

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
Board of Directors Meeting
Thursday, May 27, 2021- 3:00 PM
Meeting on ZOOM

AGENDA:

1. Call the Meeting to Order
2. Approval of Minutes
3. Approval of Financials – March & April 2021 and Year End 2020
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports
 1. Design Committee - Sutherland CBD & Superior Tanning
 2. Marketing Committee – Farmers’ Market
7. Old Business
 1. 2021 Officers – Nick Korhonen President, Mitch Routh Vice President & Don Nummi Jr Secretary Treasurer.
 2. 2021 Board of Directors List
 3. Stakeholders Support Grant Application
8. New Business
 1. 4th of July Car Show - \$500 Sponsorship
 2. Do or Die Pizzeria moving into old Thirsty Pagan location
 3. Bike Rack Discussion
 4. Kari Toyota update
 5. New Businesses 2021 YTD
 1. Heath Care Clinic, Northern Oral & Maxillofacial Surgeons, Skin Deep Tattoo and Sunkissed Tanning
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
April 29, 2021, 3:00pm.
Zoom Annual Meeting

PRESENT: Nick Korhonen, Mitch Routh, Crystal Broderson, Chris Scharte, Katie Perrault and Addie Poskozim

Ex-officio members: Taylor Pedersen, Jim Caesar and Mayor Jim Paine.

ABSENT: Don Nummi, Dave Miller, Karen Geegan and Gary Banker

STAFF: Lindsey Jacobson & Jodi Rochon

CALL TO ORDER: Nick called the meeting to order at 3:06pm

BOARD CHAIR: Nick thanked everyone for attending and introduced our board members and welcomed our new board members. Joining us this year is Chris Scharte from Belknap Plumbing & Heating (property owner), Gary Banker (Citizen) and Addie Poskozim (Citizen/Student).

OFFICERS: SBID Officers are Nick Korhonen (President), Mitch Routh (Vice President) and Don Nummi (Secretary/Treasurer).

2020 ANNUAL REPORT: Katie motioned to approve our 2020 annual report, second by Mitch. Motion carried. Nick reported the 2020 Annual Report is available online. Visit our website at www.superiorbid.com.

COMMITTEE UPDATES: Nick explained how grants were few in 2020 but things are picking up in 2021. Property and business owners are encouraged to contact the SBID office to inquire about available grants. The Marketing Committee has a new chair, and we thank Crystal for stepping into the roll.

MAYOR PAINE PRESENTATION: Where is our District at? Things are well in fact unemployment is lower now than it was pre-pandemic. We gained several new businesses in 2020 early 2021. The next major phase for Superior is starting now. The Mayor feels the BID needs to set new goals for its future. Make the District more of a destination.

CLOSING EXECUTIVE DIRECTOR REPORT: The SBID did well through the pandemic. Lindsey made it a point to remind everyone to continue to support our local businesses. Many thanks to Darryl & Becky from Twin Ports Lawn Trim for taking such good care of the district and keeping it looking so good. Shop and walk the district and see all the new things that happened in 2020.

ADJOURNMENT: Mitch motioned to adjourn at 3:33 p.m.

Superior Business Improvement District
BID BUCKS Report
 March 2021

BID Bucks issued in March \$275.00
Purchased by the City

BID Bucks reimbursed in March \$125.00

Outstanding BID Bucks

	<u>Issued</u>	<u>Reimbursed</u>	<u>Balance</u>	
2011	\$ 1,925.00	\$ (1,625.00)	\$ 300.00	*
2012	\$ 2,035.00	\$ (1,440.00)	\$ 595.00	*
2013	\$ 1,150.00	\$ (1,035.00)	\$ 115.00	*
2014	\$ 1,225.00	\$ (885.00)	\$ 340.00	*
2015	\$ 1,950.00	\$ (1,375.00)	\$ 575.00	*
2016	\$ 1,275.00	\$ (800.00)	\$ 475.00	*
2017	\$ 1,625.00	\$ (1,050.00)	\$ 575.00	*
2018	\$ 2,400.00	\$ (1,575.00)	\$ 825.00	
2019	\$ 3,000.00	\$ (1,700.00)	\$ 1,300.00	
2020	\$ 3,675.00	\$ (1,550.00)	\$ 2,125.00	
2021	\$ 850.00	\$ (25.00)	\$ 825.00	
	<u>\$ 21,110.00</u>	<u>\$ (13,060.00)</u>	<u>\$ 8,050.00</u>	



