

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
Board of Directors Meeting Agenda
Thursday, September 29, 2022- 3:00 PM
Old Post Office 3rd Floor

Call the Meeting to Order

Additions to the Agenda

Approval of Minutes of July 28, 2022

Review of Financial Reports: Financials
July & August 2022

Report of Board Chair

1. Mitch Routh and Interim Board President discussion

Report of Executive Director

Committee Reports

Action Items: None

Old Business

1. Homeless Camp Update
2. Mural Project Update by Addie
3. Office move complete

Discussion Items/In Progress

1. Superior Days
2. Bounceback Grants extended through December 31, 2022
3. Design Committee- resume in person
 - a. Proposing Day/Time change: Second Tuesday of each month 3:30
4. Working on grant/loan support program-resource
5. Grants IP:
 - a. Weeping Willow
 - b. Advantage Air

New Businesses or Ownership in the District

1. SOAR Therapy – 1401 Tower Avenue
2. Merchant Credit – 1401 Tower Avenue
3. Entrepreneur Fund – 1401 Tower Avenue
4. Small Business Development Center – 1401 Tower Avenue
5. Tri Media Environmental– 1401 Tower Avenue
6. Wilson Development – 1401 Tower Avenue
7. WMG Walznik Moseler Group – 1401 Tower Avenue

Any Other Business That May Legally Come Before This Board

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
July 28, 2022, 3:00p.m. @ Jack's Bar

Present: Karen Geegan, Nick Korhonen, Chris Scharte, Mitch Routh, Don Nummi, Mayor Jim Paine

Guest: Kelly Peterson, Jim Caesar, and Taylor Pedersen

Absent: Gary Banker, Dave Miller, Addie Poskozim, Katie Nummi and Crystal Broderson

Staff: Jodi Rochon

Call to Order: Mitch called the meeting to order at 3:04 p.m. Nick motioned to approve the previous meeting minutes, second by Mayor Paine. Motion carried.

Financials: Nick motioned to approve the monthly financials, second by Don. Motion carried.

Board Chair: Mitch took a moment to introduce the new SBID Executive Director, Kelly Peterson. Kelly starts on August 8th. Mitch also informed the board that a letter of support for the Blatnik Bridge has been put together and will be sent to members for review.

Mural Project Update: Adeline was unable to attend the meeting and will report at the next meeting.

Old Post Office Proposal: The board had the opportunity to review the proposal presented by Jim Caesar about the potential move to the Superior Entrepreneur Center, (Old Post Office at 1401 Tower Avenue). The BID was previously housed in this building for over 10 years before moving to the Blaine Business Center in 2015. Kelly and Jodi have chosen suites 303 and 304 on the third floor. Their proposal indicates \$500 a month for rent which includes one phone line and internet. A notice would need to be given to the Blaine Business Center ASAP. Nick motioned, second by Karen to approve the move to the Superior Entrepreneur Center. The office will be in the new location by September 1.

New Business

New computer purchase for Kelly: Lindsey's old computer was Microsoft 7 which cannot be upgraded and must be replaced. The estimate from discoverpc is approximately \$1,500. The Mayor motioned, second by Karen to approve the purchase. Motion carried.

New Businesses or Ownerships:

- a. KW Call Center – relocated to 1402 Belknap
- b. Pottery Burn – new owner – Geina Wheeler

Any Other Business

September Board Meeting: Mitch explained how normally the board takes a summer break and does not hold a meeting in either July or August. This year, especially due to the move, the board will not meet in August. Their next meeting will be the fourth Thursday in September unless something comes up.

Adjournment: Nick motioned to adjourn at 3:33 p.m.





