

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
Board of Directors Meeting Agenda
Thursday, February 24, 2022- 3:00 PM
Meeting on ZOOM

1. Call the Meeting to Order
2. Approval of Minutes – December 2021
3. Approval of Financials – November & December 2021 and January 2022
4. Report of Board Chair
5. Report of Executive Director
6. Committee Reports - Marketing Notes
7. Old Business
 - a. Update on Homeless Camp by Officer Brad Jago
 - b. Mural Project Update by Addie
8. New Business
 - a. Bounceback Grant Recap
 - b. Farmers Market
 - c. Economic Development Partners Proposal *(move to Old Post Office?)*
 - d. 2022 Operating Plan - Proposed
 - e. Matching Sign Grant - Body by Lashed Out - Horizon Building
Spring - interest picking up
9. New Businesses
 1. Kay's Legendary Korner - 1507 Tower Avenue
 2. Playtime Palace - 1320 Tower Avenue
 3. Wissota Chophouse Restaurant - 1102 Tower Avenue
 4. Ruth House Free Store - 1423 Belknap Street
10. Any Other Business That May Legally Come Before This Board
11. 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.

Superior Business Improvement District
Board of Directors Minutes
December 9, 2021, 3:00pm.
Zoom Meeting

PRESENT: Nick Korhonen, Katie Perrault, Don Nummi, Dave Miller, Mitch Routh, Addie Poskozim, Chris Scharte and Mayor Jim Paine

Absent: Karen Geegan, Gary Banker, Crystal Broderson.

Guest: Officer Brad Jago,

Ex-officio: Jim Caesar

STAFF: Lindsey Jacobson & Jodi Rochon

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

MINUTES: Dave motioned to approve the September & October meeting minutes. Second by Don, motion carried.

FINANCIALS: Don motioned to approve the September, October & November financial reports. Second by Dave, motion carried.

BOARD CHAIR REPORT: Tree & Center City Park look great as well as the trees that line Tower. Outdoor maintenance contractor has done a good job keeping up with everything.

EXECUTIVE DIRECTOR REPORT: Holiday promotions very successful. Survey went out to businesses that participated in Small Business Saturday week. Most of them have been very positive. A survey also went out today from the Job Center. We will ask the Chamber if they would be willing to send the survey out to their membership also.

COMMITTEE REPORTS: Receive and file.

OLD BUSINESS:

Homeless Camp Update Those living at the homeless camp were directed to move off of Super Ones fence line. There was 100% compliance from the campers. With temperatures changing there is only four or five people staying at the camp. Some of the previous campers are either staying with friends or family and some are working on getting into housing. Dave Miller mentioned issues with beggars that setup on corners leaving a lot of trash behind.

Mural Project: Addie reported that murals will be completed in the spring. This leaves more time to work on designs.

NEW BUSINESS:

BID Bucks Issue: There has been no additional details from the Police Department on this. Considering the BID Bucks were purchased and paid for, the BID is not out any money and if there is a legal issue that would be the responsibility of the Superior Refinery to pursue. It was suggested to add a QR code to our BID Bucks.

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Bounceback Grant: The Main Street Bounceback Grant through Northwest Regional Planning Commission (NWRPC) has been quite successful. It was reported 15 businesses applied and received the grant in Superior. 14 out of the 15 are in the SBID. This has been a huge help for these stakeholders. Since the time of the report from NWRPC the BID has issued several additional support letters to businesses who were also eligible to apply.

Economic Development Partners / Old Post Office relocation: Jim Caesar was present to discuss the SBID relocating to the Old Post Office. There was not a quorum, so he plans to make his presentation at our January meeting. The goal is for all Local Economic Development Partners to be housed in the Old Post Office. The cost for the BID would be \$500 a month with internet included and possibly our landline phone cost as well. Nick indicated that he had toured the building with Jim. The Executive team needs to discuss. The mayor said he is in full support of our economic development organizations being housed together. It would be a very good thing for potential and current entrepreneurs in Superior / Douglas County.

2022 Budget Proposed: Mitch motioned to approve the 2022 budget, second by Addie. Motion carried.

2022 Operating Plan in process: Refer to February meeting.

Promotions: The Community Christmas Tree Lighting and the Small Business Saturday Week (60 businesses) promotions were very success. Surprise Santa is in progress until December 23 with 37 businesses participating. Ice Fest scheduled for the end of January 2022.