Financial Dashboard March 2021

Income: \$750.00
• 4 Farmers Market sponsors

Expenses: Typical monthly expense – plus
• 2021 Chamber Travel Guide - \$525.00
• \$125.00 BID Bucks reimbursement

Note:

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Superior BID
March 2021 - Monthly Cash Flow

	Mar 21
Income	
Sponsorships	
Farmers' Market	750.00
Total Sponsorships	750.00
Total Income	750.00
Expense	
Committees	
Marketing	525.00
Promotion-Marketing	
BID Bucks	125.00
Total Promotion-Marketing	125.00
Total Committees	650.00
Office	
Copy-Photo-Print	224.09
Misc. Expenses	62.80
Rent	800.00
Supplies	2.00
Telephone-Internet	
Cell Phones	106.87
Internet	393.13
Office Phone	63.55
Total Telephone-Internet	563.55
Total Office	1,652.44
Personnel	
Administrative Assistant	3,336.58
Executive Director	4,169.91
Payroll Preparation	125.00
Payroll Taxes	612.22
Total Personnel	8,243.71
Streetscape	
Outside Maintenance Contract	4,166.00
Total Streetscape	4,166.00
Total Expense	14,712.15
Net Income	-13,962.15

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Superior BID
March 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	750.00	0.00	750.00
Tree Lighting Chamber	0.00	0.00	0.00
Sponsorships - Other	0.00	3,000.00	-3,000.00
Total Sponsorships	750.00	3,000.00	-2,250.00
Total Income	1,025.00	230,250.00	-229,225.00
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	525.00	1,000.00	-475.00
Promotion-Marketing			
BID Bucks			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	150.00	0.00	150.00
Total BID Bucks	175.00	0.00	175.00
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	295.99	12,398.00	-12,102.01
PS Magazine	1,500.00	9,000.00	-7,500.00
Total Committees	2,320.99	27,398.00	-25,077.01
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	382.35	2,000.00	-1,617.65
Equipment Purchase & Repair	0.00	1,500.00	-1,500.00
Misc. Expenses	198.76	1,000.00	-801.24
Postage	0.00	1,000.00	-1,000.00
Rent	2,400.00	9,600.00	-7,200.00
Supplies	24.00	1,000.00	-976.00
Telephone-Internet			
Cell Phones	213.83	0.00	213.83
Internet	393.13	0.00	393.13
Office Phone	127.72	0.00	127.72

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	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	<u>734.68</u>	<u>2,500.00</u>	<u>-1,765.32</u>
Total Office	4,014.79	20,100.00	-16,085.21
Personnel			
Administrative Assistant	10,009.74	40,000.00	-29,990.26
Executive Director	12,509.72	50,000.00	-37,490.28
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	375.00	2,000.00	-1,625.00
Payroll Taxes	1,980.74	10,000.00	-8,019.26
Total Personnel	<u>25,673.20</u>	<u>141,000.00</u>	<u>-115,326.80</u>
Streetscape			
Outside Maintenance Contract	12,498.00	50,000.00	-37,502.00
Total Streetscape	<u>12,498.00</u>	<u>50,000.00</u>	<u>-37,502.00</u>
Total Expense	<u>44,506.98</u>	<u>288,498.00</u>	<u>-243,991.02</u>
Net Income	<u>-43,481.98</u>	<u>-58,248.00</u>	<u>14,766.02</u>

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

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
Income			
Assessment	0.00	175,350.35	-175,350.35
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	750.00	1,428.46	-678.46
Total Income	<u>1,025.00</u>	<u>249,578.81</u>	<u>-248,553.81</u>
Expense			
Committees	2,320.99	26,654.12	-24,333.13
Grants	0.00	985.63	-985.63
Office	4,014.79	19,058.59	-15,043.80
Personnel	25,673.20	108,167.99	-82,494.79
Streetscape	12,498.00	54,842.00	-42,344.00
Total Expense	<u>44,506.98</u>	<u>209,708.33</u>	<u>-165,201.35</u>
Net Income	<u><u>-43,481.98</u></u>	<u><u>39,870.48</u></u>	<u><u>-83,352.46</u></u>

