

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
Board of Directors Meeting Agenda
Thursday, July 28, 2022- 3:00 PM
Jack's Bar - Patio

1. Call the Meeting to Order
2. Approval of Minutes
3. Approval of Financials
June 2022
4. Report of Board Chair
Introduce new Executive Director, Kelly Peterson
5. Report of Executive Director
6. Committee Reports
7. Old Business
 - a. NWRPC – Main Stret Bounceback Grant Update
 - b. Mural Project Update by Addie
 - c. Old Post Office Proposal
8. New Business
 - a. Purchase new computer for Kelly
9. New Businesses/Ownership in District
 - a. KW Call Center – relocated to 1402 Belknap
 - b. Pottery Burn – new owner – Geina Wheeler
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
June 23, 2022, 3:00pm
Belknap Lounge

Present: Mitch Routh, Dave Miller, Nick Korhonen, Don Nummi, Chris Scharte, Addie Poskozim, Katie Perrault, and Gary Banker

Absent: Jim Paine, Karen Geegan, and Crystal Broderson

Guest: Taylor Pedersen

Staff: Jodi Rochon

Call the meeting to Order: Nick called the meeting to order at 3:06pm.

Approval of Minutes: Mitch motioned to approve the previous meeting minutes, second by Dave. Motion carried.

Approval of Financials: Don motioned to approve the March through May financials. Second by Mitch. Motion carried.

Report of Board Chair: Nick explained that the BID received nine applications for the executive director position. Six of the applications were considered suitable and they will move forward to be interviewed. Interviews will take place Thursday, June 30th. The list of applicants will be sent to Jodi, and she will schedule the interviews. The interviews will take place at the city complex, 3rd floor, Room 300.

Nick took a moment to thank the board for the opportunity to be on the board since 2014 and president since 2018. Today marks his last meeting as president. New officers will be sworn in today.

Executive Director Report: In the absence of a director, Jodi submitted a report to the board. Hard copy included in the packet.

Old Business:

2022 New Officers: Mitch will step in as president; Dave Miller agreed to be vice president and Don will continue as secretary treasurer. Gary motioned to approve the 2022 slate of officers. Second by Katie. Motion carried

Addie - Mural Project Update: Addy took a moment to explain the mural project which was also her senior project. In 2021 the BID approved \$3,000 for two projects. The first project will be done on Vintage Italian pizza. The artist will be starting shortly after all the approvals are complete. The Design committee has approved and now it is up to the property owner. Addie explained that the artist will need scaffolding but considering she is only 17 years old she cannot rent scaffolding. Addie will contact Linda from the city Parks and Recreation Department to see if they can help her. Addie is currently looking for a second artist for the next project.

Update on executive director search: Topic covered earlier.

Kaye Tenerelli Memorial Bench: A memorial bench has been designed and approved by Gary and Jodi. The city plans to do a presentation and dedication sometime in July or August. Gary will speak on behalf of the BID.

New Business

Grant Fund Balance and move \$10,000 into fund from Reserves: The board has decided to move \$10,000 from our reserves into our grant fund. This will cover stakeholders support grants and sign grants. If additional funds are needed the board can revisit allocating additional funds in the future.

New businesses to the district: Nine new businesses have opened or relocated within the district in the last few months. It is very exciting to see the business growth within the SBID.

Any other business:

The Homeless Camp will be back on the agenda for the July meeting if available. It was mentioned that after checking out the area the homeless camp has been full. Don mentioned that the National Bank of Commerce south tower location had been having issues with homeless. 3 people panhandling with three dogs had been hanging out near their property, using their picnic tables, helping themselves to electrical outlets to charge their phones. They were caught on camera ordering and eating Chinese food, drinking beer, smoking cigarettes, and enjoying the picnic table area. Are these people homeless, maybe yes maybe no but Don said he did go out to tell them they needed to respect their property and leave.

Thank you, Nick. Gary took an opportunity, on behalf of the board of directors, to thank Nick for his time as director. Being director during the challenging times of the pandemic was not easy and the board of directors wanted to express their appreciation for everything he did. Thank you, Nick!