New Businesses: The SBID welcomes the following new businesses to the district; Wire Werks, Precision Tint & Detail and Collector's Connection.

ANY OTHER BUSINESS THAT MAY LEGALLY COME BEFORE THE BOARD

Concerns on attendance: Need to discuss attendance issues. It is extremely important for us to hold monthly meetings.

ADJOURNMENT: Don motioned to adjourn at 3:43 pm without a quorum.



Financial Dashboard December #1, 2021

Income:

Expenses: Typical monthly expense – plus...

- *Workman's Comp – Society Insurance - \$927.00*
- *Sweet Event – area Christmas Lighting Contest - \$500.00*
- *OneUp Creative – year end Marketing Coordinator -\$1,368.75*

Note: \$1,450 was paid in BID Bucks reimbursements. Combination of 2019 – 2021.

Superior BID December #1 2021 - Monthly Cash Flow

	Dec 1 - 27, 21
Income	0.00
Expense	
Committees	
Marketing	3,512.92
Promotion-Marketing	
BID Bucks	
City	200.00
Old BID Bucks	825.00
BID Bucks - Other	275.00
Total BID Bucks	1,300.00
Surprise Santa	700.00
Tree Lighting	478.00
Promotion-Marketing - Other	500.00
Total Promotion-Marketing	2,978.00
PS Magazine	1,750.00
Total Committees	8,240.92
Grants	
Marketing Assistance	3,000.00
Sign Grant	244.11
Total Grants	3,244.11
Office	
Copy-Photo-Print	158.26
Misc. Expenses	78.38
Rent	800.00
Supplies	67.98
Telephone-Internet	
Cell Phones	128.88
Office Phone	64.58
Total Telephone-Internet	193.46
Total Office	1,298.08
Personnel	
Administrative Assistant	4,513.08
Executive Director	4,169.91
Health Ins - Workman's Comp	1,777.00
Marketing Consultant	1,368.75
Payroll Preparation	125.00
Payroll Taxes	614.14
Total Personnel	12,567.88
Streetscape	
Outside Maintenance Contract	5,202.52
Total Streetscape	5,202.52
Total Expense	30,553.51
Net Income	-30,553.51



Superior BID
December #1 2021- Budget vs. Actual
 January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget
Income			
Assessment	139,459.21	151,500.00	-12,040.79
City Contribution	-71,750.00	71,750.00	-143,500.00
Deposit	1,121.26	0.00	1,121.26
Misc. Income			
City Bucks Purchase	25.00		
Event income/fees			
Farmers Market	297.50		
Total Event income/fees	297.50		
Misc. Income - Other	250.00	4,000.00	-3,750.00
Total Misc. Income	572.50	4,000.00	-3,427.50
Sponsorships			
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
Total Sponsorships	1,650.00	3,000.00	-1,350.00
Total Income	71,052.97	230,250.00	-159,197.03
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	4,037.92	1,000.00	3,037.92
Promotion-Marketing			
BID Bucks			
City	350.00	0.00	350.00
Farmers Market	0.00	0.00	0.00
Old BID Bucks	825.00		
BID Bucks - Other	875.00	0.00	875.00
Total BID Bucks	2,050.00	0.00	2,050.00
Chamber Play Day	496.00		
Farmers Market			
Advertising/Marketing	18.46	0.00	18.46
Assistant - Signage	1,150.00	0.00	1,150.00
Entertainment	2,250.00		
Farmers Market - Other	582.57	0.00	582.57
Total Farmers Market	4,001.03	0.00	4,001.03
July 4th Car Show	300.00		
Misc Advertising	19.51	0.00	19.51
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	800.00	0.00	800.00
Tree Lighting	478.00	0.00	478.00
Promotion-Marketing - Other	1,152.27	12,398.00	-11,245.73
Total Promotion-Marketing	9,296.81	12,398.00	-3,101.19
PS Magazine	10,525.00	9,000.00	1,525.00
Total Committees	23,859.73	27,398.00	-3,538.27
Grants			
Marketing Assistance	3,000.00		
Sign Grant	3,245.99	0.00	3,245.99
Stakeholders Support Granr	15,000.00		
Grants - Other	0.00	50,000.00	-50,000.00
Total Grants	21,245.99	50,000.00	-28,754.01
Office			
Associations - Publications			

