>	<u>-144,024.11</u>
<b>Expense</b>			
<b>Committees</b>	25,479.12	27,573.93	-2,094.81
<b>Grants</b>	985.63	6,095.71	-5,110.08
<b>Office</b>	19,058.59	19,165.72	-107.13
<b>Personnel</b>	108,167.99	107,696.26	471.73
<b>Streetscape</b>	54,842.00	49,992.00	4,850.00
<b>Total Expense</b>	<u>208,533.33</u>	<u>210,523.62</u>	<u>-1,990.29</u>
<b>Net Income</b>	<u><u>-134,304.87</u></u>	<u><u>7,728.95</u></u>	<u><u>-142,033.82</u></u>

**Superior BID**  
**December 2020 #2 - Budget vs. Actual**  
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	153,000.00	-153,000.00
City Contribution	71,750.00	71,750.00	0.00
Deposit	1,000.00	0.00	1,000.00
<b>Misc. Income</b>			
Annual Meeting	0.00	0.00	0.00
City Bucks Purchase	0.00	0.00	0.00
<b>Event income/fees</b>			
Farmers Market	0.00	0.00	0.00
<b>Total Event income/fees</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Misc. Income - Other	50.00	4,000.00	-3,950.00
<b>Total Misc. Income</b>	<b>50.00</b>	<b>4,000.00</b>	<b>-3,950.00</b>
<b>Sponsorships</b>			
Farmers' Market	1,050.00	3,000.00	-1,950.00
Tree Lighting BBCC	0.00	0.00	0.00
Tree Lighting Chamber	378.46	0.00	378.46
<b>Total Sponsorships</b>	<b>1,428.46</b>	<b>3,000.00</b>	<b>-1,571.54</b>
<b>Total Income</b>	<b>74,228.46</b>	<b>231,750.00</b>	<b>-157,521.54</b>
<b>Expense</b>			
<b>Committees</b>			
Board of Directors	0.00	1,000.00	-1,000.00
Business R & R	0.00	3,000.00	-3,000.00
Design	0.00	1,000.00	-1,000.00
Education/Newsletter	0.00	1,000.00	-1,000.00
Marketing	269.99	12,398.00	-12,128.01
<b>Promotion-Marketing</b>			
Annual Meeting	0.00	0.00	0.00
<b>BID Bucks</b>			
Annual Meeting	0.00	0.00	0.00
City	300.00	0.00	300.00
City Health Bucks	0.00	0.00	0.00
Farmers Market	25.00	0.00	25.00
Misc. Bucks	0.00	0.00	0.00
Old BID Bucks	0.00	0.00	0.00
BID Bucks - Other	425.00	0.00	425.00
<b>Total BID Bucks</b>	<b>750.00</b>	<b>0.00</b>	<b>750.00</b>
Chamber Play Day	0.00	0.00	0.00
<b>Farmers Market</b>			
Advertising/Marketing	125.97	0.00	125.97
Assistant - Signage	1,050.00	0.00	1,050.00
Entertainment	0.00	0.00	0.00
Farmers Market - Other	494.99	0.00	494.99
<b>Total Farmers Market</b>	<b>1,670.96</b>	<b>0.00</b>	<b>1,670.96</b>
July 4th Car Show	0.00	0.00	0.00
Misc Advertising	3,419.99	0.00	3,419.99
Small Business Saturday	1,422.23		
Spooktacular - Fall Fest	1,150.00		
Superior Days	634.00	0.00	634.00
Surprise Santa	700.00	0.00	700.00
Tree Lighting	123.86	0.00	123.86
Promotion-Marketing - Other	4,338.09	1,000.00	3,338.09
<b>Total Promotion-Marketing</b>	<b>14,209.13</b>	<b>1,000.00</b>	<b>13,209.13</b>
PS Magazine	11,000.00	9,000.00	2,000.00
<b>Total Committees</b>	<b>25,479.12</b>	<b>28,398.00</b>	<b>-2,918.88</b>
<b>Grants</b>			
Sign Grant	985.63	0.00	985.63
Grants - Other	0.00	40,000.00	-40,000.00

