

**SUPERIOR BUSINESS IMPROVEMENT DISTRICT**  
**Board of Directors Meeting**  
Thursday, June 24, 2021- 3:00 PM  
**Meeting on ZOOM**

**AGENDA:**

1. Call the Meeting to Order
2. Approval of Minutes
3. Approval of Financials – May
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports
  1. Design Committee – Superior Waffles Coming Soon
  2. Marketing Committee – Farmers’ Market Sponsor Update
7. Old Business
8. New Business
  1. Addie Poskozim request for project funds – 1920’s Murals - \$3,000
  2. Zoom Meetings
  3. Outside Maintenance
  4. July 4<sup>th</sup> Car Show – Road Closure reminder
  5. Superior Telegram articles on SBID businesses
  6. New Businesses
    1. Superior Waffles (1412 Tower)
    2. Wildflower Boutique (1908 Tower)
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**  
May 27, 2021, 3:00pm.  
Zoom Meeting

PRESENT: Dave Miller, Chris Scharte, Don Nummi, Addie Poskozim, Mitch Routh, Crystal Broderson and Gary Banker.

Absent: Karen Geegan, Katie Perrault, Nick Korhonen

Guest: Lindsey Graskey

Ex-officio: Taylor Pederson and Jim Caesar

STAFF: Lindsey Jacobson & Jodi Rochon

CALL TO ORDER: Mitch called the meeting to order at 3:09pm

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

FINANCIALS: Don motioned to approve the financials as submitted. Second by Dave, motion carried. Don indicated he has concerns about potential fraud regarding the BID Bucks. He will discuss with Lindsey and Jodi.

BOARD CHAIR REPORT: Mitch indicated he had nothing to report in Nick's absence.

EXECUTIVE DIRECTOR REPORT: Lindsey explained how we would continue with Zoom meetings for the next couple of months or through the summer. The BID held its annual meeting via Zoom last month. The meeting went well. Lindsay took the opportunity to introduce our Guest, City Councilor Lindsay Graskey who is new to the City Council and represents part of the district. Lindsey thanked everyone for the opportunity to attend the meeting. She explained she was a 7-year business owner with an arts background. She is looking forward to working together with the BID and our other Economic Development partners

COMMITTEE REPORTS: Design Committee. Sutherland CBD is relocating to 1420 Belknap Street. They applied for a Matching Sign Grant as well as a Stakeholders Support Grant. When the project is completed, and approvals have been met they will receive a total of \$5,000. \$1,000 for the Matching Sign Grant and \$4,000 for their interior build-out from the Stakeholders Support Grant program. Superior Tanning which is housed inside the video of vision business also applied for a Matching Sign Grant. They will receive \$1,000 once completed and approvals have been met. Dave Miller suggest that we send out letters or emails to inform members of what grants are available and how to apply. Have the grants available on our website for easy access to print.

Marketing Committee: The Marketing meeting in May had to be cancelled due to lack of quorum. The last three meetings had to be canceled. The committee is going to try a new time slot and try to have the meetings on the 4th Tuesday of every month at 3 p.m.

Farmers Market: The Superior Downtown Farmers Market kicked off on May 26th. Currently there are some space issues that we are working on.

2

OLD BUSINESS:

1. 2021 Officers: Nick Korhonen - President, Mitch Routh - Vice President and Don Nummi as Secretary Treasurer. Dave motioned to approve the new slate of officers. Second by Gary. Motion carried.
2. 2021 Board of Directors List: The updated list of 2021 Board of Directors was provided as informational material. We are still short one board member however the mayor is working on that.
3. Stakeholder Support Grant Application: Gary motioned to approve the Stakeholders Support Grant Application. Second by Don. Motion carried.

NEW BUSINESS:

1. Fourth of July Car Show - \$500 donation. Crystal suggested emailing businesses and ask their opinion on if we should continue our sponsorship. Some businesses benefit from the crowds like the bars and restaurants however it can negatively affect other businesses because the street is blocked off to traffic. The timeline is very short as it is necessary to give an answer soon because of BID logo (as a sponsor) going on the T shirts.
2. Ride-or-Die Pizzeria: A new pizza parlor will be moving into the old Thirsty Pagan Pizza & Brewery on Broadway Street in the coming months.
3. Bike Rack discussion: Lindsay got a phone call from a City Councilor who mentioned there is a business that would like a bike rack. They believe the BID should provide this. Lindsay checked into it and found that there is a business in Duluth that will donate bike racks however they would have their business logo displayed. The counselor mentioned having custom bike racks made however the cost would be an issue with our limited budget. Lindsey is looking into this.
4. Kari Toyota relocation update: Kari Toyota has purchased the Manny Motel property in Billings Park and will be building a new facility at that location. The project will take approximately two years. This is a huge loss to the district however with the hotel being built right next door to their current location this will be an extremely valuable piece of property. Jim Caesar indicated that there is tremendous need for buildings and businesses looking to relocate in Superior or current business looking to expand.
5. New businesses 2021 YTD: Health Care Clinic, Northern Oral & Maxillofacial Surgeons, Skin Deep Tattoo and Sunkissed Tanning. This category will be part of the agenda every month so we can always report what new businesses are coming to the district.

