

**SUPERIOR BUSINESS IMPROVEMENT DISTRICT**  
**Board of Directors Meeting Agenda**  
Thursday, June 23, 2022- 3:00 PM  
**Belknap Lounge Patio**

1. Call the Meeting to Order
2. Approval of Minutes  
March 31, April 21 Annual Meeting and May 12 Emergency Meeting
3. Approval of Financials  
March - May 2022
4. Report of Board Chair
5. Report of Executive Director  
In the absence of a director, *report by Jodi Rochon, Administrative Assistant*
6. Committee Reports
7. Old Business
  - a. New Officers for 2022
  - b. Mural Project Update by Addie Poskozim
  - c. Update on new Executive Director search
  - d. Farmers Market – started May 25<sup>th</sup>
  - e. Kaye Tenerelli – Memorial Bench
8. New Business
  - a. Status of Grant Funds and adding \$10,000 out of reserves
9. New Businesses in District
  1. Allure Laser & Aesthetics – 1705 Tower
  2. Bucktales Catina & Grill – 1015 Tower
  3. *Kay's Legendary Korner – relocated to 1228 Banks*
  4. Rachel Nelson Insurance – 1215 Tower
  5. *Soundtronic's - relocated to 1226 Ogden*
  6. *Studio One Photography – relocated to 1608 Tower*
  7. Superior Cannabis – 1324 Tower
  8. Superior Tavern – 1224 Tower
  9. Wild Embers Event Services – 1228 Banks
10. Any Other Business That May Legally Come Before This Board
11. Adjourn

*Discussions for future meeting: Update on Homeless Camp & Old Post Office Proposal*

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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.*

Superior Business Improvement District  
**Board of Directors Emergency Meeting**  
May 12, 2022, 3:00pm

Present: Mitch Routh, Dave Miller, Nick Korhonen, Don Nummi, Mayor Jim Paine, Karen, Chris Scharte and Katie Perrault

Absent: Gary Banker, Crystal Broderson and Addie Poskozim

Staff: Lindsey Jacobson and Jodi Rochon

Call to Order: Nick called the meeting to order at 3:03pm.

Executive Director Job Description: Recommended changes were submitted for the executive director job description. The mayor met with Nick and Gary to review and discuss wage increase to \$70,000 plus benefits. This amount could increase depending on review after they are in the position for a while. Grant writing experience will be extremely important as well as campaigning for funds and fundraising. Dave expressed concerns regarding our small budget. This would put us well over budget. Dave asked if the City would be giving us some money to help with this. The mayor said he cannot make any promises, but it might be a possibility out of the economic development fund.

Dave motioned to approve the job description with the suggested changes. Second by Mayor Paine. Motion carried.

Executive Director Wage & Benefits: The position will earn \$70,000 a year with the possibility of more. Additional benefits will be discussed as a possible stipend.

Nick explained that the BID has been extremely fortunate to have 2 executive directors that worked for BID as a passion project. It's a new day and the employment market has dramatically changed so the wage and benefits package must reflect that.

Mitch motioned to approve the \$70,000 executive director wage & benefits recommendations. Second by Katie. Motion carried.

Adjournment: Dave motion to adjourn at 3:23pm.

Superior Business Improvement District  
**Annual Meeting**  
April 21, 2022, 3:00pm – Zoom

Present: Dave Miller, Don Nummi, Nick Korhonen, Katie Perrault, Mitch Routh, Mayor Jim Paine, Chris Scharte

Staff: Lindsey Jacobson and Jodi Rochon

Guests: Rick Lampoon, Jeremy Engelking, Heather Wilcoxson, Garner Moffat, Joann Jardine, Mike DeMeo, John Carlson, Taylor Pedersen, Tylor Elm, Amy Ugstad

Call to Order: Nick called the meeting to order at 3:03 pm

Board Chairman: 2021 brought us 25 new businesses. Exciting time of growth in the district. Nick thanked the board, staff, and stakeholders for another great year. He expressed tremendous pride in how everyone handled year 2 of the pandemic. We remained strong and the 2021 growth says it all.

Introduction of Board Members: Nick took a moment to read the list of Board members for 2021.

Annual Report 2021: Dave motioned to approve the 2021 Annual Report. Second by Katie. Motion carried.

Review of 2021: Highlight was 25 new businesses in the district in 2021. We awarded \$18,245.99 in grants in 2021.

Director Report: Lindsey said the BID was extremely fortunate in 21 in growth of 25 new businesses or new owners in the district. She announced that due to health reasons she will be stepping down. Lindsey thanked everyone for the opportunity of 6.5 years. The board and Mayor expressed their appreciation for everything she has done for the SBID and wished her well with her health challenges.

Mayor Jim Paine: Expressed the power and importance of downtown. When done right it is a gathering place that offers an experience for businesses and the community alike. There is a lot of potential and power in the district, and we have so much to offer. Thanked the board and Lindsey for all she has done for the SBID.

Closing Comments: Nick took the opportunity to thank everyone for the opportunity to be president of the district for the last 4 years. Officers will be voted in at the next board meeting.

Questions: Jeremy Engelking asked questions about the district and the assessment that is required. He asked if was possible to change the assessment or dissolve the BID. He does not agree with being forced to pay the assessment.