	<u>Jan - Dec 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Total Grants</b>	985.63	40,000.00	-39,014.37
<b>Office</b>			
<b>Associations - Publications</b>			
<b>Memberships</b>	735.00	0.00	735.00
<b>Associations - Publications - Other</b>	570.00	1,500.00	-930.00
<b>Total Associations - Publications</b>	1,305.00	1,500.00	-195.00
<b>Copy-Photo-Print</b>	2,260.75	2,000.00	260.75
<b>Equipment Purchase &amp; Repair</b>	1,454.70	1,500.00	-45.30
<b>Misc. Expenses</b>	1,638.43	2,000.00	-361.57
<b>Postage</b>	44.00	1,000.00	-956.00
<b>Rent</b>	9,600.00	9,600.00	0.00
<b>Supplies</b>	193.22	1,500.00	-1,306.78
<b>Telephone-Internet</b>			
<b>Cell Phones</b>	1,462.72	0.00	1,462.72
<b>Internet</b>	403.07		
<b>Office Phone</b>	696.70	0.00	696.70
<b>Telephone-Internet - Other</b>	0.00	2,500.00	-2,500.00
<b>Total Telephone-Internet</b>	2,562.49	2,500.00	62.49
<b>Total Office</b>	19,058.59	21,600.00	-2,541.41
<b>Personnel</b>			
<b>Administrative Assistant</b>	41,608.51	40,000.00	1,608.51
<b>Executive Director</b>	52,393.68	50,000.00	2,393.68
<b>Health Ins - Workman's Comp</b>	3,922.00	6,000.00	-2,078.00
<b>Intern</b>	0.00	1,000.00	-1,000.00
<b>Maintenance Employee</b>	0.00	0.00	0.00
<b>Marketing Consultant</b>	1,303.75	10,000.00	-8,696.25
<b>Mileage/Travel/Training</b>	0.00	1,000.00	-1,000.00
<b>Payroll Preparation</b>	1,568.76	2,000.00	-431.24
<b>Payroll Taxes</b>	7,371.29	10,000.00	-2,628.71
<b>Total Personnel</b>	108,167.99	120,000.00	-11,832.01
<b>Streetscape</b>			
<b>Outside Maintenance Contract</b>	54,842.00	50,000.00	4,842.00
<b>Total Streetscape</b>	54,842.00	50,000.00	4,842.00
<b>Total Expense</b>	208,533.33	259,998.00	-51,464.67
<b>Net Income</b>	<u>-134,304.87</u>	<u>-28,248.00</u>	<u>-106,056.87</u>



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02/15/21

Accrual Basis

**Superior BID**  
**December 2020 #2- Year to Date Comparison**  
**January through December 2020**

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	141,295.68	-141,295.68
<b>City Contribution</b>	71,750.00	71,750.00	0.00
<b>Deposit</b>	1,000.00	275.00	725.00
<b>Misc. Income</b>	50.00	2,241.00	-2,191.00
<b>Sponsorships</b>	1,428.46	2,690.89	-1,262.43
<b>Total Income</b>	<u>74,228.46</u>	<u>218,252.57</u>	<u>-144,024.11</u>
<b>Expense</b>			
<b>Committees</b>	25,479.12	27,573.93	-2,094.81
<b>Grants</b>	985.63	6,095.71	-5,110.08
<b>Office</b>	19,058.59	19,165.72	-107.13
<b>Personnel</b>	108,167.99	107,696.26	471.73
<b>Streetscape</b>	54,842.00	49,992.00	4,850.00
<b>Total Expense</b>	<u>208,533.33</u>	<u>210,523.62</u>	<u>-1,990.29</u>
<b>Net Income</b>	<u><u>-134,304.87</u></u>	<u><u>7,728.95</u></u>	<u><u>-142,033.82</u></u>

**BYLAWS OF THE SUPERIOR BUSINESS  
IMPROVEMENT DISTRICT**

**ARTICLE 1**  
**NAME**

*Section 1.01 - The name of this organization shall be Superior Business Improvement District (Hereinafter referred to as "SBID").*