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

Dave Miller explained that he had talked to the Chief of Police about homeless area near Kwik Trip on Banks Avenue. There is a tremendous amount of litter and debris in that spot. Dave asked Lindsay Graskey if she could check into this. Lindsey agreed. Lindsey explains that the City has a Social Worker working on this. Lindsey Jacobson has also talked to the chief about this issue.

Taylor Peterson asked if ex-officio members can make motions. Mitch explained that he cannot via Robert's Rule of Order

ADJOURNMENT: Don motioned to adjourn at 4:10 p.m.

4



## Financial Dashboard May 2021

Income: \$812.50

- *2 Farmers Market sponsors*
- *½ cost of FM Porta Potty*
- *Superior Refinery purchased \$250 in BID Bucks*
- *City purchased \$250 in BID Bucks*

Expenses: Typical monthly expense – plus...

- *\$475 for season rental of porta potty for Farmers Market (Douglas County Farmers Market Association reimbursed half)*

Note:

**Superior Business Improvement District**  
**BID BUCKS Report**  
 May 2021

BID Bucks issued in May \$50.00  
*\$50 donated to Mentor Superior*

BID Bucks reimbursed in May \$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	\$ 1,175.00	\$ (25.00)	\$ 1,150.00	
	<u>\$ 21,435.00</u>	<u>\$ (13,060.00)</u>	<u>\$ 8,375.00</u>	

6

## Superior BID May 2021 - Monthly Cash Flow

	May 21
<b>Income</b>	
<b>Misc. Income</b>	
City Bucks Purchase	25.00
Event income/fees	
Farmers Market	237.50
<b>Total Event income/fees</b>	237.50
Misc. Income - Other	250.00
<b>Total Misc. Income</b>	512.50
<b>Sponsorships</b>	
Farmers' Market	300.00
<b>Total Sponsorships</b>	300.00
<b>Total Income</b>	812.50
<b>Expense</b>	
<b>Committees</b>	
<b>Promotion-Marketing</b>	
Farmers Market	
Assistant - Signage	300.00
Entertainment	1,200.00
Farmers Market - Other	475.00
<b>Total Farmers Market</b>	1,975.00
<b>Total Promotion-Marketing</b>	1,975.00
<b>Total Committees</b>	1,975.00
<b>Office</b>	
Copy-Photo-Print	158.26
Equipment Purchase & Repair	143.75
Misc. Expenses	171.86
Rent	800.00
Supplies	8.00
<b>Telephone-Internet</b>	
Cell Phones	105.27
Office Phone	64.38
<b>Total Telephone-Internet</b>	169.65
<b>Total Office</b>	1,451.52
<b>Personnel</b>	
Administrative Assistant	3,333.34
Executive Director	4,166.66
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	573.74
<b>Total Personnel</b>	8,448.74
<b>Streetscape</b>	
Outside Maintenance Contract	4,166.00
<b>Total Streetscape</b>	4,166.00
<b>Total Expense</b>	16,041.26
<b>Net Income</b>	-15,228.76

**Superior BID**  
**May 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	921.26	0.00	921.26
<b>Misc. Income</b>			
City Bucks Purchase	25.00		
Event income/fees			
Farmers Market	237.50		
<b>Total Event income/fees</b>	237.50		
Misc. Income - Other	250.00	4,000.00	-3,750.00
<b>Total Misc. Income</b>	512.50	4,000.00	-3,487.50
<b>Sponsorships</b>			
Farmers' Market	1,650.00	0.00	1,650.00
Tree Lighting Chamber	0.00	0.00	0.00
Sponsorships - Other	0.00	3,000.00	-3,000.00
<b>Total Sponsorships</b>	1,650.00	3,000.00	-1,350.00
<b>Total Income</b>	3,083.76	230,250.00	-227,166.24
<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	525.00	1,000.00	-475.00
<b>Promotion-Marketing</b>			
<b>BID Bucks</b>			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
BID Bucks - Other	150.00	0.00	150.00
<b>Total BID Bucks</b>	175.00	0.00	175.00
<b>Farmers Market</b>			
Advertising/Marketing	0.00	0.00	0.00
Assistant - Signage	300.00	0.00	300.00
Entertainment	1,200.00		
Farmers Market - Other	495.99	0.00	495.99
<b>Total Farmers Market</b>	1,995.99	0.00	1,995.99
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
<b>Total Promotion-Marketing</b>	2,270.99	12,398.00	-10,127.01
PS Magazine	3,250.00	9,000.00	-5,750.00
<b>Total Committees</b>	6,045.99	27,398.00	-21,352.01
<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>	0.00	50,000.00	-50,000.00
<b>Office</b>			
<b>Associations - Publications</b>			
Memberships	275.00	0.00	275.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00
<b>Total Associations - Publications</b>	275.00	1,500.00	-1,225.00
Copy-Photo-Print	1,390.76	2,000.00	-609.24



