

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
Thursday, March 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
 1. Marketing Committee
7. Old Business
 1. Committee Updates
 2. Board Member Appointments
 3. Recap City Council Meeting
8. New Business
 1. Annual Meeting Virtual
9. Any Other Business That May Legally Come Before This Board
10. Adjourn

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
February 25, 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 and Mayor Jim Paine.

STAFF: Lindsey Jacobson & Jodi Rochon

CALL TO ORDER: Nick called the meeting to order at 3:01pm

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

FINANCIALS: The board would like to see a BID Bucks report like the monthly dashboard report. Don motioned to approve, second by Dave motion carried.

BOARD CHAIR REPORT: Progress on Cobblestone hotel is coming along nicely. Encourage board members to drive the district.

EXECUTIVE DIRECTOR REPORT: City comprehensive plan survey was email to membership. We have also email information on hours St Patrick's and St Urho's Day promotion for businesses to tell us about any specials they have as well as if they have a product or service they would like to feature. This will go on our website. Skin Deep Tattoo has applied for a Sign Grant. They are locating at 1306 Tower Avenue. Amy is working on the BID Bucks window clings and they will be mailed to participating businesses. The mayor made proclamation of Black Owned Businesses Day in Superior. Crystal asked if we could post more on our Facebook page about our businesses. Lindsey explained how we have been forwarding posts from various businesses to help promote what specials they are offering or to help promote any events or promotions they have going on. Crystal asked if we could add board members as administrators on our Facebook page so they could also post on our page and it would bring a lot more use to our Facebook page. A marketing committee meeting will be scheduled and include Lindsey, Jodi, Amy, Crystal, Katie, and Nick. Lindsay will find out what day will work for everyone.

COMMITTEE REPORTS:

OLD BUSINESS:

1. Proposed By-Laws: Maintain an open relationship with the mayor regarding appointing future board members. From time to time we hear from business or property owners that indicate they have an interest in being on our board of directors. Those individuals are added to a list for when there is an opening on the board of directors. The mayor still has final say as well as the city council must vote to approve their

appointment. Aaron motion to approve the By-Laws as submitted, second by Katie. Motion approved.

3. 2021 Proposed Budget: Do we continue sponsorship of positively Superior magazine? Crystal thinks it is the best thing that Superior has put together to promote our area businesses. Nick believes we should continue sponsorship this year but further discussion is needed. He believes it is good for our businesses however with our budget we need to watch all expenditures. Don motioned to approve, second by Mitch. Motion carried.

NEW BUSINESS:

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

Crystal asked about the excessive amount of bird droppings on the sidewalk in the 1600 block of Tower Avenue. Lindsay will talk to Code Compliance. Don will check on the status and if National Bank of Commerce still owns the building.

ADJOURNMENT: Dave motioned, second by Mark to adjourn at 3:59 p.m.



Financial Dashboard February 2021

Income: \$379.00
• *Credited back into Workman's Comp category*

Expenses: Typical monthly expense – plus
• *2021 Chamber Membership Fee*
• *\$150.00 BID Bucks reimbursement*

Note:

Superior Business Improvement District
BID BUCKS Report
 February 2021

Reflects all of 2020

	<u>Awarded</u>	<u>Purchased</u>	<u>Redeemed</u>	<u>Outstanding Balance</u>
<u>2020</u>	\$ 3,675.00	\$ 2,100.00	\$ 1,475.00	\$ 2,200.00

Notes: BID Bucks purchased by City, Spooktacular committee, Surprise Santa businesses and private individual

Reflects 2021 YTD

	<u>Awarded</u>	<u>Purchased</u>	<u>Redeemed</u>	<u>Outstanding Balance</u>
<u>2021</u>	\$ 700.00	\$ 200.00	\$ 25.00	\$ 675.00

*Notes: BID Bucks purchased by City
 \$500 in BID Bucks donated to Ice Fest*

\$150.00 in BID Bucks were reimbursed in February.

Superior BID February 2021 - Monthly Cash Flow

	Feb 21
Income	0.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	25.00
BID Bucks - Other	25.00
Total BID Bucks	50.00
Surprise Santa	100.00
Total Promotion-Marketing	150.00
PS Magazine	1,500.00
Total Committees	1,650.00
Office	
Associations - Publications	
Memberships	275.00
Total Associations - Publications	275.00
Copy-Photo-Print	158.26
Misc. Expenses	60.00
Rent	800.00
Supplies	22.00
Total Office	1,315.26
Personnel	
Administrative Assistant	3,336.58
Executive Director	4,169.91
Health Ins - Workman's Comp	-379.00
Payroll Preparation	125.00
Payroll Taxes	707.51
Total Personnel	7,960.00
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	15,091.26
Net Income	-15,091.26