Superior Business Improvement District
BID BUCKS Report
 April 2021

BID Bucks issued in April \$300.00
\$250 Purchased by the Superior Refinery
\$50 Purchased by City of Superior

BID Bucks reimbursed in April \$0.00

Outstanding BID Bucks

	<u>Issued</u>	<u>Reimbursed</u>	<u>Balance</u>	
2011	\$ 1,925.00	\$ (1,625.00)	\$ 300.00	*
2012	\$ 2,035.00	\$ (1,440.00)	\$ 595.00	*
2013	\$ 1,150.00	\$ (1,035.00)	\$ 115.00	*
2014	\$ 1,225.00	\$ (885.00)	\$ 340.00	*
2015	\$ 1,950.00	\$ (1,375.00)	\$ 575.00	*
2016	\$ 1,275.00	\$ (800.00)	\$ 475.00	*
2017	\$ 1,625.00	\$ (1,050.00)	\$ 575.00	*
2018	\$ 2,400.00	\$ (1,575.00)	\$ 825.00	
2019	\$ 3,000.00	\$ (1,700.00)	\$ 1,300.00	
2020	\$ 3,675.00	\$ (1,550.00)	\$ 2,125.00	
2021	\$ 1,150.00	\$ (25.00)	\$ 1,125.00	
	<u>\$ 21,410.00</u>	<u>\$ (13,060.00)</u>	<u>\$ 8,350.00</u>	



Financial Dashboard April 2021

Income: \$1246.26

- 4 Farmers Market sponsors
- PayPal income from 2019 – April 2021

Expenses: Typical monthly expense – plus

- Twin Ports Lawn Trim – replacing lights on trees.
- \$750.00. City catching up on Health insurance reimbursement for Jodi (March – May)

Note:

Superior BID April 2021 - Monthly Cash Flow

	Apr 21
Income	
Deposit	646.26
Sponsorships	
Farmers' Market	600.00
Total Sponsorships	600.00
Total Income	1,246.26
Expense	
Committees	
PS Magazine	1,750.00
Total Committees	1,750.00
Office	
Copy-Photo-Print	850.15
Misc. Expenses	86.21
Rent	800.00
Supplies	8.00
Total Office	1,744.36
Personnel	
Administrative Assistant	3,336.58
Executive Director	4,169.92
Health Ins - Workman's Comp	750.00
Marketing Consultant	2,812.50
Payroll Preparation	125.00
Payroll Taxes	582.41
Total Personnel	11,776.41
Streetscape	
Outside Maintenance Contract	4,906.00
Total Streetscape	4,906.00
Total Expense	20,176.77
Net Income	-18,930.51

Superior BID
April 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	921.26	0.00	921.26
Misc. Income	0.00	4,000.00	-4,000.00
Sponsorships			
Farmers' Market	1,350.00	0.00	1,350.00
Tree Lighting Chamber	0.00	0.00	0.00
Sponsorships - Other	0.00	3,000.00	-3,000.00
Total Sponsorships	1,350.00	3,000.00	-1,650.00
Total Income	2,271.26	230,250.00	-227,978.74
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	525.00	1,000.00	-475.00
Promotion-Marketing			
BID Bucks			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	150.00	0.00	150.00
Total BID Bucks	175.00	0.00	175.00
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	295.99	12,398.00	-12,102.01
PS Magazine	3,250.00	9,000.00	-5,750.00
Total Committees	4,070.99	27,398.00	-23,327.01
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	1,232.50	2,000.00	-767.50
Equipment Purchase & Repair	0.00	1,500.00	-1,500.00
Misc. Expenses	284.97	1,000.00	-715.03
Postage	0.00	1,000.00	-1,000.00
Rent	3,200.00	9,600.00	-6,400.00
Supplies	32.00	1,000.00	-968.00
Telephone-Internet			
Cell Phones	213.83	0.00	213.83
Internet	393.13	0.00	393.13
Office Phone	127.72	0.00	127.72