	<u>Jan - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Equipment Purchase &amp; Repair</b>	143.75	1,500.00	-1,356.25
<b>Misc. Expenses</b>	456.83	1,000.00	-543.17
<b>Postage</b>	0.00	1,000.00	-1,000.00
<b>Rent</b>	4,000.00	9,600.00	-5,600.00
<b>Supplies</b>	40.00	1,000.00	-960.00
<b>Telephone-Internet</b>			
<b>Cell Phones</b>	319.10	0.00	319.10
<b>Internet</b>	393.13	0.00	393.13
<b>Office Phone</b>	192.10	0.00	192.10
<b>Telephone-Internet - Other</b>	0.00	2,500.00	-2,500.00
<b>Total Telephone-Internet</b>	<u>904.33</u>	<u>2,500.00</u>	<u>-1,595.67</u>
<b>Total Office</b>	7,210.67	20,100.00	-12,889.33
<b>Personnel</b>			
<b>Administrative Assistant</b>	16,679.66	40,000.00	-23,320.34
<b>Executive Director</b>	20,846.30	50,000.00	-29,153.70
<b>Health Ins - Workman's Comp</b>	1,798.00	6,000.00	-4,202.00
<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>	2,812.50	30,000.00	-27,187.50
<b>Mileage/Travel/Training</b>	0.00	1,000.00	-1,000.00
<b>Payroll Preparation</b>	625.00	2,000.00	-1,375.00
<b>Payroll Taxes</b>	3,136.89	10,000.00	-6,863.11
<b>Total Personnel</b>	<u>45,898.35</u>	<u>141,000.00</u>	<u>-95,101.65</u>
<b>Streetscape</b>			
<b>Outside Maintenance Contract</b>	21,570.00	50,000.00	-28,430.00
<b>Total Streetscape</b>	<u>21,570.00</u>	<u>50,000.00</u>	<u>-28,430.00</u>
<b>Total Expense</b>	<u>80,725.01</u>	<u>288,498.00</u>	<u>-207,772.99</u>
<b>Net Income</b>	<u><b>-77,641.25</b></u>	<u><b>-58,248.00</b></u>	<u><b>-19,393.25</b></u>

9

4:26 PM  
06/02/21  
Accrual Basis

**Superior BID**  
**May 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>			
<b>Assessment</b>	0.00	175,350.35	-175,350.35
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	921.26	1,000.00	-78.74
<b>Misc. Income</b>	512.50	50.00	462.50
<b>Sponsorships</b>	1,650.00	1,428.46	221.54
<b>Total Income</b>	<u>3,083.76</u>	<u>249,578.81</u>	<u>-246,495.05</u>
<b>Expense</b>			
<b>Committees</b>	6,045.99	26,654.12	-20,608.13
<b>Grants</b>	0.00	985.63	-985.63
<b>Office</b>	7,210.67	19,058.59	-11,847.92
<b>Personnel</b>	45,898.35	108,167.99	-62,269.64
<b>Streetscape</b>	21,570.00	54,842.00	-33,272.00
<b>Total Expense</b>	<u>80,725.01</u>	<u>209,708.33</u>	<u>-128,983.32</u>
<b>Net Income</b>	<u><b>-77,641.25</b></u>	<u><b>39,870.48</b></u>	<u><b>-117,511.73</b></u>

10

We picked up an additional sponsor - Angie's Closet.

**2021 Farmers Market Sponsors**

**23 weeks**

			<u>PAID</u>
1 Angie's Closet	<i>PayPal</i>	\$ 150.00	\$ 146.40
2 Bachand Group		\$ 150.00	\$ 150.00
3 Belknap Plumbing & Heating		\$ 150.00	\$ 150.00
4 Connolly Insurance		\$ 150.00	\$ 150.00
5 Connolly Insurance – 2x		\$ 150.00	\$ 150.00
6 Discoverpc.NET	<i>PayPal</i>	\$ 150.00	\$ 146.40
7 Empire Block		\$ 150.00	\$ 150.00
8 Grandpa's Workshop		\$ 150.00	\$ 150.00
9 Happy Tails Animal Hospital		\$ 150.00	\$ 150.00
10 Northwest Outlet		\$ 150.00	\$ 150.00
11 Nummi Jewelers		\$ 150.00	\$ 150.00
12 Superior Connections		\$ 150.00	\$ 150.00
13 World of Wheels		\$ 150.00	\$ 150.00
		<b>\$ 1,950.00</b>	<b>\$ 1,942.80</b>

Musical entertainment costs: 19 weeks @ \$150 = \$2850.00

	\$ 2,850.00
	<u>\$ (1,942.80)</u>
BID subtotal	\$ 907.20
Food trucks @ \$10 per week	\$ 350.00
Misc. Vendors @ !0 per week	<u>\$250.00</u>
	\$ 600.00
	\$ 907.20
	\$ (600.00)
TOTAL BID Cost (approx)	<b>\$ 307.20</b>

Board member Adelaide Poskozim is asking for \$3,000 for a collaboration between the University of Superior WI and Tower Avenue Business Owners to paint murals in the public eye. Murals would be painted this summer by university students and alumni, giving opportunities to community artists, on the sides of businesses visible to the public. Murals would be painted to reflect a theme of Superior's history and community in a 1920's style. This style allows the murals to add to the 2013 Tower Reconstruction theme and allows the murals to naturally fade without losing visual interest or historical relevance. Each mural costs \$1,500 dollars, providing artists with compensation and supplies, and this project would be renewable each year.