Adjournment: Dave motioned to adjourn at 3:32 p.m.

Superior Business Improvement District  
**Board of Directors Meeting Minutes**  
March 31, 2022, 3:00pm – Zoom

**Present:** Nick Korhonen, Don Nummi, Mitch Routh, Katie Perrault, Addie Poskozim, Dave Miller, Chris Scharte, Mayor Jim Payne, Crystal Broderson and Gary Banker

**Absent:** Karen Geegan

**Staff:** Lindsey Jacobson and Jodi Rochon

**Ex-officio:** Taylor Pederson

**Guest:** Officer Jen Stank and Councilor Lindsey Graskey

**Call to Order:** Nick called the meeting to order at 3:01 pm.

**Minutes:** Dave Miller motioned to approve the previous meeting minutes as submitted, second by Don Nummi. Motion carried.

**Financials:** Don motioned to approve the December 2021 revised financials and the February 2022 financials. Second by Dave Miller. Motion carried.

**Report of Board Chair:** Nick reported that Lindsey had emailed earlier in the day her resignation letter. Lindsay will stay until the end of May or as long as the Board needs her. Lindsay will explain.

**Reports of Executive Director:** Lindsey took a few minutes to explain to the board of directors about her need to resign her position. Due to health issues, she feels it is necessary to submit her resignation. Considering her mobility issues and how she cannot drive anymore nor physically make it to meetings, she feels the BID deserves a director that has boots on the ground and can be out meeting with the businesses and be active with business activities. She feels it is time to focus on her health and strength. She thanked everyone for the opportunity to work with the BID for 6 years. She loved the job and will miss many aspects of it and the people and relationships she built. Lindsey will stay until the end of May.

**Old Business:**

**Homeless Camp Update:** Officer Jen's Bank reported that there are still 3 people living at the homeless camp. These are the same 3 that were there pretty much all winter. Right now it is a mess at the site because of the melting snow. The Police Department continues to work on getting people into housing.

**Mural Project Update by Addie:** Addie reported that they have a new artist lined up. Designs will be put together and submitted to the Design committee for consideration. The mural project will be done this year.

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2022 Operating Plan Revision suggestions by the Mayor Jim Paine: Gary motioned to approve the 2022 Operating Plan as submitted with the mayor's recommended

revisions. Katie second the motion. Motion carried. Lindsey will have Amy work on the document and send to the mayor for council approval.

Old Post Office Proposal: Nick indicated that he had talked to Gary and Lindsay about the office relocating into the Old Post Office with the Development Association, Northeast Entrepreneur Fund and more. Jim indicated that the offer still stands however an option has come up for a large tenant to take up part of the building. Our spot would still be available in the future. Nick and Dave both like the idea of all of us being under one roof. We will discuss the potential relocation at a future meeting. Possibly discuss with the new director. Dave thinks being under one roof is a great idea and allows for better communication of ideas. Lindsey reported that we do not have a lease with the Blaine Business Center and that we are on month-to-month arrangement. She will talk to Knute Pederson.

#### **New Business:**

Storm Drain Art Project: All storm drain projects this year are supposed to be on Belknap and Tower. The BID does not have the \$1,200 that is being requested to donate to the project. Mayor suggested expanding and for the BID to just select sites that would be recommended for art projects. Put together ideas for art in the district, identify locations for art and facilitate the locations. The mayor recommended having the organizer contact him about available funds.

Annual Meeting date: After a brief discussion it was agreed to have our annual meeting on Zoom this year. It will be held on Thursday April 21st at 3 p.m. Lindsey and Jodi will work on the details.

New Businesses in the District: Nails by Mary Vang at 1215 Belknap Street and Northland Smoke and Vape at 1705 Tower Avenue.

#### **Any Other Business that may legally come before the Board:**

- Need to look at new board members and fill upcoming vacancies.
- Dave Miller mentioned that there is a large, long crack in the red sidewalk on the corner of Belknap and Banks Avenue. It is no longer under warranty from the construction project so the city would have to fix. Lindsay will contact Todd from Public Works.

Adjournment: Gary motioned to adjourn at 3:38 p.m.

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## Financial Dashboard May 2022

Income: \$565.00  
*Farmers Market sponsorships - \$300.00*  
*D/C Farmers Market Association - \$265.00 - ½ porta potty fees*

Expenses: Typical monthly expense – plus

Note: Grants Awarded:

- Stakeholders Support Grant -  
\$4,394.60 (*Bucktails Cantina & Grill*),  
\$5,000.00 (*Video Vision*)  
\$4,000.00 (*Allure Laser*)  
\$4,000.00 (*Northland Smoke & Vape*)
- Sign Grant - \$1,000.00 (*D/C Health Care Clinic*)

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Superior Business Improvement District  
**BID BUCKS Report**  
 May 2022