Financial Dashboard
July 2022

Income: *No income to report*

Expenses: Typical monthly expense – plus

Note: \$1,000 sign grant for Superior Tavern

Superior Business Improvement District
BID BUCKS Report
 July 2022

BID Bucks issued in July \$25.00
 BID Bucks reimbursed in July \$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	\$ (1,925.00)	\$ 2,525.00	
2022	\$ 225.00	\$ (25.00)	\$ 200.00	
TOTAL	\$ 24,910.00	\$ (16,235.00)	\$ 9,785.00	

A

Superior BID July 2022 - Monthly Cash Flow

	Jul 22
Income	0.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
Old BID Bucks	75.00
Total BID Bucks	75.00
Farmers Market	
Advertising/Marketing	25.34
Assistant - Signage	480.00
Entertainment	600.00
Total Farmers Market	1,105.34
Total Promotion-Marketing	1,180.34
PS Magazine	1,750.00
Total Committees	2,930.34
Grants	
Sign Grant	1,000.00
Total Grants	1,000.00
Office	
Copy-Photo-Print	181.01
Misc. Expenses	159.00
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	121.03
Office Phone	62.97
Total Telephone-Internet	184.00
Total Office	1,332.01
Personnel	
Administrative Assistant	3,333.34
Health Ins - Workman's Comp	500.00
Payroll Preparation	150.00
Payroll Taxes	254.99
Total Personnel	4,238.33
Total Expense	9,500.68
Net Income	-9,500.68

1:41 PM
09/06/22
Accrual Basis

Superior BID July 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	10,419.18	27,084.73	-16,665.55
Grants	22,352.11	18,245.99	4,106.12
Office	9,006.62	17,730.17	-8,723.55
Personnel	51,772.72	112,645.71	-60,872.99
Streetscape	0.00	53,384.55	-53,384.55
Total Expense	<u>93,550.63</u>	<u>229,091.15</u>	<u>-135,540.52</u>
Net Income	<u>-89,737.13</u>	<u>8,850.37</u>	<u>-98,587.50</u>

Superior BID
July 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	0.00	10,000.00	-10,000.00
Promotion-Marketing			
BID Bucks			
City	25.00	0.00	25.00
Farmers Market	0.00	0.00	0.00
Old BID Bucks	75.00	0.00	75.00
BID Bucks - Other	200.00	0.00	200.00
Total BID Bucks	300.00	0.00	300.00
Chamber Play Day	0.00	0.00	0.00
Farmers Market			
Advertising/Marketing	25.34	0.00	25.34
Assistant - Signage	840.00	0.00	840.00
Entertainment	1,800.00	0.00	1,800.00
Farmers Market - Other	551.10	0.00	551.10
Total Farmers Market	3,216.44	0.00	3,216.44
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	412.24	0.00	412.24
Total Promotion-Marketing	5,169.18	0.00	5,169.18
PS Magazine	5,250.00	10,500.00	-5,250.00
Committees - Other	0.00	750.00	-750.00
Total Committees	10,419.18	21,250.00	-10,830.82
Grants			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	3,738.51	0.00	3,738.51
Stakeholders Support Grant	18,613.60	0.00	18,613.60
Grants - Other	0.00	25,000.00	-25,000.00
Total Grants	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	1,180.59	2,000.00	-819.41
Equipment Purchase & Repair	193.00	1,500.00	-1,307.00
Misc. Expenses	516.23	5,550.00	-5,033.77

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	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	0.00	200.00	-200.00
Rent	5,600.00	9,600.00	-4,000.00
Supplies	96.90	517.00	-420.10
Telephone-Internet			
Cell Phones	850.67	0.00	850.67
Internet	0.00	0.00	0.00
Office Phone	294.23	0.00	294.23
Telephone-Internet - Other	0.00	2,000.00	-2,000.00
Total Telephone-Internet	<u>1,144.90</u>	<u>2,000.00</u>	<u>-855.10</u>
Total Office	9,006.62	22,867.00	-13,860.38
Personnel			
Administrative Assistant	23,186.60	40,000.00	-16,813.40
Executive Director	20,836.59	50,000.00	-29,163.41
Health Ins - Workman's Comp	1,631.00	4,000.00	-2,369.00
Marketing Consultant	1,612.50	10,000.00	-8,387.50
Payroll Preparation	1,040.00	1,900.00	-860.00
Payroll Taxes	3,466.03	8,000.00	-4,533.97
Total Personnel	<u>51,772.72</u>	<u>113,900.00</u>	<u>-62,127.28</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>93,550.63</u>	<u>183,017.00</u>	<u>-89,466.37</u>
Net Income	<u>-89,737.13</u>	<u>0.00</u>	<u>-89,737.13</u>