12 November 2020

Adelaide Poskozim  
c/o Minden Hultstrom  
Superior High School  
2600 Catlin Ave.  
Superior, WI 54880

Mayor Jim Paine  
1316 N. 14th St.  
Superior, WI 54880

Dear Mayor Paine,

It's 1920 and Tower Avenue is a bustling source of income and life, with towering victory arches curving over the road, bright murals painted along brick walls, and people strolling under beautiful street lamps. In 2013, Tower Avenue looks much different. Gone are the victory arches, shining overhead. Gone are the glossy murals on the walls. Gone are the fancy street lamps illuminating the sidewalks. Instead, the road is cracked, filled with potholes, and it's dangerous to walk down the alleyways. Superior residents band together to fix Tower Avenue, creating a major reconstruction. During the year of reconstruction, the road is shut down. Businesses can't use their main entrances. In order to draw attention to side entrances, they paint grand murals in the alleys, like behind Empire Coffee. The street is redone in the style of the 1920s, with a divider in between lanes of traffic, beautiful street lamps, and red sidewalks beside the gray. The streets still lack towering victory arches that loomed over the intersection, torn down after 1920, but the street is widely considered easier to look at and drive upon. In 2020, Tower Avenue is busy, despite a pandemic. The murals adorning side entrances are hidden and some companies look into painting new murals along their walls in order to survive. Painting murals will connect all of Superior through a project that reminds them of our past, gives them hope and spirit in

13

these times of COVID-19, and gives them an inspiring view of our future. By partnering with the city of Superior and Tower Avenue businesses, the University of Wisconsin- Superior (UWS) art department would employ students and alumni to paint murals in a parallel 1920s theme along the walls of agreeing buildings in the Tower Avenue business district, brightening the street and drawing more attention.

### Need for Proposal on Issue

As people raised in Superior, the town's well-being is important to us. We remember the Tower Avenue Reconstruction project, we remember the chalk art, the stalls filled with people and musicians milling about, crowding under tents to escape the heat. We remember a public speaker proudly announcing the street's 1920s design through a loudspeaker<sup>1</sup>. With the current pandemic, daily life for small businesses has changed. Some companies simply can't afford to stay open because of the lack of customers. A study done by McKinsey & Company showed the acute challenge for small businesses, classified by 500 or fewer employees, which account for 54% of the most vulnerable jobs during the pandemic.<sup>2</sup> There are many vulnerable small businesses in our city, so what can we do to help them?

Our solution would bring money to the people who need it most, it would draw in an income for business owners struggling to feed their families because they simply can't stay open. During these times, it's important to have steady income, with enterprises closed and a pandemic

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<sup>1</sup> "National Register of Historic Places of Inventory- Nomination Form." National Park Service, 1985.

<sup>2</sup>Dua, André et al. "COVID-19's Effect on Jobs at Small Businesses in the United States." *McKinsey & Company*, McKinsey & Company, 7 Aug. 2020, [www.mckinsey.com/industries/public-and-social-sector/our-insights/covid-19s-effect-on-jobs-at-small-businesses-in-the-united-states](http://www.mckinsey.com/industries/public-and-social-sector/our-insights/covid-19s-effect-on-jobs-at-small-businesses-in-the-united-states).

14

cutting employment rates, demoralizing the community. Bringing this solution to life would bring enormous benefits to our city, but not just boost economic growth but lift the spirits of citizens during the pandemic. This project would help small business owners while giving hope and joy to the public. Growth of industry leads to more jobs, which is vital during a time of rising unemployment. This project would also help artists who have been struggling to find jobs during the pandemic and would provide them with an opportunity to make money while also benefiting the city in a visible way.

### Methods to Reach Proposed Solution

For this project, we'll consider the Tower Avenue business district as the area from Globe News to Earthrider Brewery. The steps to this proposal are straightforward and our team has already taken the initiative to reach out to invested parties. A team member has gone door-to-door, talking with multiple business owners whose buildings have room for murals and face the flow of traffic. Parties like Digital Security Systems<sup>3</sup> and Globe News<sup>4</sup> have agreed with this proposal and are eager for its continued success. Our team has also communicated with Timothy Cleary<sup>5</sup>, chair of the UWS art department who expressed interest in participating in this project. Mr. Cleary brought this project to the rest of the art department, who also approved. The next step is funding the project. The budget was established with help from the UWS art department and will cover both materials and compensation for artists. The mayor would need to approve the budget, if he is unable to finance the project fully the team would need to apply for

<sup>3</sup> Poskozim, Adelaide, and Gene Johnson. "Interview with Gene Johnson." Oct. 2020.

<sup>4</sup> Poskozim, Adelaide, and Tom Unterberger. "Interview with Tom Unterberger." Oct. 2020.