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



Financial Dashboard
June 2022

Income: \$670.00
Farmers Market sponsorships - \$600.00
Vendor fees - \$70.00

Expenses: Typical monthly expense – plus

Note: 5 months Lindsey health insurance - \$250.00

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Superior Business Improvement District
BID BUCKS Report
 June 2022

BID Bucks issued in June \$0.00
 BID Bucks reimbursed in June \$75.00

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	\$ (1,775.00)	\$ 2,675.00	
2022	\$ 150.00	\$ (25.00)	\$ 125.00	
TOTAL	\$ 24,835.00	\$ (16,085.00)	\$ 9,860.00	

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Superior BID June 2022 - Monthly Cash Flow

	Jun 22
Income	
Sponsorships	
Farmers' Market	670.00
Total Sponsorships	670.00
Total Income	670.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	75.00
Farmers Market	
Entertainment	600.00
Farmers Market - Other	21.10
Total Farmers Market	621.10
Promotion-Marketing - Other	412.24
Total Promotion-Marketing	1,108.34
Total Committees	1,108.34
Office	
Copy-Photo-Print	318.27
Misc. Expenses	45.88
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	121.03
Office Phone	63.20
Total Telephone-Internet	184.23
Total Office	1,356.38
Personnel	
Administrative Assistant	6,466.66
Executive Director	4,166.66
Health Ins - Workman's Comp	250.00
Payroll Preparation	375.00
Payroll Taxes	828.77
Total Personnel	12,087.09
Total Expense	14,551.81
Net Income	-13,881.81

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Superior BID
June 2022- Budget vs. Actual
 January through December 2022

	Jan - Dec 22	Budget	\$ Over Budget
Income			
Assessment	0.00	179,017.00	-179,017.00
City Contribution	0.00	0.00	0.00
Deposit	586.95	0.00	586.95
Misc. Income			
City Bucks Purchase	491.55	0.00	491.55
Event income/fees			
Farmers Market	565.00	0.00	565.00
Total Event income/fees	565.00	0.00	565.00
Misc. Income - Other	0.00	2,000.00	-2,000.00
Total Misc. Income	1,056.55	2,000.00	-943.45
Sponsorships			
Farmers' Market	2,170.00	2,000.00	170.00
Total Sponsorships	2,170.00	2,000.00	170.00
Total Income	3,813.50	183,017.00	-179,203.50
Expense			
Committees			
Marketing			
Promotion-Marketing	0.00	10,000.00	-10,000.00
BID Bucks			
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	200.00	0.00	200.00
Total BID Bucks	225.00	0.00	225.00
Chamber Play Day	0.00	0.00	0.00
Farmers Market			
Advertising/Marketing	0.00	0.00	0.00
Assistant - Signage	360.00	0.00	360.00
Entertainment	1,200.00	0.00	1,200.00
Farmers Market - Other	551.10	0.00	551.10
Total Farmers Market	2,111.10	0.00	2,111.10
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	412.24	0.00	412.24
Total Promotion-Marketing	3,988.84	0.00	3,988.84
PS Magazine	3,500.00	10,500.00	-7,000.00
Committees - Other	0.00	750.00	-750.00
Total Committees	7,488.84	21,250.00	-13,761.16
Grants			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	2,738.51	0.00	2,738.51
Stakeholders Support Grant	18,613.60	0.00	18,613.60
Grants - Other	0.00	25,000.00	-25,000.00
Total Grants	21,352.11	25,000.00	-3,647.89
Office			
Associations - Publications			
Memberships	275.00	0.00	275.00
Associations - Publications - Other	0.00	1,500.00	-1,500.00
Total Associations - Publications	275.00	1,500.00	-1,225.00
Copy-Photo-Print	999.58	2,000.00	-1,000.42
Equipment Purchase & Repair	193.00	1,500.00	-1,307.00
Misc. Expenses	357.23	5,550.00	-5,192.77