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Financial Dashboard August 2022

Income: Farmers Market Vendor Fees - \$220.00

Expenses: Typical monthly expense – plus

Note: \$750.00 to Sonia Fields for 50% payment on mural.
Check will not be cashed and she will return it as she cannot do the project.

Superior Business Improvement District
BID BUCKS Report
 August 2022

BID Bucks issued in August \$25.00
 BID Bucks reimbursed in August \$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	\$ (1,925.00)	\$ 2,525.00	
2022	\$ 250.00	\$ (50.00)	\$ 200.00	
TOTAL	\$ 24,935.00	\$ (16,260.00)	\$ 9,785.00	

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Superior BID August 2022 - Monthly Cash Flow

	Aug 22
Income	
Misc. Income	
Event income/fees	
Farmers Market	220.00
Total Event income/fees	220.00
Total Misc. Income	220.00
Total Income	220.00
Expense	
Committees	
Promotion-Marketing	
BID Bucks	
City	25.00
Farmers Market	10.65
Old BID Bucks	125.00
Total BID Bucks	160.65
Chamber Play Day	416.00
Farmers Market	
Entertainment	750.00
Total Farmers Market	750.00
Promotion-Marketing - Other	1,075.00
Total Promotion-Marketing	2,401.65
Total Committees	2,401.65
Office	
Copy-Photo-Print	294.26
Equipment Purchase & Repair	1,651.19
Misc. Expenses	100.00
Postage	23.20
Rent	800.00
Supplies	8.00
Telephone-Internet	
Cell Phones	121.03
Office Phone	62.95
Total Telephone-Internet	183.98
Total Office	3,060.63
Personnel	
Administrative Assistant	3,333.34
Executive Director	4,178.64
Health Ins - Workman's Comp	666.68
Payroll Taxes	755.20
Total Personnel	8,933.86
Total Expense	14,396.14
Net Income	-14,176.14

3:54 PM

09/13/22

Accrual Basis

Superior BID
August 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	1,046.55	572.50	474.05
Sponsorships	2,400.00	1,650.00	750.00
Total Income	<u>4,033.50</u>	<u>237,941.52</u>	<u>-233,908.02</u>
Expense			
Committees	12,820.83	27,084.73	-14,263.90
Grants	22,352.11	18,245.99	4,106.12
Office	12,067.25	17,730.17	-5,662.92
Personnel	60,706.58	112,645.71	-51,939.13
Streetscape	0.00	53,384.55	-53,384.55
Total Expense	<u>107,946.77</u>	<u>229,091.15</u>	<u>-121,144.38</u>
Net Income	<u><u>-103,913.27</u></u>	<u><u>8,850.37</u></u>	<u><u>-112,763.64</u></u>

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Superior BID
August 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	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	4,033.50	183,017.00	-178,983.50
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	200.00	0.00	200.00
BID Bucks - Other	200.00	0.00	200.00
Total BID Bucks	460.65	0.00	460.65
Chamber Play Day	416.00	0.00	416.00
Farmers Market			
Advertising/Marketing	25.34	0.00	25.34
Assistant - Signage	840.00	0.00	840.00
Entertainment	2,550.00	0.00	2,550.00
Farmers Market - Other	551.10	0.00	551.10
Total Farmers Market	3,966.44	0.00	3,966.44
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	1,487.24	0.00	1,487.24
Total Promotion-Marketing	7,570.83	0.00	7,570.83
PS Magazine	5,250.00	10,500.00	-5,250.00
Committees - Other	0.00	750.00	-750.00
Total Committees	12,820.83	21,250.00	-8,429.17
Grants			
Marketing Assistance	0.00	0.00	0.00
Sign Grant	3,738.51	0.00	3,738.51
Stakeholders Support Grant	18,613.60	0.00	18,613.60
Grants - Other	0.00	25,000.00	-25,000.00
Total Grants	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	1,474.85	2,000.00	-525.15
Equipment Purchase & Repair	1,844.19	1,500.00	344.19
Misc. Expenses	616.23	5,550.00	-4,933.77