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	Jan - Dec 21	Budget	\$ Over Budget
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	<u>734.68</u>	<u>2,500.00</u>	<u>-1,765.32</u>
Total Office	5,759.15	20,100.00	-14,340.85
Personnel			
Administrative Assistant	13,346.32	40,000.00	-26,653.68
Executive Director	16,679.64	50,000.00	-33,320.36
Health Ins - Workman's Comp	1,548.00	6,000.00	-4,452.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	1,000.00	-1,000.00
Marketing Consultant	2,812.50	30,000.00	-27,187.50
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	500.00	2,000.00	-1,500.00
Payroll Taxes	2,563.15	10,000.00	-7,436.85
Total Personnel	<u>37,449.61</u>	<u>141,000.00</u>	<u>-103,550.39</u>
Streetscape			
Outside Maintenance Contract	17,404.00	50,000.00	-32,596.00
Total Streetscape	<u>17,404.00</u>	<u>50,000.00</u>	<u>-32,596.00</u>
Total Expense	<u>64,683.75</u>	<u>288,498.00</u>	<u>-223,814.25</u>
Net Income	<u>-62,412.49</u>	<u>-58,248.00</u>	<u>-4,164.49</u>

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

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
Income			
Assessment	0.00	175,350.35	-175,350.35
City Contribution	0.00	71,750.00	-71,750.00
Deposit	921.26	1,000.00	-78.74
Misc. Income	0.00	50.00	-50.00
Sponsorships	1,350.00	1,428.46	-78.46
Total Income	<u>2,271.26</u>	<u>249,578.81</u>	<u>-247,307.55</u>
Expense			
Committees	4,070.99	26,654.12	-22,583.13
Grants	0.00	985.63	-985.63
Office	5,759.15	19,058.59	-13,299.44
Personnel	37,449.61	108,167.99	-70,718.38
Streetscape	17,404.00	54,842.00	-37,438.00
Total Expense	<u>64,683.75</u>	<u>209,708.33</u>	<u>-145,024.58</u>
Net Income	<u><u>-62,412.49</u></u>	<u><u>39,870.48</u></u>	<u><u>-102,282.97</u></u>

Superior BID
December 2020 #4 - Monthly Cash Flow

	<u>Dec 31, 20</u>
Income	
Assessment	<u>175,350.35</u>
Total Income	<u>175,350.35</u>
Expense	<u>0.00</u>
Net Income	<u><u>175,350.35</u></u>

Superior BID
December 2020 #4- Budget vs. Actual
 January through December 2020

	Jan - Dec 20	Budget	\$ Over Budget
Income			
Assessment	175,350.35	153,000.00	22,350.35
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	249,578.81	231,750.00	17,828.81
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

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	<u>Jan - Dec 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>
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	<u>39,870.48</u>	<u>-28,248.00</u>	<u>68,118.48</u>

2:57 PM

04/14/21

Accrual Basis

Superior BID
December 2020 #4 - Year to Date Comparison
January through December 2020

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>
Income			
Assessment	175,350.35	141,295.68	34,054.67
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>249,578.81</u>	<u>218,252.57</u>	<u>31,326.24</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>39,870.48</u></u>	<u><u>7,728.95</u></u>	<u><u>32,141.53</u></u>

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Superior Business Improvement District
Design Committee Minutes
April 15, 2021, 3:00pm
ZOOM Meeting

PRESENT: Dave Miller and Nick Korhonen

STAFF: Lindsey Jacobson and Jodi Rochon

Call the meeting to order at 3:10 p.m.

Minutes: No minutes to approve.

Committee Members: Tom & Ann Borich have indicated they needed to step down from the Design Committee. Talk to Craig Sutherland, Twila Uotinen and Jon Winter about interest in joining the committee. Craig said he would like to join.

Sutherland CBD Sign Grant and Stakeholders Support Grant: Craig explained that they are moving to a new location on Belknap Street right next door to Video Vision in the old Curves location. Starting the build out very soon. First week of May. Hope to be in by June 1st. Pictures of the proposed sign was submitted for the committee review. Craig explained that the sign is 8 feet by 20 feet of aluminum panels with a chrome border. His entire project is approximately \$16,000 and that includes the signage, and the interior build-out. Craig explained that he has also applied for a grant through the city of superior. Lindsay will be working with him on the stakeholder grant program. In total Craig could get as much as \$5,000. That is \$1,000 for the matching sign Grant and an additional \$4,000 towards his interior build-out. The discussion today is only on the \$1,000 matching sign Grant. After discussion both Nick and Dave recommend approving the \$1,000 Grant however Craig has to submit his final design plans and changes 4 committee review prior to final approval and additional committee members need to vote.

Dave suggested keeping the large sign simple and easy to read. He feels it is important to keep it clear and simple as people only have seconds as they drive down the highway to see the business sign. Highly recommended keeping it easy and readable.