<sup>5</sup> Poskozim, Adelaide, and Timothy Cleary. "Interview with Timothy Cleary." 2020.

existing Wisconsin art grants. We've found that \$30 per square foot would be acceptable funding for each mural. The average mural size for Superior is about 50 square feet. While \$500 per mural may seem unreasonable, professional murals usually cost upwards of \$50-\$100 per square foot<sup>6</sup>. Studies have shown the best time to paint murals is in the summer, with temperatures above 50 degrees<sup>7</sup>. With Mayor Paine's approval and complete funding, the UWS art students and alumni could begin painting next year.

We know this proposal would work for several reasons. Superior has seen a movement for more murals already, as shown by the murals near Sweden Sweets or Who's Bar and the murals decorating the side entrances of buildings along the Tower Avenue alleys. The community joined together to admire the art and talent in our streets. Our city would rally just as fiercely now to admire new murals that could be seen all along the street, without forcing people to drive down alleys. New murals would draw attention to not only the companies but the location as well, making Superior an even better place for visitors. The difference between our murals and ones painted in the past is the context of which we are painting. Instead of painting a themed mural based on the individual business, which would become obsolete if the company moved out, we would paint a mural based on the history of not only our community, but the whole of Superior. This project is also safe during a pandemic. Since painting is currently unsafe in groups, individual artists would be able to paint on a surface visible to the public without the fear of endangerment.

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<sup>6</sup> Romero, Michael Che. "VIVACHE DESIGNS How Much Does It Cost To Paint A Mural Or Tromp Loeil?: Art Murals: Mural Painting Cost: Wall Mural Price: Mural Painter Estimate: FREE Mural Quote." *VIVACHE DESIGNS*, VIVACHE DESIGNS, 4 Mar. 2020, [vivachedesigns.com/how-much-does-it-cost-to-paint-a-mural-or-tromp-loeil/2020/3/4/fav6aa2ldty2vu21nn3imwagu5jkqk-lrpkc](https://vivachedesigns.com/how-much-does-it-cost-to-paint-a-mural-or-tromp-loeil/2020/3/4/fav6aa2ldty2vu21nn3imwagu5jkqk-lrpkc).

<sup>7</sup> Marsha, and {friday finds: how hot is too hot? advice for exterior painting in a heatwave} | Hirshfield's Color Club. "Finding the Right Temperature to Paint Outside." *Hirshfield's*, 9 July 2020, [www.hirshfields.com/finding-the-right-temperature-to-paint-outside/](https://www.hirshfields.com/finding-the-right-temperature-to-paint-outside/).



While some may argue that it's a waste of money in a time of crisis, we know that spending money on morale is never a waste, it's important to maintain a healthy and tight-knit community. Concern over upkeep has been expressed over how we plan to keep the murals from fading. Although that is a major concern, it will be years before the murals begin to show any signs of fade and given the vintage nature of the paintings, it would even add to the illusion. There's an old mural advertising various items for 5¢ on the side of a building across from the Superior Public Library that has been there for a *very* long time. Although faded, it's no less sentimental. A mural that looks well-aged to the subject's time period will be a welcome part of Tower Avenue. Some may be confused on the chosen theme of these murals, but we know that the street has already been modeled after the 1920s, these murals would further that theme. The time period also provided a variety of art styles for artists to choose from like Art Deco, Impressionism, the Harlem Renaissance, Dada, and Expressionism<sup>8</sup>. The art will be focused on Superior's past, reminding citizens of our rich past while giving hope for a richer future. There have also been those who dislike public art being painted in a spot visible to many people. While there will be people who dislike art in a public space, art brightens the area, draws the eye, and creates a more friendly atmosphere to work and live. On another note, some people may not agree with the idea of our theme. To this, we say that it will not be like the other public art featured in our city, most murals feature some aspect of the company occupying the building and don't represent Superior as a whole. Our murals would instead speak for the entire city and its residents. They would speak for the history of Superior and what we have accomplished. Our

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<sup>8</sup> *Art Movements of the 1920s*,  
kolibri.teacherinabox.org.au/modules/en-boundless/www.boundless.com/u-s-history/textbooks/boundless-u-s-history-textbook/the-roaring-twenties-1920-1929-24/a-culture-of-change-187/art-movements-of-the-1920s-1032-1996/index.html.

murals would show visitors our home and what we have done with it. In the end, even if the art style is not the favorite, public art is a boon to the community.

### Anticipated Results

Superior would be bettered significantly by public art. Studies have shown that public art increases a community's happiness.<sup>9</sup> Public art draws income, consumers are more likely to shop and spend time in a visually pleasing environment. Small businesses suffering during the pandemic would be rewarded with increased traffic on Tower Avenue and Superior's economy would see a boost. If this proposal is not implemented, Superior will not see an immediate change. However, without cheerful and beautiful murals to draw attention, crowds will lose interest in Tower Avenue, causing companies to close their doors- permanently. The streets will continue to degrade and old murals fade into oblivion, driving away even more customers until the street is empty and destitute. In the long term, Superior will suffer because this proposal was not put into effect.

