

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
Board of Directors Meeting Agenda
Thursday, October 24, 2022, 3:00 PM
Old Post Office 3rd Floor

1. Call the Meeting to Order
2. Additions to the Agenda
3. Approval of Minutes of September 29, 2022
3. Review of Financial Reports: Financials
September 2022
4. Report of Interim Board President
5. Report of Executive Director
6. Committee Reports
7. Action Items: None
8. Old Business
 1. Homeless Camp Update
 2. Mural Project Update by Addie
9. Discussion Items/In Progress
 1. Superior Days
 2. Design Committee- resume in person
Proposing Day/Time change: Second Tuesday of each month 3:30
 5. Working on grant/loan support program-resource
 6. Trick or Treating in the District
 7. Article for PS regarding grants and loans
 8. Grants IP:
 - Weeping Willow
 - Advantage Air 1808 Tower
 9. Shop Small Week- Tentatively November 25-December
Totes- \$1,200
Radio Advertising holiday shopping shared with DA and Chamber-
\$3,333.00
 10. Assessments Review
 11. Tree Lights and Signs
 12. BID Bucks
 13. Budget
 14. Meetings Offsite again?
 15. November/December combined meeting?

10. New Businesses or Ownership in the District
11. Any Other Business That May Legally Come Before This Board
12. 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.

2

Superior Business Improvement District
Board of Directors Minutes
September 29, 2022, 3:00pm
Old Post Office Conference Room

Present: Dave Miller, Karen Geegan, Nick Korhonen, Katie Perrault, Mayor Jim Paine

Guests: Jim Caesar

Staff: Kelly Peterson and Jodi Rochon

Absent: Gary Banker, Chris Scharte, Crystal Broderson, Addie Poskozim, Don Nummi

Call to Order: Nick Korhonen called the meeting to order at 3:03 p.m.

Report of Board Chair: Korhonen explained Mitch experienced a medical emergency and is taking a leave from the board for an undetermined time. Dave Miller will be interim President. Miller serves as the vice president. Korhonen offered to run the meetings for Miller.

Minutes: Mayor Paine motioned to receive the July 28, 2022, minutes, second by Karen Geegan. Motion carried

Financials: Dave Miller motioned, second by Katie to receive the July and August financials. Motion carried

Report of Executive Director: Peterson presented her directors report and discussed. Busy with visits and introductions with business and property owners, meetings with various groups and creating and updating. Kelly attended the Wisconsin Economic Development Summit with Jim Caesar. Kelly shared that business trick-or-treating is Friday October 21st from 2 until 5:00 p.m. We will also be looking into business Halloween decorating as well. Nick asked about feedback on Kelly's visits, and she shared their excitement for engagement.

Committee Reports: The Design Committee will begin to meet in person again the second Tuesday of each month at 3:30 p.m. The change will be listed on our website.

Superior Days 2023: Kelly plans to attend and is excited for the opportunity. Superior Days will take place February 21 & 22, 2023.

Bounceback Grant: Kelly explained the Bounce Back Grant has been extended through the end of 2022. The SBID has been very fortunate to have numerous businesses benefit from this grant program. We will continue to reach out to all new businesses as well as any existing businesses that are looking to do an expansion as they are eligible also. We will share the extension news with stakeholders.

Grant and support programs: Gary Banker and Kelly gathered and put together details about other grants available to stakeholders. Kelly shared a number of businesses were not aware of the grants besides SBID stakeholder and sign grants.

Superior BID September 2022 - Monthly Cash Flow

	Sep 22
Income	
Deposit	65.00
Total Income	65.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
Old BID Bucks	150.00
Total BID Bucks	150.00
Farmers Market	
Assistant - Signage	600.00
Total Farmers Market	600.00
Total Promotion-Marketing	750.00
PS Magazine	1,750.00
Total Committees	2,500.00
Office	
Copy-Photo-Print	258.26
Equipment Purchase & Repair	492.75
Misc. Expenses	1,284.00
Rent	525.00
Supplies	62.34
Total Office	2,622.35
Personnel	
Administrative Assistant	3,357.85
Executive Director	5,840.34
Health Ins - Workman's Comp	666.68
Payroll Preparation	140.00
Payroll Taxes	708.25
Total Personnel	10,713.12
Total Expense	15,835.47
Net Income	-15,770.47