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	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	0.00	200.00	-200.00
Rent	4,800.00	9,600.00	-4,800.00
Supplies	88.90	517.00	-428.10
Telephone-Internet			
Cell Phones	729.64	0.00	729.64
Internet	0.00	0.00	0.00
Office Phone	231.26	0.00	231.26
Telephone-Internet - Other	0.00	2,000.00	-2,000.00
Total Telephone-Internet	<u>960.90</u>	<u>2,000.00</u>	<u>-1,039.10</u>
Total Office	<u>7,674.61</u>	<u>22,867.00</u>	<u>-15,192.39</u>
Personnel			
Administrative Assistant	19,853.26	40,000.00	-20,146.74
Executive Director	20,836.59	50,000.00	-29,163.41
Health Ins - Workman's Comp	1,131.00	4,000.00	-2,869.00
Marketing Consultant	1,612.50	10,000.00	-8,387.50
Payroll Preparation	890.00	1,900.00	-1,010.00
Payroll Taxes	3,211.04	8,000.00	-4,788.96
Total Personnel	<u>47,534.39</u>	<u>113,900.00</u>	<u>-66,365.61</u>
Streetscape			
Outside Maintenance Contract	0.00	0.00	0.00
Total Streetscape	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Expense	<u>84,049.95</u>	<u>183,017.00</u>	<u>-98,967.05</u>
Net Income	<u>-80,236.45</u>	<u>0.00</u>	<u>-80,236.45</u>

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5:12 PM
07/19/22
Accrual Basis

Superior BID
June 2022 - Year to Date Comparison
January through December 2022

	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>\$ Change</u>
Income			
Assessment	0.00	161,869.26	-161,869.26
City Contribution	0.00	71,750.00	-71,750.00
Deposit	586.95	2,099.76	-1,512.81
Misc. Income	1,056.55	572.50	484.05
Sponsorships	2,170.00	1,650.00	520.00
Total Income	<u>3,813.50</u>	<u>237,941.52</u>	<u>-234,128.02</u>
Expense			
Committees	7,488.84	27,084.73	-19,595.89
Grants	21,352.11	18,245.99	3,106.12
Office	7,674.61	17,730.17	-10,055.56
Personnel	47,534.39	112,645.71	-65,111.32
Streetscape	0.00	53,384.55	-53,384.55
Total Expense	<u>84,049.95</u>	<u>229,091.15</u>	<u>-145,041.20</u>
Net Income	<u>-80,236.45</u>	<u>8,850.37</u>	<u>-89,086.82</u>

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Mainstreet Bounceback \$10,000 Grant - NWRP

All of Superior

38 in the District

#	<u>Company/Organization</u>	<u>DBA</u>
1	3.14 Co LLC	Toppers Pizza
2	Allure Laser & Aesthetics LLC	
3	Apple House	Sutherland CBD
4	Black Eagle Enterprises Inc	Pattison Park Golf Course
5	Black Fox Salon Studio LLC	
6	Body Bar By Lashed Out LLC	
7	Carina Barker Clinical Practice LLC	
8	Cashmere Hair N Beauty Spa	
9	Catmodul, Ltd	Collector's Connection
10	Core Landscaping LLC	Core Advantage
11	Creative CATS LLC	
12	DMB Morales	Bucktales Cantina & Grill/Shorty's Pizza
13	Duluth Flower Farm Inc.	
14	Imperium Chiropractic SC	
15	Incantation	
16	Jamrock Cultural Restaurant LLC	
17	Kindred Stone & Co LLC	
18	Lash Out Extensions	
19	MMBAY, LLC	VLAMM
20	Nails by Mary Vang	
21	Nick Korhonen Agency LLC	
22	North Shore Compressor & Machine, Inc	
23	Northland Signature Services LLC	
24	Northland Smoke & Vape LLC	
25	Perfect Timing Auto Repair LLC	
26	Playtime Palace LLC	
27	Ploeger, Smith & Glonek LLC	Spaces by Blue Arrow
28	Precision Tint & Detail-Superior, LLC	
29	Radiant Massage Therapy LLC	
30	Sellers Auction LLC	
31	Serenity Salon & Posh Boutique, LLC	
32	Skin Deep Tattoo & Piercing	
33	Soundtronics Inc	
34	Studio One Photography	
35	Sunkissed LLC	
36	Superior Bowling Center LLC	Superior Lanes
37	Superior Cannabis Company, LLC	
38	Superior Ceramic Coatings LLC	
39	Superior Tavern	
40	Superior Waffles, LLC	
41	Sutherland Business Adventures LLC	
41	The Wildflower Boutique	