### Conclusion

This proposal only needs to be financed before it can continue to its final stage. We have everything we need, and if given funding, are ready to jump on this project and help our city. With so many invested parties, a reasonable budget, and the benefit to the city, this project is the logical next to the 2013 Reconstruction Project. It's an achievable collaboration with local

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<sup>9</sup> KUNC | By Stacy Nick. "Can Public Art Make You Happier? One Study Says Yes." *KUNC*, 3 Dec. 2018, [www.kunc.org/arts-life/2018-12-03/can-public-art-make-you-happier-one-study-says-yes](http://www.kunc.org/arts-life/2018-12-03/can-public-art-make-you-happier-one-study-says-yes).

18

businesses, the city of Superior, and the University of Wisconsin-Superior to better our street, incorporate our history and raise morale. "A community united by the ideals of compassion and creativity has incredible power."-Martin O'Malley

Sincerely,  
Kyle Zambori, Sarah Benson, and Adelaide Poskozim

**Jodi Rochon**

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**From:** Jodi Rochon  
**Sent:** Monday, June 21, 2021 3:57 PM  
**Subject:** 4th of July REMINDER

Good afternoon everyone,

I wanted to give you a heads up about the July 4<sup>th</sup> Car Show which is back on Tower Avenue this year. Tower Avenue will be closed from Belknap to Broadway for a good portion of the day. The Car Show is from 1 – 7pm. I'm not sure how long before the 1pm start they will close off Tower as they need to keep the area clear for the cars to get into place. Cars will register at 12<sup>th</sup> & Tower and move into place. Just wanted to remind the businesses that will be open on Sunday, July 4<sup>th</sup> that Tower Avenue will be closed for a portion of the day. Please advise your customers accordingly.

Thank you. Hope you all have a wonderful and safe holiday weekend.

For more information on the parade and other 4<sup>th</sup> of July festivities please visit this website. <https://ci.superior.wi.us/529/Fourth-of-July>

Jodi Rochon  
Administrative Assistant  
Superior Business Improvement District  
823 Belknap Street, Ste L-10  
Superior, WI 54880  
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(cell) 218-349-0943

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**THE VAULT**

'Murder in Room 30': Defending William Gummer against case that was 'a house built on sand'

**HIS**

Hi:  
ma

**RESTAURANTS AND BARS**

# Shorty's in Superior announces permanent closure

The restaurant and bar was in business for almost eight years.

Written By: News Tribune | 5:18 pm, Jun. 1, 2021



RESTAURANT AND BAR HAS CLOSED.

In the post, owners Brian and Sheilagh Noel stated that the decision to close was made due to the labor shortage.



**Shorty's Pizza & Smoked Meat**  
on Tuesday



To All Our Great Customers,

It is with mixed emotions that we have decided to close Shorty's as of today, June 1 2021. It is not for lack of business.

Shorty's has been very profitable every year since we opened in 2013. In fact, last year was the most profitable ever and 2021 has been great as well.

If you have been watching the news lately, you have heard that there is a huge shortage of labor at the moment and we came to the conclusion that if we can't give you the level ... [See More](#)

65

182

458

"(W)e came to the conclusion that if we can't give you the level of service that you expect and deserve, then closing would be our best option," the post said.

They stated that bankruptcy is not the reason for the closure. In fact, they said 2020 was the most profitable year at Shorty's since it opened in August 2013 at 1015 Tower Ave. in Superior.

 [Newsletter signup for email alerts](#)

Shorty's specialized in pizza, Montreal-style smoked meat and other Canadian recipes, plus it contained a sports bar. Brian Noel [listed the restaurant for sale](#) in late 2019, but it was not sold.

The restaurant was featured several times on Food Network's "Diners, Drive-Ins and Dives," most recently in late March 2021.

The restaurant's contents will be auctioned off, and then the building will be put up for sale. All staff and suppliers will be paid in full, the post said. The restaurant's last day open was yesterday, May 31, 2021.

## Related Topics

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21



4



# blue arrow boutique

@bluearrowboutiquesuperior · Women's Clothing Store

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## blue arrow boutique

May 30 at 11:55 AM · 🌐



Home

About

After blue arrow was shut down due to the pandemic, our personal spaces became more important to us-to everyone. Personal space (hello everyone knowing what 6' of distance is) and our home space was such a focus during this time.

You have supported us over the years & we wanted to offer you more for your spaces & fill that need, but blue arrow just wasn't big enough. So, SPACES was born a few doors down at 1410 Tower Ave.

Hand in hand with our home goods, will be a multi-use space available to rent for local artist & maker pop-ups, to gather for classes, & to celebrate any of life's special events!

We've recently reached out to the community to clear out their unwanted furniture. We are using it to build & create this new opportunity. We are working hard & cannot wait for you to see & use SPACES!

Stay tuned for an opening date this summer!

Anndrea, Aimee, & Savanna

*Handwritten signature*





Central Flats on Belknap Street, May 17, 2021. (Jed Carlson / [jcarlson@superiortelegam.com](mailto:jcarlson@superiortelegam.com))

## Central Flats

Construction was completed on the new mixed-use building that stands on the site of the former Central Middle School, offering 136 market-rate apartments and 12,000 square feet of commercial space.