BID Bucks <u>issued</u> in May	\$0.00
BID Bucks <u>reimbursed</u> 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	\$ 2,975.00	\$ (1,925.00)	\$ 1,050.00	
2020	\$ 3,675.00	\$ (2,575.00)	\$ 2,210.00	
2021	\$ 4,450.00	\$ (1,700.00)	\$ 2,750.00	
2022	\$ 150.00	\$ (25.00)	\$ 125.00	
<b>TOTAL</b>	<b>\$ 24,835.00</b>	<b>\$ (16,010.00)</b>	<b>\$ 9,935.00</b>	

## Superior BID May 2022 - Monthly Cash Flow

	May 22
<b>Income</b>	
<b>Misc. Income</b>	
Event income/fees	
Farmers Market	265.00
<b>Total Event income/fees</b>	265.00
<b>Total Misc. Income</b>	265.00
<b>Sponsorships</b>	
Farmers' Market	300.00
<b>Total Sponsorships</b>	300.00
<b>Total Income</b>	565.00
<b>Expense</b>	
<b>Committees</b>	
Promotion-Marketing	
Farmers Market	
Assistant - Signage	360.00
Entertainment	600.00
<b>Total Farmers Market</b>	960.00
<b>Total Promotion-Marketing</b>	960.00
PS Magazine	1,750.00
<b>Total Committees</b>	2,710.00
<b>Grants</b>	
Sign Grant	5,000.00
Stakeholders Support Grant	13,394.60
<b>Total Grants</b>	18,394.60
<b>Office</b>	
Copy-Photo-Print	158.26
Misc. Expenses	33.50
Rent	1,600.00
Supplies	8.00
<b>Total Office</b>	1,799.76
<b>Personnel</b>	
Health Ins - Workman's Comp	250.00
Marketing Consultant	1,612.50
<b>Total Personnel</b>	1,862.50
<b>Total Expense</b>	24,766.86
<b>Net Income</b>	-24,201.86





**Superior BID**  
**May 2022- Budget vs. Actual**  
 January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	179,017.00	-179,017.00
City Contribution	0.00	0.00	0.00
Deposit	586.95	0.00	586.95
<b>Misc. Income</b>			
City Bucks Purchase	491.55	0.00	491.55
<b>Event income/fees</b>			
Farmers Market	565.00	0.00	565.00
<b>Total Event income/fees</b>	565.00	0.00	565.00
Misc. Income - Other	0.00	2,000.00	-2,000.00
<b>Total Misc. Income</b>	1,056.55	2,000.00	-943.45
<b>Sponsorships</b>			
Farmers' Market	1,500.00	2,000.00	-500.00
<b>Total Sponsorships</b>	1,500.00	2,000.00	-500.00
<b>Total Income</b>	3,143.50	183,017.00	-179,873.50
<b>Expense</b>			
<b>Committees</b>			
<b>Marketing</b>			
<b>Promotion-Marketing</b>			
<b>BID Bucks</b>			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
Old BID Bucks	0.00	0.00	0.00
BID Bucks - Other	125.00	0.00	125.00
<b>Total BID Bucks</b>	150.00	0.00	150.00
Chamber Play Day	0.00	0.00	0.00
<b>Farmers Market</b>			
Advertising/Marketing	0.00	0.00	0.00
Assistant - Signage	360.00	0.00	360.00
Entertainment	600.00	0.00	600.00
Farmers Market - Other	530.00	0.00	530.00
<b>Total Farmers Market</b>	1,490.00	0.00	1,490.00
July 4th Car Show	0.00	0.00	0.00
Misc Advertising	0.00	0.00	0.00
Small Business Saturday	1,140.50	0.00	1,140.50
Surprise Santa	100.00	0.00	100.00
Tree Lighting	0.00	0.00	0.00
Promotion-Marketing - Other	0.00	0.00	0.00
<b>Total Promotion-Marketing</b>	2,880.50	0.00	2,880.50
PS Magazine	3,500.00	10,500.00	-7,000.00
Committees - Other	0.00	750.00	-750.00
<b>Total Committees</b>	6,380.50	21,250.00	-14,869.50
<b>Grants</b>			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	6,738.51	0.00	6,738.51
Stakeholders Support Grant	14,613.60	0.00	14,613.60
Grants - Other	0.00	25,000.00	-25,000.00
<b>Total Grants</b>	21,352.11	25,000.00	-3,647.89
<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	681.31	2,000.00	-1,318.69
Equipment Purchase & Repair	193.00	1,500.00	-1,307.00
Misc. Expenses	311.35	5,550.00	-5,238.65

	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	0.00	200.00	-200.00
Rent	4,000.00	9,600.00	-5,600.00
Supplies	80.90	517.00	-436.10
Telephone-Internet			
Cell Phones	608.61	0.00	608.61
Internet	0.00	0.00	0.00
Office Phone	168.06	0.00	168.06
Telephone-Internet - Other	0.00	2,000.00	-2,000.00
<b>Total Telephone-Internet</b>	<u>776.67</u>	<u>2,000.00</u>	<u>-1,223.33</u>
<b>Total Office</b>	<b>6,318.23</b>	<b>22,867.00</b>	<b>-16,548.77</b>
<b>Personnel</b>			
Administrative Assistant	13,386.60	40,000.00	-26,613.40
Executive Director	16,669.93	50,000.00	-33,330.07
Health Ins - Workman's Comp	881.00	4,000.00	-3,119.00
Marketing Consultant	1,612.50	10,000.00	-8,387.50
Payroll Preparation	515.00	1,900.00	-1,385.00
Payroll Taxes	2,382.27	8,000.00	-5,617.73
<b>Total Personnel</b>	<u>35,447.30</u>	<u>113,900.00</u>	<u>-78,452.70</u>
<b>Streetscape</b>			
Outside Maintenance Contract	0.00	0.00	0.00
<b>Total Streetscape</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Expense</b>	<u>69,498.14</u>	<u>183,017.00</u>	<u>-113,518.86</u>
<b>Net Income</b>	<u><b>-66,354.64</b></u>	<u><b>0.00</b></u>	<u><b>-66,354.64</b></u>