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	Jan - Dec 21	Budget	\$ Over Budget
Memberships	715.00	0.00	715.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00
Total Associations - Publications	715.00	1,500.00	-785.00
Copy-Photo-Print	2,509.43	2,000.00	509.43
Equipment Purchase & Repair	371.24	1,500.00	-1,128.76
Misc. Expenses	1,925.60	1,000.00	925.60
Postage	44.00	1,000.00	-956.00
Rent	9,600.00	9,600.00	0.00
Supplies	162.98	1,000.00	-837.02
Telephone-Internet			
Cell Phones	1,089.80	0.00	1,089.80
Internet	393.13	0.00	393.13
Office Phone	643.99	0.00	643.99
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	2,126.92	2,500.00	-373.08
Total Office	17,455.17	20,100.00	-2,644.83
Personnel			
Administrative Assistant	41,212.19	40,000.00	1,212.19
Executive Director	49,754.20	50,000.00	-245.80
Health Ins - Workman's Comp	4,825.00	6,000.00	-1,175.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	1,000.00	-1,000.00
Marketing Consultant	7,106.25	30,000.00	-22,893.75
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	1,500.92	2,000.00	-499.08
Payroll Taxes	7,265.45	10,000.00	-2,734.55
Total Personnel	111,664.01	141,000.00	-29,335.99
Streetscape			
Outside Maintenance Contract	51,768.52	50,000.00	1,768.52
Total Streetscape	51,768.52	50,000.00	1,768.52
Total Expense	225,993.42	288,498.00	-62,504.58
Net Income	-154,940.45	-58,248.00	-96,692.45

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Superior BID
December #1 2021 - Year to Date Comparison
January through December 2021

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
Income			
Assessment	139,459.21	175,350.35	-35,891.14
City Contribution	-71,750.00	71,750.00	-143,500.00
Deposit	1,121.26	1,000.00	121.26
Misc. Income	572.50	50.00	522.50
Sponsorships	1,650.00	1,428.46	221.54
Total Income	<u>71,052.97</u>	<u>249,578.81</u>	<u>-178,525.84</u>
Expense			
Committees	23,859.73	26,654.12	-2,794.39
Grants	21,245.99	985.63	20,260.36
Office	17,455.17	19,058.59	-1,603.42
Personnel	111,664.01	108,167.99	3,496.02
Streetscape	51,768.52	54,842.00	-3,073.48
Total Expense	<u>225,993.42</u>	<u>209,708.33</u>	<u>16,285.09</u>
Net Income	<u>-154,940.45</u>	<u>39,870.48</u>	<u>-194,810.93</u>





Financial Dashboard December #2, 2021

Income:

Expenses: Typical monthly expense – plus...

- *Development Association – Shared Christmas radio advertising - \$3,333.33*
- *City of Superior – memorial bench for Kaye - \$3,000.00*
- *Skin Deep Tattoo Sign Grant – 244.11*
- *Todd Johnson – Santa for 2021 Surprise Santa - \$500.00*
- *Davey Twin Ports Lawn Trim – extra outdoor maintenance on trees replacing lights and more - \$1036.52*

Note: \$478.00 was paid for various Tree Lighting expenses.
(We received \$500 sponsorship check from Superior Glass).

Superior Business Improvement District
BID BUCKS Report
 December #2, 2021

BID Bucks <u>issued</u> in December	\$1,700.00
BID Bucks <u>reimbursed</u> in December #2	\$25.00

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	\$ 2,975.00	\$ (1,925.00)	\$ 1,050.00	
2020	\$ 3,675.00	\$ (2,575.00)	\$ 2,210.00	
2021	\$ 4,450.00	\$ (1,600.00)	\$ 2,850.00	
TOTAL	\$ 24,685.00	\$ (15,885.00)	\$ 9,910.00	