**ARTICLE 2**  
**OFFICE OF RECORD**

*Section 2.01 - The office of the SBID located at 823 Belknap Street, Suite L-10, Superior Wisconsin 54880 or at such location as from time to time determined by the Board of Directors.*

**ARTICLE 3**  
**ORIGIN**

*Section 3.01 - The existence of the SBID will be in accordance with WI Statute 66.08 Section (4m) a. and b.*

**ARTICLE 4**  
**PURPOSE**

*Section 4.01 - Purpose - The SBID is organized for the purpose of engaging in any and all lawful activities for which Business Improvement Districts may be organized under the laws of the State of Wisconsin, including, but not limited to, the achievements of certain objectives, to-wit.*

- a. Promoting and safeguarding the interests of merchants, landowners and business endeavors in the geographically defined boundaries of the SBID in the Superior, Wisconsin area;*
- b. Providing for a unified effort toward the betterment of trade and business condition in the geographically defined boundaries of the SBID in the Superior, Wisconsin area;*
- c. Affording an opportunity for the exchange and association of ideas concerning the geographically defined boundaries of the SBID in the Superior, Wisconsin area by and among all persons, firms, and corporations interested in its continued growth and prosperity.*
- d. Creating a better understanding and appreciation of the importance of the*

*geographically defined boundaries of the SBID in the Superior, Wisconsin area to the community of Douglas County as a whole; to the individual citizen of the community and to the State of Wisconsin;*

- e. Creating a more intelligent business and public opinion regarding the relationship of the geographically defined boundaries of the SBID in the Superior, Wisconsin area and the city, county, state, and national legislative and political affairs;*
- f. Developing a sense of partnership with the Superior/Douglas County Chamber of Commerce, Development Association, and all other interested groups who are concerned with promoting business and community growth and development;*
- g. Encouraging a business climate which will prevent controversies which are detrimental to expansion and growth of business in the geographically defined boundaries of the SBID in the Superior, Wisconsin area;*
- h. Promoting economic programs designed to strengthen and expand the income potential of all classifications of businesses and persons within the area;*
- i. To provide for the presentation of information and opinions to government agencies;*
- j. To promote improved business standards and methods and uniform business practices in the geographically defined boundaries of the SBID in the Superior, Wisconsin area;*
- k. To promote police and police protection programs, safety programs and fire prevention and protection programs in the geographically defined boundaries of the SBID in the Superior, Wisconsin area;*
- l. To encourage the preservation of the heritage of the geographically defined boundaries of the SBID in the Superior, Wisconsin area, promoting its history, culture, natural and historic beauty;*
- m. To seek continued development of the geographically defined boundaries of the SBID in the Superior, Wisconsin area as a center of government, business professionals, civic, cultural, and religious activity;*
- n. To promote the renovation of portions of the geographically defined boundaries of the SBID in the Superior, Wisconsin area's-built environment as well as to encourage design which enhances the historic building fabric thereof;*

- o. To promote programs to develop workable traffic patterns and adequate parking facilities in the geographically defined boundaries of the SBID in the Superior, Wisconsin area;*
- p. To solicit, hold, and invest money and property, both real and personal, including money and property received by gift, contribution, bequest, or devise; to sell and convert property, both real and personal into cash; and to use these funds for the purpose for which this SBID was formed.*

#### **ARTICLE 5** **POWERS**

*Section 5.01 - The SBID shall have, without limitation by the specification thereof, the following powers, all of which shall be exercised exclusively in connection with the promoting or carrying out the purposes of the SBID mentioned in Article 4: to undertake, either alone or in conjunction or cooperation with others, any lawful acts and things and engage in any and all lawful activities which may be necessary, useful, suitable, or desirable for the furtherance of any or all the purposes for which the SBID is organized and to aid or assist other organizations, the activities of which are such as to further any of such purposes.*

#### **ARTICLE 6** **BOARD OF DIRECTORS**

*Section 6.01 - The affairs of the SBID shall be governed by its Board of Directors.*