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4:52 PM  
06/13/22  
Accrual Basis

**Superior BID**  
**May 2022 - Year to Date Comparison**  
January through December 2022

	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	161,869.26	-161,869.26
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	586.95	2,099.76	-1,512.81
<b>Misc. Income</b>	1,056.55	572.50	484.05
<b>Sponsorships</b>	1,500.00	1,650.00	-150.00
<b>Total Income</b>	<u>3,143.50</u>	<u>237,941.52</u>	<u>-234,798.02</u>
<b>Expense</b>			
<b>Committees</b>	6,380.50	27,084.73	-20,704.23
<b>Grants</b>	21,352.11	18,245.99	3,106.12
<b>Office</b>	6,318.23	17,730.17	-11,411.94
<b>Personnel</b>	35,447.30	112,645.71	-77,198.41
<b>Streetscape</b>	0.00	53,384.55	-53,384.55
<b>Total Expense</b>	<u>69,498.14</u>	<u>229,091.15</u>	<u>-159,593.01</u>
<b>Net Income</b>	<u><b>-66,354.64</b></u>	<u><b>8,850.37</b></u>	<u><b>-75,205.01</b></u>

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## Financial Dashboard April 2022

Income: \$300.00  
*Farmers Market sponsorships - \$300.00*

Expenses: Typical monthly expense – plus

- *Mr. Biffy – Porta Potty for Farmers Market ( will be reimbursed 50% by Douglas County Farmers Market Association) - \$530.00*

Note: Grants Awarded:

- Stakeholders Support Grant - \$375.00 (Body Bar by Lashed Out)
- Sign Grant - \$1,000.00 (Northland Smoke & Vape)  
\$195.18 (Nails by Mary Vang)

BID Bucks Reimbursed: \$125.00

Superior Business Improvement District  
**BID BUCKS Report**  
 April 2022

BID Bucks issued in April \$0.00

BID Bucks reimbursed in April \$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	\$ 2,975.00	\$ (1,925.00)	\$ 1,050.00	
2020	\$ 3,675.00	\$ (2,575.00)	\$ 2,210.00	
2021	\$ 4,450.00	\$ (1,700.00)	\$ 2,750.00	
2022	\$ 150.00	\$ (25.00)	\$ 125.00	
<b>TOTAL</b>	<b>\$ 24,835.00</b>	<b>\$ (16,010.00)</b>	<b>\$ 9,935.00</b>	

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## Superior BID April 2022 - Monthly Cash Flow

	Apr 22
<b>Income</b>	
<b>Misc. Income</b>	
Event income/fees	
Farmers Market	300.00
<b>Total Event income/fees</b>	300.00
<b>Total Misc. Income</b>	300.00
<b>Total Income</b>	300.00
<b>Expense</b>	
<b>Committees</b>	
Promotion-Marketing	
BID Bucks	
City	25.00
BID Bucks - Other	25.00
<b>Total BID Bucks</b>	50.00
Farmers Market	530.00
Surprise Santa	75.00
<b>Total Promotion-Marketing</b>	655.00
<b>Total Committees</b>	655.00
<b>Grants</b>	
Sign Grant	1,195.18
Stakeholders Support Grant	375.00
<b>Total Grants</b>	1,570.18
<b>Office</b>	
Copy-Photo-Print	186.47
Equipment Purchase & Repair	46.00
Supplies	8.00
Telephone-Internet	
Cell Phones	243.02
Office Phone	40.97
<b>Total Telephone-Internet</b>	283.99
<b>Total Office</b>	524.46
<b>Personnel</b>	
Administrative Assistant	3,333.34
Executive Director	4,166.67
Health Ins - Workman's Comp	250.00
Payroll Preparation	140.00
Payroll Taxes	573.76
<b>Total Personnel</b>	8,463.77
<b>Total Expense</b>	11,213.41
<b>Net Income</b>	-10,913.41

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**Superior BID**  
**April 2022- Budget vs. Actual**  
**January through December 2022**