**Superior BID
December #2 2021 - Monthly Cash Flow**

	<u>Dec 28, 21</u>
Income	
Deposit	978.50
Total Income	<u>978.50</u>
Expense	
Office	
Associations - Publications	
Memberships	275.00
Total Associations - Publications	<u>275.00</u>
Total Office	275.00
Personnel	
Administrative Assistant	3,464.08
Executive Director	4,169.92
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	533.49
Total Personnel	<u>8,542.49</u>
Total Expense	<u>8,817.49</u>
Net Income	<u><u>-7,838.99</u></u>

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Superior BID
December #2 2021- Budget vs. Actual
 January through December 2021

	Jan - Dec 21	Budget	\$ Over Budget
Income			
Assessment	139,459.21	151,500.00	-12,040.79
City Contribution	-71,750.00	71,750.00	-143,500.00
Deposit	2,099.76	0.00	2,099.76
Misc. Income			
City Bucks Purchase	25.00		
Event income/fees			
Farmers Market	297.50		
Total Event income/fees	297.50		
Misc. Income - Other	250.00	4,000.00	-3,750.00
Total Misc. Income	572.50	4,000.00	-3,427.50
Sponsorships			
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
Total Sponsorships	1,650.00	3,000.00	-1,350.00
Total Income	72,031.47	230,250.00	-158,218.53
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	4,037.92	1,000.00	3,037.92
Promotion-Marketing			
BID Bucks			
City	350.00	0.00	350.00
Farmers Market	0.00	0.00	0.00
Old BID Bucks	825.00		
BID Bucks - Other	875.00	0.00	875.00
Total BID Bucks	2,050.00	0.00	2,050.00
Chamber Play Day	496.00		
Farmers Market			
Advertising/Marketing	18.46	0.00	18.46
Assistant - Signage	1,150.00	0.00	1,150.00
Entertainment	2,250.00		
Farmers Market - Other	582.57	0.00	582.57
Total Farmers Market	4,001.03	0.00	4,001.03
July 4th Car Show	300.00		
Misc Advertising	19.51	0.00	19.51
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	800.00	0.00	800.00
Tree Lighting	478.00	0.00	478.00
Promotion-Marketing - Other	1,152.27	12,398.00	-11,245.73
Total Promotion-Marketing	9,296.81	12,398.00	-3,101.19
PS Magazine	10,525.00	9,000.00	1,525.00
Total Committees	23,859.73	27,398.00	-3,538.27
Grants			
Marketing Assistance	3,000.00		
Sign Grant	3,245.99	0.00	3,245.99
Stakeholders Support Grant	15,000.00		
Grants - Other	0.00	50,000.00	-50,000.00
Total Grants	21,245.99	50,000.00	-28,754.01
Office			
Associations - Publications			

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	Jan - Dec 21	Budget	\$ Over Budget
Memberships	990.00	0.00	990.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00
Total Associations - Publications	990.00	1,500.00	-510.00
Copy-Photo-Print	2,509.43	2,000.00	509.43
Equipment Purchase & Repair	371.24	1,500.00	-1,128.76
Misc. Expenses	1,925.60	1,000.00	925.60
Postage	44.00	1,000.00	-956.00
Rent	9,600.00	9,600.00	0.00
Supplies	162.98	1,000.00	-837.02
Telephone-Internet			
Cell Phones	1,089.80	0.00	1,089.80
Internet	393.13	0.00	393.13
Office Phone	643.99	0.00	643.99
Telephone-Internet - Other	0.00	2,500.00	-2,500.00
Total Telephone-Internet	2,126.92	2,500.00	-373.08
Total Office	17,730.17	20,100.00	-2,369.83
Personnel			
Administrative Assistant	44,676.27	40,000.00	4,676.27
Executive Director	53,924.12	50,000.00	3,924.12
Health Ins - Workman's Comp	5,075.00	6,000.00	-925.00
Intern	0.00	1,000.00	-1,000.00
Maintenance Employee	0.00	1,000.00	-1,000.00
Marketing Consultant	7,106.25	30,000.00	-22,893.75
Mileage/Travel/Training	0.00	1,000.00	-1,000.00
Payroll Preparation	1,625.92	2,000.00	-374.08
Payroll Taxes	7,798.94	10,000.00	-2,201.06
Total Personnel	120,206.50	141,000.00	-20,793.50
Streetscape			
Outside Maintenance Contract	51,768.52	50,000.00	1,768.52
Total Streetscape	51,768.52	50,000.00	1,768.52
Total Expense	234,810.91	288,498.00	-53,687.09
Net Income	-162,779.44	-58,248.00	-104,531.44