*Section 6.02 - The government and policy making of the SBID shall be vested in the Board of Directors which shall control its property, be responsible for its finances, and direct its affairs.*

*Section 6.03 - The Board shall adopt such policies as shall be required to conduct affairs of the SBID. The Board shall conduct its meetings according to Robert's Rules of Order, most recently revised.*

*Section 6.04 - The Board may hire an executive director or may enter into an independent contract with a consultant as an executive director who may be authorized to hire personnel or enter into such contracts as may be necessary to meet and accomplish the organization's goals. The director shall be responsible to the Board for the day to day conducting of business.*

*Section 6.05 - The Board of Directors shall consist of eleven (11) individuals as well as the Mayor of Superior or his or her designee. The Executive Director of the Development Association and the President/CEO of the Superior/Douglas County Chamber of Commerce, who shall be permanent ex-officio non-voting members of the Board.*

**Section 6.06** – *The directors of the SBID Board of Directors shall be appointed by the Mayor and confirmed by the City Council. The SBID Board of Directors can make recommendations to the Mayor for his/her consideration. Each term will begin on April 1<sup>st</sup> following the expiration of the previous term and will expire three years later regardless of the date of appointment.*

**Section 6.07-** *The officers of this association shall be the President, Vice President, Secretary-Treasurer, and such officers as designated by the Board. Officers shall be members of the Board of Directors and elected by a majority vote of the Board of Directors. The term of each officer shall be for (1) one year except that an officer that retains his or her seat on the board may continue to serve as an officer until his or her successor is elected.*

**Section 6.08** - *Any director may resign at any time by written notice to the Mayor of Superior.*

**Section 6.09** - *Any vacancy in the Board occurring because of death, resignation, refusal to serve, or otherwise shall be filled for the unexpired term by action of the Mayor and City Council of Superior, Wisconsin. The SBID Board of Directors can make a recommendation for the vacancy to the Mayor for his/her consideration. The board member filling the unexpired term of a previous board member because of death, resignation, refusal to serve or otherwise, can notify the board and the Mayor of Superior, Wisconsin, of their desire to continue as a board member serving a new appointment at the end of the partial term served. Board members are expected to attend 50% of board meetings throughout the year. The Board may declare a vacant seat with less than 50% participation.*

**Section 6.10** - *The directors shall receive no compensation for their services as directors, but the Board may by resolution authorize reasonable reimbursement of expenses incurred in the performance of their duties. Such authorization may prescribe the procedure for approval and payment of such expenses by designated officers of the SBID. Nothing herein shall preclude a director from serving the SBID in any other capacity and receiving reasonable compensation for such services.*

**Section 6.11** – *A quorum to conduct business shall be a majority of the total membership of the Board.*

**Section 6.12** - *The Board shall meet monthly at a time and place to be designated by the Board but not less than six (6) times each year. The President or any two (2) directors may call a special meeting of the Board.*

**Section 6.13** - *A director shall serve on or chair a committee a minimum of 1 yr. during his or her term.*

**ARTICLE 7**  
**POWERS AND DUTIES OF BID OFFICERS AND OFFICIALS**

**Section 7.01** – *The duties of the SBID Board Officers are as follows:*

**President.** *The President shall serve as the chief elected officer of the SBID Board of Directors and shall preside at all meetings of the Board and Executive Committee. The President shall assign committee chairpersons, subject to approval of the Board of Directors. President shall preside over the annual meeting of the SBID to be held in April of each year.*

**Vice President.** *The Vice President shall exercise the powers and authority of the President upon his/her absence.*

**Treasurer.** *The Treasurer shall be responsible for overseeing the financial activities of the BID. Activities include coordinating the annual budget with the Executive Director and other members assigned by the President. Treasurer shall preview the BID monthly financial reports for approval by the SBID Board prior to each meeting. Funds for the BID are kept and disbursed through the City of Superior.*