	Jan - Dec 22	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	179,017.00	-179,017.00
City Contribution	0.00	0.00	0.00
Deposit	586.95	0.00	586.95
<b>Misc. Income</b>			
City Bucks Purchase	491.55	0.00	491.55
Event income/fees			
Farmers Market	300.00	0.00	300.00
<b>Total Event income/fees</b>	300.00	0.00	300.00
Misc. Income - Other	0.00	2,000.00	-2,000.00
<b>Total Misc. Income</b>	791.55	2,000.00	-1,208.45
<b>Sponsorships</b>			
Farmers' Market	1,200.00	2,000.00	-800.00
<b>Total Sponsorships</b>	1,200.00	2,000.00	-800.00
<b>Total Income</b>	2,578.50	183,017.00	-180,438.50
<b>Expense</b>			
<b>Committees</b>			
Marketing	0.00	10,000.00	-10,000.00
<b>Promotion-Marketing</b>			
<b>BID Bucks</b>			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
Old BID Bucks	0.00	0.00	0.00
BID Bucks - Other	125.00	0.00	125.00
<b>Total BID Bucks</b>	150.00	0.00	150.00
Chamber Play Day	0.00	0.00	0.00
<b>Farmers Market</b>			
Advertising/Marketing	0.00	0.00	0.00
Assistant - Signage	0.00	0.00	0.00
Entertainment	0.00	0.00	0.00
Farmers Market - Other	530.00	0.00	530.00
<b>Total Farmers Market</b>	530.00	0.00	530.00
July 4th Car Show	0.00	0.00	0.00
Misc Advertising	0.00	0.00	0.00
Small Business Saturday	1,140.50		
Surprise Santa	100.00	0.00	100.00
Tree Lighting	0.00	0.00	0.00
Promotion-Marketing - Other	0.00	0.00	0.00
<b>Total Promotion-Marketing</b>	1,920.50	0.00	1,920.50
PS Magazine	1,750.00	10,500.00	-8,750.00
Committees - Other	0.00	750.00	-750.00
<b>Total Committees</b>	3,670.50	21,250.00	-17,579.50
<b>Grants</b>			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	1,738.51	0.00	1,738.51
Stakeholders Support Grant	1,219.00	0.00	1,219.00
Grants - Other	0.00	25,000.00	-25,000.00
<b>Total Grants</b>	2,957.51	25,000.00	-22,042.49
<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	523.05	2,000.00	-1,476.95
Equipment Purchase & Repair	193.00	1,500.00	-1,307.00
Misc. Expenses	277.85	5,550.00	-5,272.15

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	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	0.00	200.00	-200.00
Rent	2,400.00	9,600.00	-7,200.00
Supplies	72.90	517.00	-444.10
Telephone-Internet			
Cell Phones	608.61	0.00	608.61
Internet	0.00	0.00	0.00
Office Phone	168.06	0.00	168.06
Telephone-Internet - Other	0.00	2,000.00	-2,000.00
<b>Total Telephone-Internet</b>	<u>776.67</u>	<u>2,000.00</u>	<u>-1,223.33</u>
<b>Total Office</b>	<u>4,518.47</u>	<u>22,867.00</u>	<u>-18,348.53</u>
<b>Personnel</b>			
Administrative Assistant	13,386.60	40,000.00	-26,613.40
Executive Director	16,669.93	50,000.00	-33,330.07
Health Ins - Workman's Comp	631.00	4,000.00	-3,369.00
Marketing Consultant	0.00	10,000.00	-10,000.00
Payroll Preparation	515.00	1,900.00	-1,385.00
Payroll Taxes	2,382.27	8,000.00	-5,617.73
<b>Total Personnel</b>	<u>33,584.80</u>	<u>113,900.00</u>	<u>-80,315.20</u>
<b>Streetscape</b>			
Outside Maintenance Contract	0.00	0.00	0.00
<b>Total Streetscape</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Expense</b>	<u>44,731.28</u>	<u>183,017.00</u>	<u>-138,285.72</u>
<b>Net Income</b>	<u><b>-42,152.78</b></u>	<u><b>0.00</b></u>	<u><b>-42,152.78</b></u>

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6:09 PM  
05/06/22  
Accrual Basis

**Superior BID**  
**April 2022 - Year to Date Comparison**  
**January through December 2022**

	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	161,869.26	-161,869.26
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	586.95	2,099.76	-1,512.81
<b>Misc. Income</b>	791.55	572.50	219.05
<b>Sponsorships</b>	1,200.00	1,650.00	-450.00
<b>Total Income</b>	<u>2,578.50</u>	<u>237,941.52</u>	<u>-235,363.02</u>
<b>Expense</b>			
<b>Committees</b>	3,670.50	27,084.73	-23,414.23
<b>Grants</b>	2,957.51	18,245.99	-15,288.48
<b>Office</b>	4,518.47	17,730.17	-13,211.70
<b>Personnel</b>	33,584.80	112,645.71	-79,060.91
<b>Streetscape</b>	0.00	53,384.55	-53,384.55
<b>Total Expense</b>	<u>44,731.28</u>	<u>229,091.15</u>	<u>-184,359.87</u>
<b>Net Income</b>	<u><u>-42,152.78</u></u>	<u><u>8,850.37</u></u>	<u><u>-51,003.15</u></u>

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## Superior BID March 2022 - Monthly Cash Flow