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11:39 AM
02/14/22
Accrual Basis

Superior BID
December #2 2021 - Year to Date Comparison
January through December 2021

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>
Income			
Assessment	139,459.21	175,350.35	-35,891.14
City Contribution	-71,750.00	71,750.00	-143,500.00
Deposit	2,099.76	1,000.00	1,099.76
Misc. Income	572.50	50.00	522.50
Sponsorships	1,650.00	1,428.46	221.54
Total Income	<u>72,031.47</u>	<u>249,578.81</u>	<u>-177,547.34</u>
Expense			
Committees	23,859.73	26,654.12	-2,794.39
Grants	21,245.99	985.63	20,260.36
Office	17,730.17	19,058.59	-1,328.42
Personnel	120,206.50	108,167.99	12,038.51
Streetscape	51,768.52	54,842.00	-3,073.48
Total Expense	<u>234,810.91</u>	<u>209,708.33</u>	<u>25,102.58</u>
Net Income	<u>-162,779.44</u>	<u>39,870.48</u>	<u>-202,649.92</u>

**Superior BID
January 2022 - Monthly Cash Flow**

	<u>Jan 22</u>
Income	
Deposit	586.95
Misc. Income	
City Bucks Purchase	391.55
Total Misc. Income	<u>391.55</u>
Total Income	978.50
Expense	
Office	
Associations - Publications	
Memberships	275.00
Total Associations - Publications	<u>275.00</u>
Total Office	275.00
Personnel	
Administrative Assistant	3,336.58
Executive Director	4,169.92
Health Ins - Workman's Comp	250.00
Payroll Preparation	125.00
Payroll Taxes	661.00
Total Personnel	<u>8,542.50</u>
Total Expense	<u>8,817.50</u>
Net Income	<u><u>-7,839.00</u></u>

Superior Business Improvement District
SBID Marketing Discussion
February 10, 2022, 2:30pm – ZOOM

Present: Lindsey Jacobson, Jodi Rochon and Amy Ugstad (OneUp Creative)

Items Discussed:

Annual meeting? Do in person or on Zoom this year? Start planning as if we are having it in person. Watch how the covid situation. Put together items for the annual report. Budget and all other stuff. Get quotes from Sutherland, possibly wireworks, who else received grants or would be good for quotes. Dave Miller? Other items that should be part of our annual report is working with these Superior Police Department on the homeless camp. Get a quote from the chief? Create a list of promotions we did in 2021. List of all the grant recipients. Blurb from the mayor. Make sure you have last year's budget numbers. Should we have a theme this year? Most say no theme needed this year. Add to board agenda and ask board their opinion.

Board members should all be on three-year terms. Who needs to be renewed? Who should be on the board next? AJ DeMeyer is still waiting to hear from the mayor's office. When do others end?

Facebook Ads: Amy is going to try Facebook ads instead of boost for some of our future promotions. She recommends that staff, board and committee members like and share our promotions more often.

Valentine's promotion. Win \$50 in bucks. Share the love. The Adding option to win BID Bucks helps the incentive for people to notice our promotions.

Other ideas discussed.

- "Do" in the district... Do get out and dine in the district. Do your banking in the district. Do auto shopping and repairs in the district, etcetera
- Focus on history and architecture. Post pictures of historic features or interesting features or art in the district and whoever gets most of them will go into a drawing to win BID Bucks.

Bounceback Grants. Lindsay will ask how many grants have been awarded to our stakeholders

The website needs revisions. Jodi will go through it page by page and submit suggestions for updates.

Business Zoom Meetings: Jodi suggested Lindsay and herself do Zoom meetings with businesses. Schedule meetings. Jodi thought that it might be a good idea to send an email to businesses asking if there is any interest being part of a zoom meeting to get the ball rolling. What will be the agenda, guidelines or anything like that? Ask businesses for their input on agenda topics.

Meeting ended at 3:48 p.m.