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43	Tilander CMMA LLC	Stone House Martial Arts
44	Tower Fit Nutrition	
45	Twin Ports Laser and Cosmetic Services LLC	
46	Unique Crown Beauty Inc.	
47	Up North DeCaro Superior LLC	The Tap on Tower
48	Video Vision - Duluth, Inc	
49	Winks Beauty Studio	
50	Wire Werks Accessories and Solutions	
51	Zenith Biome Insights Inc.	Green Home Solutions of Duluth

\$380,000 to SBID Businesses

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**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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NEWS | LOCAL | News reporting

Entrepreneur Center opens doors in Superior

The Old Post Office serves as a one-stop shop for business incubation and growth.



Andy Donahue, director of the Small Business Development Center, talks in the ballroom on the third floor of the Old Post Office at 1401 Tower Ave. in Superior during a tour on Thursday, July 7. Jed Carlson / Superior Telegram

By [Shelley Nelson](#)

July 21, 2022 11:00 AM

 We are part of The Trust Project. >

SUPERIOR — The Superior Business Development Center and Duluth-based Entrepreneur Fund hosted an open house July 7 to show off the digs of their new home in the Entrepreneur Center, 1401 Tower Ave.

The organizations that help those starting a new business are located on the main floor of the Old Post Office. They are joined by the

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Development Association, which is housed on the third floor of the historic building, to provide a one-stop shop for entrepreneurs.

Businesses that were previously located in the building can be found on the second floor. The first floor features a co-working space and an area for new business development is in the basement.



Folks gather and chat during an open house at the Small Business Development Center, in the Old Post Office at 1401 Tower Ave., in Superior on Thursday, July 7, 2022.
Jed Carlson / Superior Telegram

“When we launch our VentureHome program, hopefully this fall, this will be a hub for them as well,” said Andy Donahue of the Small Business Development Center.

WiSys VentureHomes form a network of startup hubs that combine statewide resources with community initiatives to provide local entrepreneurs with access to resources in their communities.

“It’s kind of a higher end incubation and collaborative and co-working space,” said Jim Caesar of the Development Association, which is providing matching funding to get the grant program up and running. A

bigger open house will be held once that program is operational, Caesar said.



The Small Business Development Center is now housed in the Old Post Office at 1401 Tower Ave. in Superior.
Jed Carlson / Superior Telegram

On the third floor, the former federal courtroom has been converted to a ballroom for community events and workshops that will be held to give prospective business owners the tools they need to succeed.

“The whole thing is a collaboration between the Development Association, SBDC and the Entrepreneur Fund,” Donahue said.

The building will also provide a landing place for Northwest Regional Planning and the Wisconsin Economic Development Corp. when they are working with people in the area, Donahue said.

“We’re really trying to ... bring some of those regional and state resources to Superior to really enhance what entrepreneurs want to see and help get them to grow,” Donahue said.

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People enter the Small Business Development Center in the Old Post Office at 1401 Tower Ave. in Superior for an open house on Thursday, July 7.
Jed Carlson / Superior Telegram

The Entrepreneur Center is an opportunity to enhance the area's ecosystem for entrepreneurs and small business owners, he said.

“An entrepreneur can come in and they don't need to worry about going off all across town to find different things,” Donahue said. “If they need to talk about lending, they can go right across the hall. If they need to talk about properties, they can talk to Jim. All the resources they're going to need are right here in this building.”