	Mar 22
<b>Income</b>	
<b>Sponsorships</b>	
Farmers' Market	450.00
<b>Total Sponsorships</b>	450.00
<b>Total Income</b>	450.00
<b>Expense</b>	
<b>Committees</b>	
<b>Promotion-Marketing</b>	
BID Bucks	100.00
Small Business Saturday	1,140.50
Surprise Santa	25.00
<b>Total Promotion-Marketing</b>	1,265.50
PS Magazine	1,750.00
<b>Total Committees</b>	3,015.50
<b>Grants</b>	
Sign Grant	543.33
Stakeholders Support Grant	844.00
<b>Total Grants</b>	1,387.33
<b>Office</b>	
Copy-Photo-Print	165.71
Equipment Purchase & Repair	147.00
Rent	800.00
Supplies	8.00
<b>Telephone-Internet</b>	
Cell Phones	243.02
Office Phone	63.20
<b>Total Telephone-Internet</b>	306.22
<b>Total Office</b>	1,426.93
<b>Personnel</b>	
Administrative Assistant	3,383.34
Executive Director	4,166.68
Health Ins - Workman's Comp	-119.00
Payroll Preparation	125.00
Payroll Taxes	573.76
<b>Total Personnel</b>	8,129.78
<b>Total Expense</b>	13,959.54
<b>Net Income</b>	-13,509.54

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**Superior BID**  
**March 2022- Budget vs. Actual**  
 January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
<b>Income</b>			
Assessment	0.00	179,017.00	-179,017.00
City Contribution	0.00	0.00	0.00
Deposit	586.95	0.00	586.95
<b>Misc. Income</b>			
City Bucks Purchase	491.55	0.00	491.55
<b>Event income/fees</b>			
Farmers Market	0.00	0.00	0.00
Total Event income/fees	0.00	0.00	0.00
Misc. Income - Other	0.00	2,000.00	-2,000.00
Total Misc. Income	491.55	2,000.00	-1,508.45
<b>Sponsorships</b>			
Farmers' Market	1,200.00	2,000.00	-800.00
Total Sponsorships	1,200.00	2,000.00	-800.00
Total Income	2,278.50	183,017.00	-180,738.50
<b>Expense</b>			
<b>Committees</b>			
<b>Marketing</b>			
Promotion-Marketing	0.00	10,000.00	-10,000.00
<b>BID Bucks</b>			
City	0.00	0.00	0.00
Farmers Market	0.00	0.00	0.00
Old BID Bucks	0.00	0.00	0.00
BID Bucks - Other	100.00	0.00	100.00
Total BID Bucks	100.00	0.00	100.00
Chamber Play Day	0.00	0.00	0.00
<b>Farmers Market</b>			
Advertising/Marketing	0.00	0.00	0.00
Assistant - Signage	0.00	0.00	0.00
Entertainment	0.00	0.00	0.00
Farmers Market - Other	0.00	0.00	0.00
Total Farmers Market	0.00	0.00	0.00
July 4th Car Show	0.00	0.00	0.00
Misc Advertising	0.00	0.00	0.00
Small Business Saturday	1,140.50	0.00	0.00
Surprise Santa	25.00	0.00	25.00
Tree Lighting	0.00	0.00	0.00
Promotion-Marketing - Other	0.00	0.00	0.00
Total Promotion-Marketing	1,265.50	0.00	1,265.50
PS Magazine	1,750.00	10,500.00	-8,750.00
Committees - Other	0.00	750.00	-750.00
Total Committees	3,015.50	21,250.00	-18,234.50
<b>Grants</b>			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	543.33	0.00	543.33
Stakeholders Support Grant	844.00	0.00	844.00
Grants - Other	0.00	25,000.00	-25,000.00
Total Grants	1,387.33	25,000.00	-23,612.67
<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
Total Associations - Publications	275.00	1,500.00	-1,225.00
Copy-Photo-Print	336.58	2,000.00	-1,663.42
Equipment Purchase & Repair	147.00	1,500.00	-1,353.00
Misc. Expenses	277.85	5,550.00	-5,272.15

	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	0.00	200.00	-200.00
Rent	2,400.00	9,600.00	-7,200.00
Supplies	64.90	517.00	-452.10
Telephone-Internet			
Cell Phones	365.59	0.00	365.59
Internet	0.00	0.00	0.00
Office Phone	127.09	0.00	127.09
Telephone-Internet - Other	0.00	2,000.00	-2,000.00
<b>Total Telephone-Internet</b>	<u>492.68</u>	<u>2,000.00</u>	<u>-1,507.32</u>
<b>Total Office</b>	<u>3,994.01</u>	<u>22,867.00</u>	<u>-18,872.99</u>
<b>Personnel</b>			
Administrative Assistant	10,053.26	40,000.00	-29,946.74
Executive Director	12,503.26	50,000.00	-37,496.74
Health Ins - Workman's Comp	381.00	4,000.00	-3,619.00
Marketing Consultant	0.00	10,000.00	-10,000.00
Payroll Preparation	375.00	1,900.00	-1,525.00
Payroll Taxes	1,808.51	8,000.00	-6,191.49
<b>Total Personnel</b>	<u>25,121.03</u>	<u>113,900.00</u>	<u>-88,778.97</u>
<b>Streetscape</b>			
Outside Maintenance Contract	0.00	0.00	0.00
<b>Total Streetscape</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Total Expense</b>	<u>33,517.87</u>	<u>183,017.00</u>	<u>-149,499.13</u>
<b>Net Income</b>	<u><b>-31,239.37</b></u>	<u><b>0.00</b></u>	<u><b>-31,239.37</b></u>