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Superior Downtown Farmers Market

Year End Summary - 2021

<u>Income</u>	12 sponsors	\$150 each	\$ 1,796.40
	1/2 porta potty from FM Assoc		\$ 250.00
	Vendor fees		\$ 300.00
			\$ 2,346.40
<u>Expense</u>	Helper	23 weeks	\$ 1,150.00
	Entertainment	15 times	\$ 2,250.00
	Porta Potty & Misc		\$ 601.03
			\$ 4,001.03
		\$ 4,001.03	
		\$ (2,346.40)	
Overall Cost			\$ 1,904.63



Jodi Rochon

Subject: FW: Vendors at Superior Downtown Market

Hi Jodi,

Following up.

Re: number of farm vendors at the Superior Downtown farmers' market. We are still in the registration process for 2022. So far, it is apparent we will utilize, at the minimum, the amount of space we had last year. Which was the row of parking spaces along Banks Ave, the middle row up to the area with the lunch and Bob's booth, and 3 spaces beyond Bob. Should we get more new vendors, we would like to reserve the remainder of the center row.

You asked if we had new vendors and the answer is yes.

We are working with Anahata Herbals, who you referred to me. We would like to have them at the market but their products fall under licensing issues in the state of WI.

They are working on that. That is always an issue from MN to WI. WI is crazy strict about anything that is at all processed. It has prevented some interesting MN vendors from participating unless they are determined enough to get the licensing required. WI residents deal with these requirements as well. The Douglas County Farmers' Market Association rules are, "Vendors are responsible for following all state of Wisconsin laws and obtaining appropriate state licensure for their products."

Sharing this information so you are familiar with what is required to sell certain products at farmers' markets in WI, regardless of who is organizing or managing the venue.

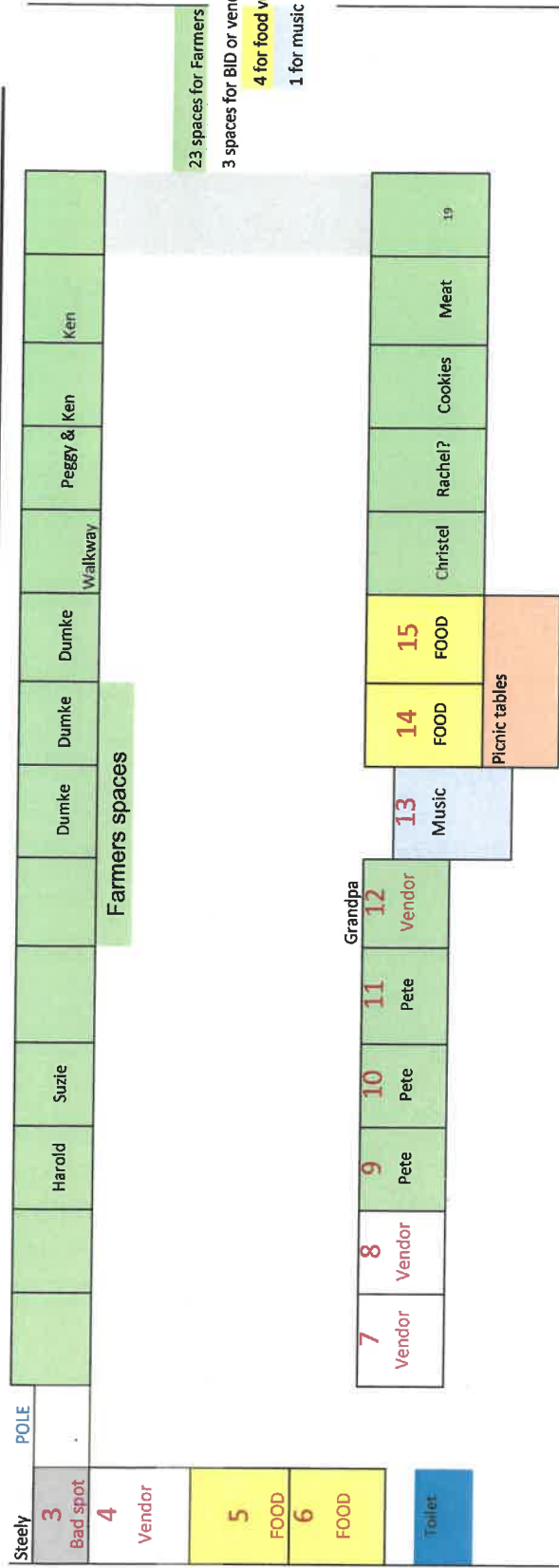
I'll be in touch as the season develops.