Video Vision/Superior Tanning: Nick and Dave also reviewed the Video Vision/Superior Tanning pole sign and recommends approval of this Sign Grant.

Adjournment: Dave motion to adjourn at for 10 p.m.

2021 Farmers Market Sponsors

23 weeks

		<u>PAID</u>
1 Bachand Group	\$ 150.00	\$ 150.00
2 Belknap Plumbing & Heating	\$ 150.00	\$ 150.00
3 Connolly Insurance	\$ 150.00	\$ 150.00
4 Connolly Insurance – 2x	\$ 150.00	\$ 150.00
5 Discoverpc.NET	\$ 150.00	\$ 146.40
6 Empire Block	\$ 150.00	\$ 150.00
7 Grandpa's Workshop	\$ 150.00	\$ 150.00
8 Happy Tails Animal Hospital	\$ 150.00	\$ 150.00
9 Northwest Outlet	\$ 150.00	\$ 150.00
10 Nummi Jewelers	\$ 150.00	\$ 150.00
11 Superior Connections	\$ 150.00	\$ 150.00
12 World of Wheels	\$ 150.00	\$ 150.00
	\$ 1,800.00	\$ 1,796.40

Oct 13th we have 2 sponsors

\$ 1,796.40	
<u>\$ (2,850.00)</u>	\$150 x 19 weeks
\$ (1,053.60)	SBID Cost
\$ 350.00	estimated income food vendors fees
<u>\$1,000</u>	estimated income vendor fees
\$ 1,350.00	estimated income
\$290.40	Estimated cost

The market kicks off on Wednesday, May 26th and runs through the last Wednesday of October.

Superior Business Improvement District 2021 Board of Directors

Nick Korhonen - President
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Katie Perrault
Nummi Jewelers
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Mitch Routh - *Vice President*
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Office: 715-394-3557

823 Belknap Street, Ste. L-10
Superior, WI 54880

Meeting Schedule:

Board Meetings are held the 4th Thursday of every month at 3:00pm (unless otherwise notified) in the SBID conference room.

Due to Covid-19 SBID Board meetings will be held on Zoom until further notice.

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**SUPERIOR BUSINESS IMPROVEMENT DISTRICT
MATCHING STAKEHOLDER SUPPORT GRANT APPLICATION**

DATE:

Grant Number

A. APPLICANT INFORMATION:

1. Business Name:

2. Owner(s):

3. Business Address:

4. Home Address:

5. Business Phone:

EMAIL:

Cell:

FAX:

B. PROJECT INFORMATION:

1. Project Address:

2. Project Description:

C. CONTRACTOR/COMPANY INFORMATION:

1. Company:

2. Address:

3. Business Phone:

EMAIL:

Cell:

FAX:

D. Required Documentation:

a. Concept Drawing and Description of Project

b. Contractor's Cost Estimate

c. Timetable for Project

E. I hereby certify that the above information is true and correct to the best of my knowledge.

Date:

Applicant

Name:

Signature:

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Name:

Signature:

Property Owner Permission when applicant is tenant in the project building.

I (we), as legal owner(s) of the property listed above, authorize the undertaking of the project as described in this application.

Date:

Property:

Property Owner:

Name:

Signature:

Name:

Signature:

Superior Telegram

Property As Future Home

The old vacant Manning Motel on Belknap Street will be the future site of Kari Toyota, which currently sits on Tower Avenue.

May 3, 2021

[Arman Rahman](#)

SUPERIOR, Wis.- Superior's Kari Toyota dealership is getting a new home on the former site of a motel in the Billings Park neighborhood.

The old vacant Manning Motel on Belknap Street will be the future site of Kari Toyota, which currently sits on Tower Avenue.

Chris and Amy Kari say the old motel's 9 acres near the Bong Bridge is the perfect spot for their growing inventory and they hope the development brings more retail to the area.

"You know there are a few things going on in Superior that we haven't seen in a long time," said Chris Kari, Owner and General Manager of Kari Toyota. "There's new apartments going out right across the street here there's new apartments going on across town."

"There's been other developments happening. And this part of town could use some new things too," he said.

Kari Toyota is still far away from setting a real timeline for the move but they hope if demolition and construction go well they can open up within two years.

The Kari family has been serving the Twin Ports' automotive needs since the 1930s.

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