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

	Jan - Dec 21	Budget	\$ Over Budget
Income			
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
Sponsorships			
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
Total Sponsorships	0.00	3,000.00	-3,000.00
Total Income	275.00	230,250.00	-229,975.00
Expense			
Committees			
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
Promotion-Marketing			
BID Bucks			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	25.00	0.00	25.00
Total BID Bucks	50.00	0.00	50.00
Farmers Market			
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
Total Farmers Market	20.99	0.00	20.99
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	100.00	0.00	100.00
Tree Lighting	0.00	0.00	0.00
Promotion-Marketing - Other	0.00	12,398.00	-12,398.00
Total Promotion-Marketing	170.99	12,398.00	-12,227.01
PS Magazine	1,500.00	9,000.00	-7,500.00
Total Committees	1,670.99	27,398.00	-25,727.01
Grants			
Sign Grant	0.00	0.00	0.00
Grants - Other	0.00	50,000.00	-50,000.00
Total Grants	0.00	50,000.00	-50,000.00
Office			
Associations - Publications			
Memberships	275.00	0.00	275.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00
Total Associations - Publications	275.00	1,500.00	-1,225.00
Copy-Photo-Print	158.26	2,000.00	-1,841.74
Equipment Purchase & Repair	0.00	1,500.00	-1,500.00
Misc. Expenses	135.96	1,000.00	-864.04
Postage	0.00	1,000.00	-1,000.00
Rent	1,600.00	9,600.00	-8,000.00
Supplies	22.00	1,000.00	-978.00
Telephone-Internet			
Cell Phones	106.96	0.00	106.96
Internet	0.00	0.00	0.00
Office Phone	64.17	0.00	64.17

	Jan - Dec 21	Budget	\$ Over Budget
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	171.13	2,500.00	-2,328.87
Total Office	2,362.35	20,100.00	-17,737.65
Personnel			
Administrative Assistant	6,673.16	40,000.00	-33,326.84
Executive Director	8,339.81	50,000.00	-41,660.19
Health Ins - Workman's Comp	798.00	6,000.00	-5,202.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	1,000.00	-1,000.00
Marketing Consultant	0.00	30,000.00	-30,000.00
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	250.00	2,000.00	-1,750.00
Payroll Taxes	1,368.52	10,000.00	-8,631.48
Total Personnel	17,429.49	141,000.00	-123,570.51
Streetscape			
Outside Maintenance Contract	8,332.00	50,000.00	-41,668.00
Total Streetscape	8,332.00	50,000.00	-41,668.00
Total Expense	29,794.83	288,498.00	-258,703.17
Net Income	-29,519.83	-58,248.00	28,728.17

12:45 PM

03/12/21

Accrual Basis

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

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
Income			
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
Total Income	<u>275.00</u>	<u>74,228.46</u>	<u>-73,953.46</u>
Expense			
Committees	1,670.99	26,654.12	-24,983.13
Grants	0.00	985.63	-985.63
Office	2,362.35	19,058.59	-16,696.24
Personnel	17,429.49	108,167.99	-90,738.50
Streetscape	8,332.00	54,842.00	-46,510.00
Total Expense	<u>29,794.83</u>	<u>209,708.33</u>	<u>-179,913.50</u>
Net Income	<u>-29,519.83</u>	<u>-135,479.87</u>	<u>105,960.04</u>

**Superior BID
December 2020 #3 - Monthly Cash Flow**

	<u>Dec 30 - 31, 20</u>
Income	0.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	75.00
Old BID Bucks	50.00
Total BID Bucks	<u>125.00</u>
Surprise Santa	<u>300.00</u>
Total Promotion-Marketing	425.00
PS Magazine	750.00
Total Committees	<u>1,175.00</u>
Total Expense	<u>1,175.00</u>
Net Income	<u><u>-1,175.00</u></u>

Superior BID
December 2020 #3- Budget vs. Actual
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
Income			
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
Misc. Income			
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
Total Event income/fees	0.00	0.00	0.00
Misc. Income - Other	50.00	4,000.00	-3,950.00
Total Misc. Income	50.00	4,000.00	-3,950.00
Sponsorships			
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
Total Sponsorships	1,428.46	3,000.00	-1,571.54
Total Income	74,228.46	231,750.00	-157,521.54
Expense			
Committees			
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
Promotion-Marketing			
Annual Meeting	0.00	0.00	0.00
BID Bucks			
Annual Meeting	0.00	0.00	0.00
City	375.00	0.00	375.00
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	50.00	0.00	50.00
BID Bucks - Other	425.00	0.00	425.00
Total BID Bucks	875.00	0.00	875.00
Chamber Play Day	0.00	0.00	0.00
Farmers Market			
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
Total Farmers Market	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	1,000.00	0.00	1,000.00
Tree Lighting	123.86	0.00	123.86
Promotion-Marketing - Other	4,338.09	1,000.00	3,338.09
Total Promotion-Marketing	14,634.13	1,000.00	13,634.13
PS Magazine	11,750.00	9,000.00	2,750.00
Total Committees	26,654.12	28,398.00	-1,743.88
Grants			
Sign Grant	985.63	0.00	985.63
Grants - Other	0.00	40,000.00	-40,000.00