Best regards,
Sue Ann

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Superior Downtown Farmers Market Layout 2021

Banks Avenue



Layout

There will be more farmers attending the market, because of that they need more room. Check this map every week as there may be a new layout depending on number of vendors. We will no longer have any vendors on the Banks Avenue side of the market.

Please notice on the map that each vendor is assigned a 10' spot. We will try this out for a week or 2 and see how this layout works or if tweaking is needed.

Each vendor will be required to unload at their spot and park their car in the parking lot. There is usually spots next to the port a potty or anywhere in the lot. Vendors who arrive early can probably unload at their spot however vendors that arrive late will have to haul their stuff to their spots.

Reminder - ALL VENDORS are asked to pay their fee ahead of time unless otherwise discussed with Jodi.

Alley

**Superior Entrepreneur Center
(Old Post Office Building)
SBID Proposal**

Purpose: The Superior Business Center, Inc. (501(c)(3)/Development Association (501(c)(6) intends to purchase the Old Post Office at 1401 Tower Avenue to establish a one stop resource shop for Entrepreneurs, Business startup, existing business seeking advice, access to resources and mentorship.

Concept: to bring together all the economic development entities in one location. This concept grew out of the WiSys Venture Home Superior initiative, a partnership with the University of Wisconsin, the UWS -Small Business Development Center, The Entrepreneur Fund, and the Development Association. Venture Home forms a network of start up hubs that combine statewide resources with community initiatives to provide local businesses and entrepreneurs access to a full menu of resources in their community.

Strategy: The Old Post office is the perfect location to advance this program. It not only has the space for offices of all the participants but provides space for business incubation, business acceleration, co-working space, Makerspace, FabLab.

And a landing spot for Regional (NWRPC) and State (WEDC) representatives to work out of when they are in Superior.

We will have more businesses in Superior/Douglas County that innovate, grow, and scale. A culture of entrepreneurship, where Entrepreneurs feel supported & that Superior/Douglas County is a place that you can start, grow, and innovate. Excitement around possibility & innovation. Leadership within the community about what is possible. Better ways for local investors to support small business. Stronger connectivity of entrepreneurs & resources available. Bring state, federal, and philanthropic resources to Superior/Douglas County. WiSys expertise & statewide resources.

Expanded collaboration of regional resources. Team will co-locate in building.

Work together to bring more resources & get small business results (start, grow, innovate).

Participants/Partners: Committed Partners – The Development Association, The Entrepreneur Fund, WiSys, UWS Center for Continuing Education and Small Business Development Center.

Pending – The Chamber of Commerce

The Superior Business Improvement District: We invite the SBID to join us. The Development Association and the SBID have a good working relationship, with this move we come full circle as Old Post Office was the home of the DA & SBID for many years. I believe the synergy that will happen between all the economic development entities will not only be good for all of the organizations, but more importantly great for businesses, entrepreneurs and Superior/Douglas County.

The Deal: We propose to charge \$12.50 per square foot. That would cover utilities, and common area charges. The 2 offices I have in mind are Suite 304 & 305. Each office is 240 sf. Monthly rent would be \$500.00, \$6000 annually There is plenty of storage space in the building that the SBID can use at no additional charge. There could be shared expense of phone system and copier based on cost and SBID preference (TBD later). The Superior Business Center, Inc will be the landlord. We would hope to have a 5-year commitment.

We intend to have the sale completed by December 31, 2021
Jim Caesar

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2022 OPERATING PLAN

Introduction:

The following is the 2022 Operating Plan for the Superior Business Improvement District (hereafter referred to as SBID or the District) in Superior, WI. The 2022 SBID Operating Plan has been approved by the SBID Board of Directors as a general guide to the activities of The District in 2022. This Operating Plan complies with the requirements of Wisconsin Statute 66.1109 which outlines the annual requirements for maintaining business improvement district.

"Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation, and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.
2. The kind, number and location of all proposed expenditures within the business improvement district.
3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
5. A legal opinion that subs. 1. to 4. have been complied with.