**Executive Director** – *The Executive Director “ED” is responsible for the day-to-day operations of the SBID. The ED is responsible for overseeing staff and will work with the officers of the Board as a non-voting member on the finance committee. The ED is responsible for carrying out the Operating Plan approved by the Board as well as overseeing the approved budget. The ED will also be a liaison between the Board and all other economic development partners of Superior.*

**ARTICLE 8**  
**COMMITTEES**

**Section 8.01** - *The SBID may have up to four (4) standing committees which shall be entitled Design, Business Recruitment and Retention, Education, and Executive Committees. The Executive committee shall consist of four (4) members, the three officers, and the immediate past president or their designate. This committee will be chaired by the president and shall also serve as the finance and personnel committees. A chairperson shall be appointed and shall be responsible for directing and coordinating the affairs of the committee. Each committee shall have at least one (1) board member. The terms of the committees shall be for one year commencing at the time of the annual meeting.*

**Section 8.02** - *The Board of Directors, by resolution adopted by a majority of Directors in office may designate or appoint one or more committees, in addition to the above-named*

*standing committees, without limitation, each of which shall consist of one or more Directors, and which shall, to the extent provided in said resolution, have and exercise the authority of the Board of Directors. Other committees not having and exercising the authority of the Board of Directors may be designated and appointed by a resolution adopted by a majority of the Directors appointed at a meeting at which a quorum is present. The designated and appointment of any such committees and the delegation thereto of authority shall not operate to relieve the Board of Directors, or any individual Director, of any responsibility imposed upon them by law.*

**ARTICLE 9**  
**ANNUAL MEETING**

***Section 9.01*** - *The annual meeting of the SBID shall be held in the month of April. The time and date of the meeting will be set by the Board of Directors.*

**ARTICLE 10**  
**AMENDMENTS**

***Section 10.01*** - *These Bylaws may be amended by resolution at any time upon an affirmation vote of the majority of directors.*

*Revised 2/23/98*  
*1/20/00*  
*3/15/01*  
*9/20/01*  
*2/25/21*

## Superior Business Improvement District - 2021 Proposed Budget

### REVENUE

Assessment	\$	151,500.00
City Contribution	\$	71,750.00
Misc. Income	\$	4,000.00
Sponsorships	\$	3,000.00
<b>Total</b>	<b>\$</b>	<b>230,250.00</b>

### EXPENSE

Committees/Board of Directors	\$	1,000.00
Committees/Design	\$	1,000.00
Committees/Education	\$	1,000.00
Committees/Marketing	\$	1,000.00
Committees/Recruitment/Retention	\$	2,000.00
Marketing	\$	12,398.00
PS Magazine	\$	9,000.00
<b>Total</b>	<b>\$</b>	<b>27,398.00</b>

### **Stakeholder Support Grant**

All Grants	\$	50,000.00
<b>Total</b>	<b>\$</b>	<b>50,000.00</b>

### **Office**

Associations/Publications	\$	1,500.00
Copy/Photo/Print	\$	2,000.00
Equipment Purchase/Repair	\$	1,500.00
Misc Expenses	\$	1,000.00
Postage	\$	1,000.00
Rent	\$	9,600.00
Supplies	\$	1,000.00
Telephone/Internet	\$	2,500.00
<b>Total</b>	<b>\$</b>	<b>20,100.00</b>

### **Personnel**

Administrative Assistant	\$	40,000.00
Executive Director	\$	50,000.00
Intern	\$	1,000.00
Health Insurance/Workmans Comp	\$	6,000.00
Marketing Consultant	\$	30,000.00
Mileage/Travel	\$	1,000.00
Office Maintenance	\$	1,000.00
Payroll Prep	\$	2,000.00
Payroll Taxes	\$	10,000.00
<b>Total</b>	<b>\$</b>	<b>141,000.00</b>

### **Streetscape**

Outside Maintenance Contract	\$	50,000.00
<b>Total</b>	<b>\$</b>	<b>50,000.00</b>

**Total Expense** \$ **288,498.00**

Difference \$ 58,248.00

Reserves/Fund Balance \$119,822.93

*This will change*