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5:01 PM  
04/19/22  
Accrual Basis

**Superior BID**  
**March 2022 - Year to Date Comparison**  
**January through December 2022**

	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>\$ Change</u>
<b>Income</b>			
<b>Assessment</b>	0.00	161,869.26	-161,869.26
<b>City Contribution</b>	0.00	71,750.00	-71,750.00
<b>Deposit</b>	586.95	2,099.76	-1,512.81
<b>Misc. Income</b>	491.55	572.50	-80.95
<b>Sponsorships</b>	1,200.00	1,650.00	-450.00
<b>Total Income</b>	<u>2,278.50</u>	<u>237,941.52</u>	<u>-235,663.02</u>
<b>Expense</b>			
<b>Committees</b>	3,015.50	27,084.73	-24,069.23
<b>Grants</b>	1,387.33	18,245.99	-16,858.66
<b>Office</b>	3,994.01	17,730.17	-13,736.16
<b>Personnel</b>	25,121.03	112,645.71	-87,524.68
<b>Streetscape</b>	0.00	53,384.55	-53,384.55
<b>Total Expense</b>	<u>33,517.87</u>	<u>229,091.15</u>	<u>-195,573.28</u>
<b>Net Income</b>	<u><b>-31,239.37</b></u>	<u><b>8,850.37</b></u>	<u><b>-40,089.74</b></u>

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## Financial Dashboard March 2022

Income:                    \$819.00  
*Farmers Market sponsorships - \$450*  
*Society Insurance – workman’s comp reimbursement - \$369*

Expenses:                Typical monthly expense – plus

- *ImageOne – bags from 2021 Small Business Saturday - \$1140.50*

Note:                        Grants awarded:

- Stakeholders Support Grant - \$844.00 (Allure Laser)
- Sign Grant - \$543.33 (Body Bar)

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Available space: Worked with 4 individuals looking for space to open new business or relocate their existing business. Still communicating with 2 of them that have not found the right space yet.

Grants: There continues to be interest in our grants however I had to tell them that at this time I was not sure what funding we will have available for the remainder of the year. Further discussion later in the agenda.

Business Visits: Now that the weather has changed, I have been out a lot more visiting the businesses. There has been a lot of questions about a new director and excitement for change.

Farmers Market: It has been nice to see people out at the market again. Nice to hear from so many how they have been looking forward to it all year. I have had 2 BID businesses ask me about setting up at the market but with the farmers taking over much of the space I haven't had room for them. I will continue to look at other layouts, but this has been and continues to be a challenge. I would also like to see the promotion committee active again and get their input. I have 16 sponsors = \$2,400. In the end it is estimated the overall cost to the BID will be \$1,400.00.

Design Committee: The committee reviewed 6 grants this year. One grant was denied as they went ahead with their signage project before it was reviewed and approved.

Worked from home: Myself and my family had Covid. I did not work 1 day but other than that I just worked from home for a week with a couple of trips into the office to check mail.

Board member interest: I heard from a few SBID stakeholder they have an interest in being on our board. I'm still not clear how this is done now since the process has changed in the last 3 or 4 years.

2022 SBID - Officers

**Mitch Routh - President (2018)**

Tovinen, Jones, Routh, Torvinen & Saunders

**Vice President - ??**

**Don Nummi Jr. (2017) – Secretary Treasurer**

*(completed Joye's term starting 5/2014)*

National Bank of Commerce



## **Senior Project Mural –**

Location – Vintage Italian Pizza, 1201 Tower Avenue.

The following is the information sent to me by Addie Poskozim (board member) regarding her Senior Project. Addie is planning 2 murals in the SBID this year. The SBID approved \$1,500 towards sponsorship of one project back in 2021. The project was put off and will now happen this year. The following design was sent to the Design Committee for review. Please see her email and the design submitted on the following page.

Please note that the property owner has not seen this yet as Addie wanted to get your input and the Design Committee's votes and/or comments.