Purpose of the Superior Business Improvement District:

The purpose of the SBID is to act as the organizational vehicle for its Stakeholders through: Developing and maintaining the SBID; Advocating for its Stakeholders; Protecting its historic and architectural heritage; Serving as a liaison between its Stakeholders and other agencies to improve and promote the Districts' business climate; Providing funding opportunities and information; and creating public awareness of businesses and services within the SBID. These efforts are for the good of the Superior Business Improvement District and the City of Superior.

Goals:

1. Guide the physical development of the geographically defined area of the District so it is functionally and visually appealing in terms of commercial, historic, and cultural viability.
2. Develop and implement strategies that present a unified image of the geographically defined area as a business center.
3. Assist in developing and maintaining a spirit of cooperation among Stakeholders within the SBID.

4. Coordinate the activities of the SBID with the operations of the City and County Governments, the Superior/Douglas County Chamber of Commerce, Development Association, Small Business Center and other organizations working for the betterment of Superior and the District.
5. Seek grants, low-interest loans and donations for additional support for SBID activities and projects.
6. Develop business generating and image-building campaigns through marketing and promotions.
7. Be a major support and contact to Stakeholders during any and all future road construction projects impacting the area of the District.

SBID Board of Directors:

Will be approved by the Mayor of the City of Superior and the Common Council of the City of Superior by April 30th of each year.

Activities of the SBID:

1. Maintain a Board of Directors, eleven (11) members, 51% of members as property owners in the boundaries of the District (or their representative) representative of all interests within the SBID, to implement, monitor and update the Operating Plan for the District.
2. The municipality will impose a special assessment of \$2.00 per \$1,000.00 of assessed value on all properties within the geographic boundaries of the SBID, including manufacturing properties, to implement the Operating Plan. Wisconsin Stats. 66.1109.
3. Maintain records of any expenditure by the SBID Board of Directors or their designate as required by Wisconsin Statute. 66.1109.
4. The SBID Design Committee will oversee the SBID Grant Programs and work with the Wisconsin Department of Transportation and the City of Superior on transportation projects that impact the District. The SBID Design Committee has been charged with the Streetscape Design for previous projects such as the Tower Avenue and Belknap reconstruction.
5. The SBID maintains a marketing/promotion calendar that includes new and updated promotions. The current promotions are Lake Superior Ice Festival Specials, Valentine's Day, St. Patrick's Day, Earth Day, Superior Downtown Farmers Market, Small Business Saturday. The SBID also partners with city and community organizations for other events to promote/have presence in events such as the Homegrown Music Festival, 4th of July Celebration, Superior Spooktacular and the Holiday Tree Lighting in Center City Park.

The SBID frequently collaborates with the Superior-Douglas County Chamber and Development Association to market and promote the City of Superior. The SBID posts information about current promotions and events on its website at www.superiorbid.com.

6. Continue to work with the Better City Superior's Board of Directors on their ongoing efforts for the redevelopment of Downtown Superior.

7. Promote and facilitate building facade renovation with a new Stakeholder Support Grant. Help new businesses improve signage and visibility with our SBID Matching Sign Grant.
8. The District encourages comradery and partnerships among Stakeholder businesses through joint marketing and promotional opportunities to foster an overall healthy climate in the District.
9. Serve as an advocate representing the interests of Stakeholder businesses to city and state government when issues arise impacting the access, viability, and safety of District businesses.
10. Inform businesses and property owners in the SBID and interested parties of activities and developments through our E-newsletter and other communications. Continue to use social media to get information out on the SBID regarding its activities and promotions. Also, the SBID is one of the managing editorial partners of PS Magazine and will continue to financially contribute and provide content.
11. Act as a clearinghouse to SBID property owners and tenants on such issues as space availability, financial resources, maintenance and be a spokesperson when approved by the Board of Directors on issues between the City and the SBID property owners and their tenants.
12. The SBID Board has approved the establishment of sub sections of the SBID as distinct architectural areas. Design Guidelines will be written and approved for each area to support appropriate development and grant requirements.
13. The SBID will take all further actions needed to carry out the general purposes of this SBID Plan as allowed by Wisconsin Statue 66.1109 on Business Improvement Districts.

Respectfully Submitted by: Lindsey M. Jacobson, Executive Director, SBID