**SIGN UP FOR NEWSLETTERS >**

The 175,000-square-foot, five-story structure started welcoming new residential tenants late last year, and its first commercial customer, Imperium Chiropractic, is planning to open this summer.



**Jodi Rochon**

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**From:** Jodi Rochon <jodirochon64@gmail.com>  
**Sent:** Friday, May 28, 2021 9:37 AM  
**To:** Jodi Rochon  
**Subject:** Telegram article businesses

## Doors open for entrepreneurs in Superior

More than a dozen new businesses got their start this year.  
Written By: **Shelley Nelson** | 6:00 am, May 28, 2021



More than a dozen new businesses got their start in the past year. (File photos / Superior Telegram)

The city of Superior welcomed a variety of new businesses in the past year.

Here's a brief rundown:

24



Central Flats on Belknap Street, May 17, 2021. (Jed Carlson / [jcarlson@superiortelegam.com](mailto:jcarlson@superiortelegam.com))

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**SIGN UP FOR NEWSLETTERS >**

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Groomer Amy Laessig cuts dog Emily's hair Thursday, April 8, 2021. Laessig runs Purr-fectly Superior Grooming. (Jed Carlson / [jcarlson@superiortelegam.com](mailto:jcarlson@superiortelegam.com))

## **Purr-fectly Superior**

A mobile grooming business launched last June. Owner Amy Laessig provides one-on-one grooming services at her clients' homes, where older or more nervous pets are likely to remain more calm.

Laessig carries supplies like a folding table, industrial dryer, shampoo, clippers, scissors and nail clippers in a few bags to groom dogs, cats and rabbits.

Visit the [Purr-fectly Superior Grooming](#) Facebook page, call 218-576-2796 or email [amy@purr-fectlysuperiorgrooming.com](mailto:amy@purr-fectlysuperiorgrooming.com) for more information.



A Toppers Pizza and Port City Collective CBD shop opened in the former bank building at 1214 Tower Ave. in October. (2020 / Telegram / File )

## **Toppers Pizza**

A Superior branch of Toppers Pizza, 1231 N. Ninth St., Duluth, opened at 1214 Tower Ave., in October.

While the pandemic interrupted plans to open the new location earlier in the year, owner Ryan Tepsa wasn't deterred because of daily calls to bring the signature pizza to Superior.

The restaurant offers delivery and curbside pickup, with limited seating in the large lobby. Tepsa said he's in the midst of hiring more than 30 employees for the Superior Toppers Pizza location. He has 21 employees at the Duluth restaurant. The positions are listed on Indeed, Tepsa said, and will soon be on the corporate website. People can also call the Duluth store, 218-525-4500, for an application.

Toppers Pizza, headquartered in Whitewater, Wisconsin, has more than 75 locations in 16 states, according to the company. Tepsa said the chain's house pizzas and signature breadsticks set Toppers apart from other pizza parlors, as well as its later hours. The Superior Toppers Pizza will be open until 2 a.m. And on Oct. 15, Tepsa said, Toppers Pizza will roll out a vegan menu.

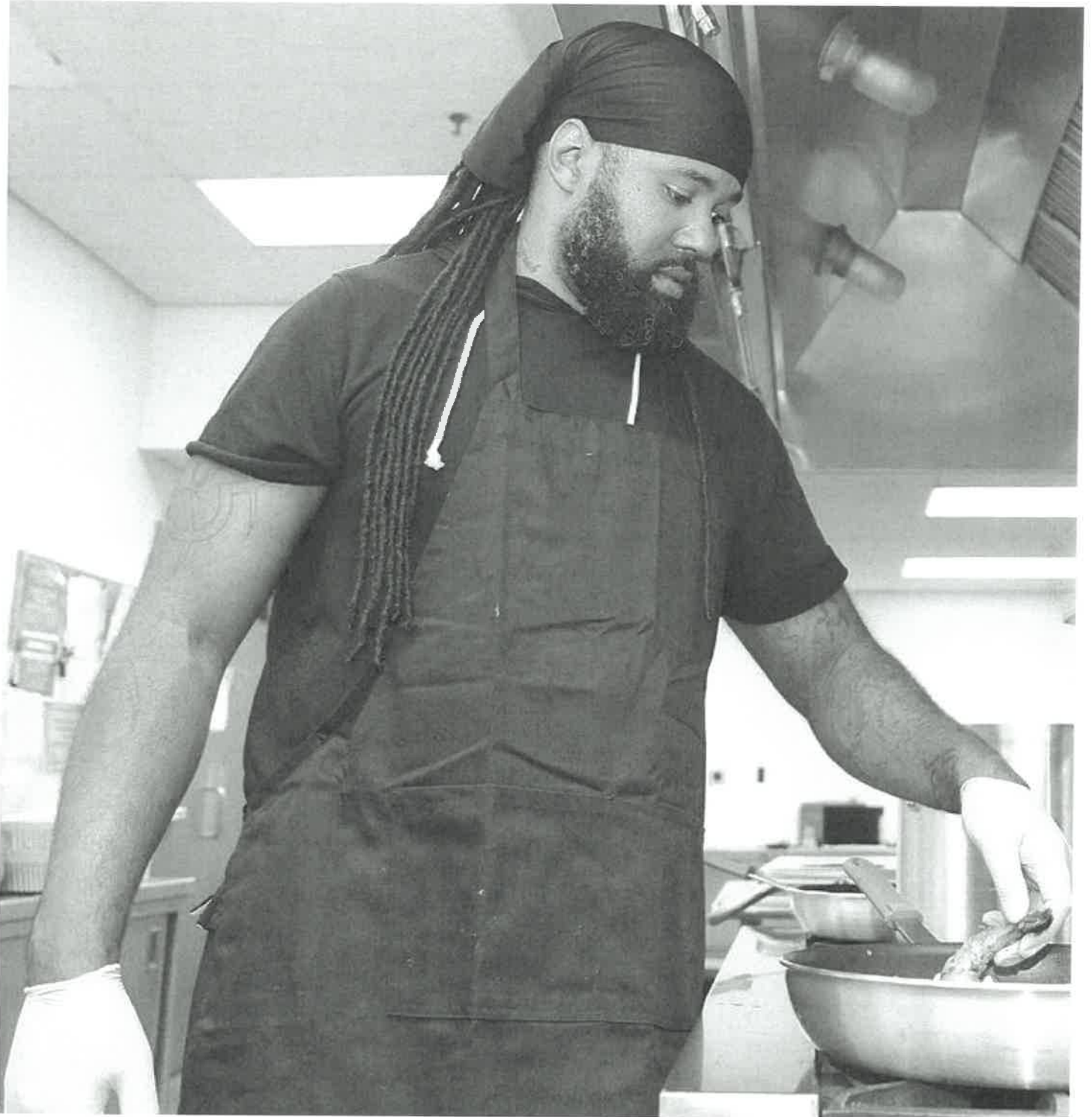
Black Fox Hair Studio owner Lena Cooper peeks out from a waxing station in her new space at 1408 Tower Ave. in Superior  
Wednesday, Feb. 10. (Jed Carlson / [jcarlson@superiortelegram.com](mailto:jcarlson@superiortelegram.com))