	Jan - Dec 20	Budget	\$ Over Budget
Total Grants	985.63	40,000.00	-39,014.37
Office			
Associations - Publications			
Memberships	735.00	0.00	735.00
Associations - Publications - Other	570.00	1,500.00	-930.00
Total Associations - Publications	1,305.00	1,500.00	-195.00
Copy-Photo-Print	2,260.75	2,000.00	260.75
Equipment Purchase & Repair	1,454.70	1,500.00	-45.30
Misc. Expenses	1,638.43	2,000.00	-361.57
Postage	44.00	1,000.00	-956.00
Rent	9,600.00	9,600.00	0.00
Supplies	193.22	1,500.00	-1,306.78
Telephone-Internet			
Cell Phones	1,462.72	0.00	1,462.72
Internet	403.07		
Office Phone	696.70	0.00	696.70
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	2,562.49	2,500.00	62.49
Total Office	19,058.59	21,600.00	-2,541.41
Personnel			
Administrative Assistant	41,608.51	40,000.00	1,608.51
Executive Director	52,393.68	50,000.00	2,393.68
Health Ins - Workman's Comp	3,922.00	6,000.00	-2,078.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	0.00	0.00
Marketing Consultant	1,303.75	10,000.00	-8,696.25
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	1,568.76	2,000.00	-431.24
Payroll Taxes	7,371.29	10,000.00	-2,628.71
Total Personnel	108,167.99	120,000.00	-11,832.01
Streetscape			
Outside Maintenance Contract	54,842.00	50,000.00	4,842.00
Total Streetscape	54,842.00	50,000.00	4,842.00
Total Expense	209,708.33	259,998.00	-50,289.67
Net Income	-135,479.87	-28,248.00	-107,231.87

Superior BID
December 2020 #3 - Year to Date Comparison
January through December 2020

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>
Income			
Assessment	0.00	141,295.68	-141,295.68
City Contribution	71,750.00	71,750.00	0.00
Deposit	1,000.00	275.00	725.00
Misc. Income	50.00	2,241.00	-2,191.00
Sponsorships	1,428.46	2,690.89	-1,262.43
Total Income	<u>74,228.46</u>	<u>218,252.57</u>	<u>-144,024.11</u>
Expense			
Committees	26,654.12	27,573.93	-919.81
Grants	985.63	6,095.71	-5,110.08
Office	19,058.59	19,165.72	-107.13
Personnel	108,167.99	107,696.26	471.73
Streetscape	54,842.00	49,992.00	4,850.00
Total Expense	<u>209,708.33</u>	<u>210,523.62</u>	<u>-815.29</u>
Net Income	<u><u>-135,479.87</u></u>	<u><u>7,728.95</u></u>	<u><u>-143,208.82</u></u>

Superior Business Improvement District
Marketing Committee Meeting Minutes
Tuesday, March 9, 2021, 2:00pm - ZOOM

Present: Dave Miller, Nick Korhonen, Mark Mahan, and Crystal Broderson
Staff: Lindsay Jacobson, Jodi Rochon and marketing advisor, Amy Ugstad

Nick called the meeting to order at 2:08 p.m.

Review of promotions and marketing:

Ice Festival specials and donate \$500 in Bucks, Valentine's Day specials, St Patrick's and St. Urho's Day specials, Easter, Earth Day, Mother's Day, Father's Day, Farmers Market, July 4th Car Show, Back to school, Trick-or-Treating, Spooktacular movie night sponsorship, Small Business Saturday/Week, Surprise Santa and BID Bucks

Added traction on Facebook from committee would be helpful. Do more tagging of businesses on Facebook. Add committee members as admin to our Facebook page.

Crystal believes we could be the go-to site. We need more original content. Post about a different business daily. Crystal said maybe add interested board members as Facebook admins too. Look into marketing plan program at UWS and ask for students to help to create marketing plans for businesses or have them create a couple General marketing plans that we could have available for businesses.

Nick asked who would like to be on the committee. Crystal agreed to chair the Marketing Committee. Members: Crystal, Mark, Dave, Katie, Amy, Lindsey, and Jodi.

Crystal mentioned an area code promotion she seen. Displaying a large "715" photo op around town. The 715 would be used to promote the area. Construction of the 715 could be created by the Trades Council. Crystal has a connection to the council indicating they would help construct. Lindsey liked the 715-area marketing idea however felt it was an area promotion and might be best to discuss with the Chamber of Commerce and City of Superior and we could also be involvement. Dave Miller mentioned how we could have SBID with the "I" being the location where people could stand for a photo opportunity. Mark asked how this benefits the businesses and property owners that pay the assessment?

Dave Miller recalled a marketing idea the BID did in the past that promoted the District on TV. Need to advertise more outside of the area also. With 100,000 + people in the region we need to advertise how we are a regional destination.

Nick said he would really like to see a social media push.

Lindsay said she would work with Amy before the next meeting to develop a plan. Create a plan and delegate. Lindsey and Amy will create a calendar to know who is doing what and when.

Marketing committee meetings will take place the 4th Tuesday of every month at 2 p.m.

Adjourn at 2:45 p.m.