Superior BID
September 2022- Budget vs. Actual
 January through September 2022

	Jan - Sep 22	Budget	\$ Over Budget
Income			
Assessment	0.00	179,017.00	-179,017.00
City Contribution	0.00	0.00	0.00
Deposit	651.95	0.00	651.95
Misc. Income			
City Bucks Purchase	491.55	0.00	491.55
Event income/fees			
Farmers Market	555.00	0.00	555.00
Total Event income/fees	555.00	0.00	555.00
Misc. Income - Other	0.00	2,000.00	-2,000.00
Total Misc. Income	1,046.55	2,000.00	-953.45
Sponsorships			
Farmers' Market	2,400.00	2,000.00	400.00
Total Sponsorships	2,400.00	2,000.00	400.00
Total Income	4,098.50	183,017.00	-178,918.50
Expense			
Committees			
Marketing			
Promotion-Marketing			
BID Bucks			
City	50.00	0.00	50.00
Farmers Market	10.65	0.00	10.65
Old BID Bucks	350.00	0.00	350.00
BID Bucks - Other	200.00	0.00	200.00
Total BID Bucks	610.65	0.00	610.65
Chamber Play Day			
Farmers Market	416.00	0.00	416.00
Advertising/Marketing			
Assistant - Signage	25.34	0.00	25.34
Entertainment	1,440.00	0.00	1,440.00
Farmers Market - Other	2,550.00	0.00	2,550.00
Total Farmers Market	551.10	0.00	551.10
Total Promotion-Marketing	4,566.44	0.00	4,566.44
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
Total Promotion-Marketing	1,487.24	0.00	1,487.24
Total Committees	8,320.83	0.00	8,320.83
PS Magazine	7,000.00	10,500.00	-3,500.00
Committees - Other	0.00	750.00	-750.00
Total Committees	15,320.83	21,250.00	-5,929.17
Grants			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	4,582.51	0.00	4,582.51
Stakeholders Support Grant	17,769.60	0.00	17,769.60
Grants - Other	0.00	25,000.00	-25,000.00
Total Grants	22,352.11	25,000.00	-2,647.89
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	1,733.11	2,000.00	-266.89
Equipment Purchase & Repair	2,336.94	1,500.00	836.94
Misc. Expenses	1,900.23	5,550.00	-3,649.77

5

	<u>Jan - Sep 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	23.20	200.00	-176.80
Rent	6,925.00	9,600.00	-2,675.00
Supplies	167.24	517.00	-349.76
Telephone-Internet			
Cell Phones	971.70	0.00	971.70
Internet	0.00	0.00	0.00
Office Phone	357.18	0.00	357.18
Telephone-Internet - Other	0.00	2,000.00	-2,000.00
Total Telephone-Internet	<u>1,328.88</u>	<u>2,000.00</u>	<u>-671.12</u>
Total Office	14,689.60	22,867.00	-8,177.40
Personnel			
Administrative Assistant	29,877.79	40,000.00	-10,122.21
Executive Director	30,855.57	50,000.00	-19,144.43
Health Ins - Workman's Comp	2,964.36	4,000.00	-1,035.64
Marketing Consultant	1,612.50	10,000.00	-8,387.50
Payroll Preparation	1,180.00	1,900.00	-720.00
Payroll Taxes	4,929.48	8,000.00	-3,070.52
Total Personnel	<u>71,419.70</u>	<u>113,900.00</u>	<u>-42,480.30</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>123,782.24</u>	<u>183,017.00</u>	<u>-59,234.76</u>
Net Income	<u><u>-119,683.74</u></u>	<u><u>0.00</u></u>	<u><u>-119,683.74</u></u>

4:10 PM
10/17/22
Accrual Basis

Superior BID
October 2022 - Year to Date Comparison
January through September 2022

	<u>Jan - Sep 22</u>	<u>Jan - Sep 21</u>	<u>\$ Change</u>
Income			
Assessment	0.00	139,459.21	-139,459.21
Deposit	651.95	1,121.26	-469.31
Misc. Income	1,046.55	572.50	474.05
Sponsorships	2,400.00	1,650.00	750.00
Total Income	<u>4,098.50</u>	<u>142,802.97</u>	<u>-138,704.47</u>
Expense			
Committees	15,320.83	13,362.72	1,958.11
Grants	22,352.11	7,001.88	15,350.23
Office	14,689.60	13,102.64	1,586.96
Personnel	71,419.70	79,469.73	-8,050.03
Streetscape	0.00	38,234.00	-38,234.00
Total Expense	<u>123,782.24</u>	<u>151,170.97</u>	<u>-27,388.73</u>
Net Income	<u><u>-119,683.74</u></u>	<u><u>-8,368.00</u></u>	<u><u>-111,315.74</u></u>

7



Financial Dashboard
September 2022

Income: Farmers Market Vendor Fees - \$65.00

Expenses: Typical monthly expense – plus

Note: \$1,284.00 to A1 Movers for office relocation

8

Superior Business Improvement District
BID BUCKS Report
 September 2022

BID Bucks issued in September \$100.00

BID Bucks reimbursed in September \$150.00

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	\$ (2,075.00)	\$ 2,375.00	
2022	\$ 350.00	\$ (50.00)	\$ 300.00	
TOTAL	\$ 25,035.00	\$ (16,410.00)	\$ 9,735.00	

Jodi Rochon

From: Adelaide Poskozim <poskozim.a@gmail.com>
Sent: Wednesday, October 19, 2022 10:31 AM
To: Jodi Rochon
Subject: Re: SBID Board of Directors Meeting, 10/27/2022, 3pm

Hello, Jodi!

Unfortunately, I will be out of town at that date and will be unable to attend the meeting.

In regards to the mural project, my artist Sonja was unable to complete it this year. As such, I will be looking for local artists at UMD who are available and most importantly, reliable. After three artists dropping out within four months, I'm not confident in UWS's ability to retain an artist for this project. I have also been reaching out to local professional muralists to gain their input on how to make this project more durable. One of the suggestions is a contract to prevent another artist from backing out within days of deadlines. If any board member has any experience or ideas on how to craft such a contract, I would be grateful to discuss it with them further. I'd also like to thank the Board for their patience on a project that has changed from factors outside of our control and their continued support for local art in our downtown. I still plan to pursue this project in the upcoming year and will be spending this winter season planning and preparing so when the weather turns, we can get started right away. If there are any more questions I can answer, please don't hesitate to let me know!