## **Black Fox Hair Studio**

A revelation prompted five-time salon owner Lena Cooper to open her first salon in Superior.

The Black Fox Hair Studio opened after the closure the Boss salon in Duluth. Cooper said things just started to fall into place to open her sixth salon, from renewing her cosmetology license, getting a salon license and fitting in the schedules of Belknap Electric and Belknap Plumbing to make necessary modifications to her new space at 1408 Tower Ave.

The stop continues to offer clothes, shoes, home décor, housewares and kitsch from the 1920s through the 1990s in the lower level of 916 Hammond Ave.



Jamrock Cultural Restaurant owner Tony O'Neil, pictured in June 2020, found a permanent location at 1901 Tower Ave. (Jed Carlson / File / Superior Telegram)

## **Jamrock Cultural Restaurant**

Owner Tony O'Neil has been around for a while as a vendor, and until recently has served his Caribbean-inspired meals out of Average Joe's in Superior's North End.

That was until January when he opened Jamrock Cultural Restaurant at 1901 Tower Ave.

In the building formerly occupied by Pak's Green Corner and Kenny Wong's Oriental Express, O'Neil is able to serve in house or carryout customers meals inspired by his grandmother, Dorothy Reece.



Keith White, left, and Jamar Kirk stand outside Stop N Go Pizza, which opened Nov. 20, 2020, in Superior. (Jed Carlson / File / Superior Telegram)

## **Stop N Go Pizza**

For owners Keith White and Jamar Kirk, the secret is in the signature sauces created by White, who does most of the cooking at Stop N Go Pizza, 1908 Tower Ave.

The business partners seized on the opportunity to run a family business to serve appetizers, pizza, calzones and sandwiches for people to enjoy at home.

The distinct sauces, including sweet chili pineapple, hot buffalo, barbecue, lemon pepper, parmesan garlic and sweet onion jerk, provide the flare and are whipped up by White.



Sara Haushalter, left, and Bobbi Reijo clean a room at Northern Oral Surgery and Implant Center in their new space on Belknap Street in Superior on March 24, 2021. (Jed Carlson / [jcarlson@superiortelegam.com](mailto:jcarlson@superiortelegam.com))

## **Northern Oral Surgery and Implant Center**

A patient backlog, making room for a new doctor and an expiring lease all played a role in Northern Oral and Maxillofacial Surgeons opening its newest office in Superior.

Northern Oral Surgery and Implant Center at 503 Belknap St., opened Monday through Thursday in March. By July, the surgeons plan to provide care in Superior five days a week.

The clinic specials in dental implants, bone grafting, facial trauma, jaw surgery and tooth extractions among other procedures.

The practice got its start in the late 1980s or early 1990s in Duluth when now retired surgeon, Dr. Chuck Babst struck out on his own. Dr. Duncan Puffer, now the senior partner, joined Northern Oral in 1994. Dr. Marty Espe joined in 1998, followed by Dr. Peter Mayer in 2005 and Dr. Tim Morse in 2013. Dr. Benjamin Heggstad is the latest addition.