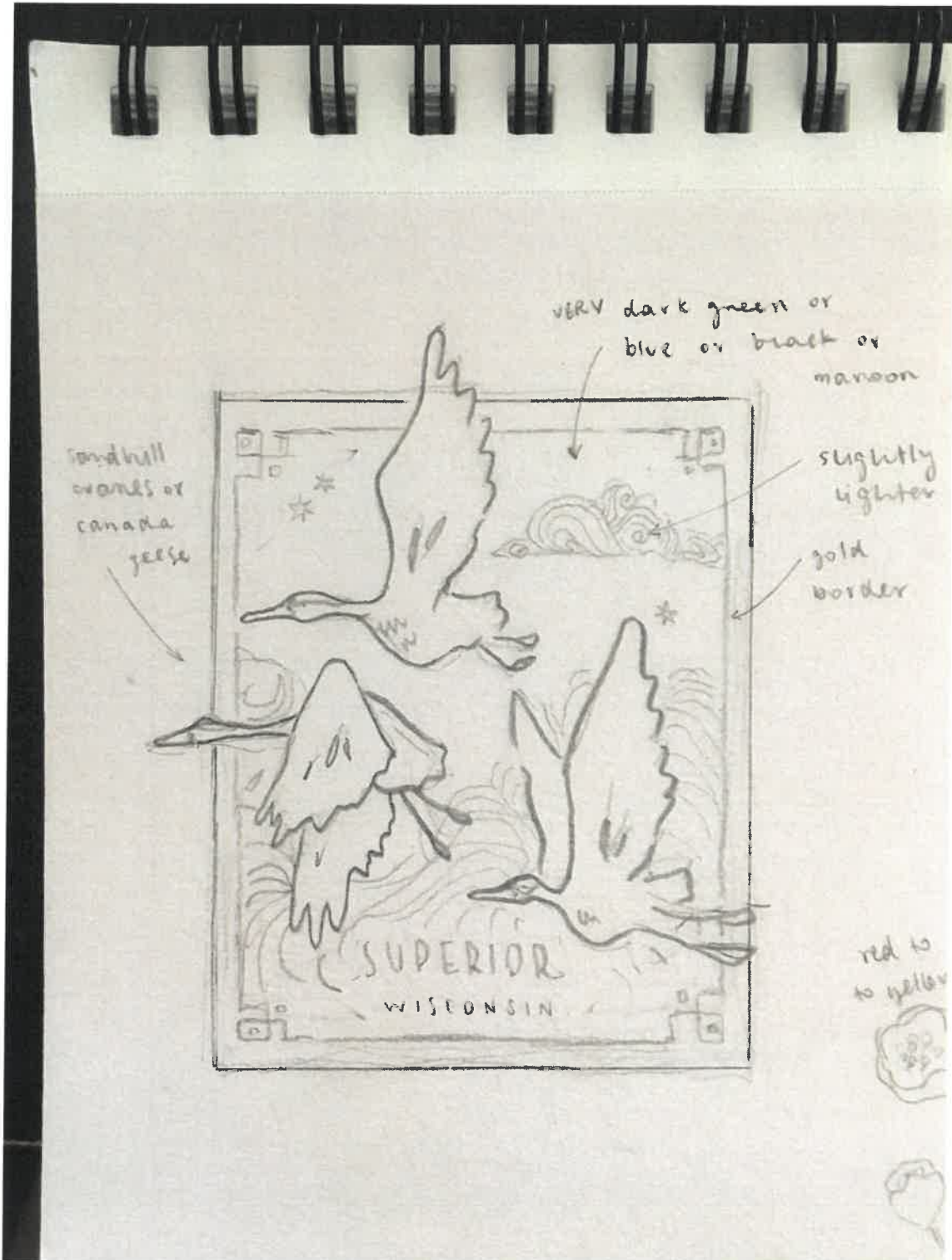
Jodi Rochon

Hi, Jodi!

This is the email that is most easily accessible to me right now and I just wanted to let you know that Sonia has submitted her design for the mural. Attached is the design (she's leaning more towards Canadian geese not the sandhill cranes). Is this design able to be approved at the upcoming meeting or is there other steps to follow?

Thank you so much for your help!

-Addie Poskozim



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**Jodi Rochon**

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**From:** Cadotte, Linda <cadottel@ci.superior.wi.us>  
**Sent:** Monday, May 9, 2022 1:16 PM  
**To:** Jodi Rochon  
**Cc:** Saylor, Jodi  
**Subject:** Bench Sponsorship Signs

Thank you for purchasing a bench through the parks department for this year's installation. Please review the following proof for the bench sponsorship. Confirm if you'd like to see any changes. We will be contacting you soon to arrange for a ceremony (if desired) for early June.

10.5" w x 3" h

**Kaye H. Tenerelli**  
**Superior BID 1992-2015**  
**A woman of vision.**  
**A woman of heart.**

**SBID Grant Funds**

6/15/2022

#		<u>Stakeholders</u>	<u>Sign</u>	
1	Advantage Air	*		
2	Allure Laser	*	*	\$ 4,844.00
3	Body Bar by Lashed Out	*	*	\$ 865.00
4	Bucktales	*	*	\$ 4,394.60
5	Health Care Clinic		*	\$ 1,000.00
6	Johnson Appliance & Service	*		
7	Nails by Mary Vang		*	\$ 195.18
8	Northland Smoke and Vape	*	*	\$ 5,000.00
9	Pizza Man	*		
10	Playtime Palace	*	*	
11	Salvaion Army	*		
12	Soundtronics	*		
13	Steve Vuicevic building - 1908 Tower	*		
14	Stonehouse Martial Arts	*		
15	Studio One Photography		*	
16	Superior Cannabis Company	*	*	
17	Superior Tavern (old Capri)	*	*	\$ 5,000.00
18	Video Vision	*		\$ 5,000.00
19	Wire Works	*		
				<b>\$ 26,298.78</b>
	2022 Budget			\$ (25,000.00)
	Over Budget			\$ 1,298.78

Payment made  
 Project Inprocess  
 Approved - waiting completion then payment

Budget \$25,000 but Nick said to increase to \$10,000 out of reserves.

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