B

	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Postage	23.20	200.00	-176.80
Rent	6,400.00	9,600.00	-3,200.00
Supplies	104.90	517.00	-412.10
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	12,067.25	22,867.00	-10,799.75
Personnel			
Administrative Assistant	26,519.94	40,000.00	-13,480.06
Executive Director	25,015.23	50,000.00	-24,984.77
Health Ins - Workman's Comp	2,297.68	4,000.00	-1,702.32
Marketing Consultant	1,612.50	10,000.00	-8,387.50
Payroll Preparation	1,040.00	1,900.00	-860.00
Payroll Taxes	4,221.23	8,000.00	-3,778.77
Total Personnel	<u>60,706.58</u>	<u>113,900.00</u>	<u>-53,193.42</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>107,946.77</u>	<u>183,017.00</u>	<u>-75,070.23</u>
Net Income	<u>-103,913.27</u>	<u>0.00</u>	<u>-103,913.27</u>

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TORVINEN, JONES, ROUTH & SAUNDERS, S.C.

A Limited Liability Service Corporation

ATTORNEYS

Kyle H. Torvinen*
Parrish J. Jones*
Mitchell A. Routh*
Lukas J. Saunders*
*Also admitted in Minnesota

823 Belknap Street, Suite 222
Superior, WI 54880
Telephone: 715-394-7751
Facsimile: 715-395-0923
E-Mail: reception@superiorlawoffices.com
Website: www.superiorlawoffices.com

September 1, 2022

Kelly Peterson
Executive Director
Superior Business Improvement District
1401 Tower Ave, Suite 304
Superior, WI 54880

Re: Superior Business Improvement District

Dear Kelly:

I am writing with regard to my partner, Mitch Routh. Earlier this week, Mitch had serious medical issue. Although his prognosis is good and we expect a full recovery, we anticipate that he will be out and recuperating for the foreseeable future. We hope to know more by mid-September and will update accordingly. In the meantime, you may want to activate your Vice President.

If you have any questions or concerns, please feel free to contact me.

Very truly yours


Parrish J. Jones

PJJ:ekw



Executive Director's Report
September 29, 2022

Develop.

Stakeholder/Community/Development/Economic

July

Development Team Breakfast Meeting
Governor Ever's Visit BounceBack Grant Recipients
Work with Jodi; discuss phones, computers, etc

August

Positively Superior Editorial Meeting
Superior City Council Meeting- Introduction, approval of budget as stated
Development Team Breakfast
Mayor's Development Team
Gov. Evers, Kelly Westlund, event at Empire
Meet with Amy Ugstad- procedures, web updates, other social media
A-1 moving meeting regarding move
Discover PC technology – kp computer login questions, jr laptop repair
Andy Donahue initial meeting, UW Small Business Development Center
Create "Linked In" page
Tammy Baldwin – meet and greet
Kaye's Bench Dedication
BMO signing for credit cards
Mitch Routh – check in
Parks and Rec Linda Cadotte- events discussion (Christmas Tree Lighting retiring tree)
Chamber Board meeting (Douglas County Supervisor appointment)
SBA Webinar
Superior Public Museum Board Meeting (Board Member)
First Children Grant- City of Superior at SPM
Farmer's Market- Meet with Sue Ann Dumke
Nick Korhonen visit/check in

September

Dave Miller- check in/Board meeting reschedule
Positively Superior Editorial Meeting
Development Team Breakfast



Meet with Representative for Tammy Baldwin- with Caesar, Pedersen, Serck, Glazman, Renewing Membership to WEDC Connect Communities (\$200 typically July)
Became a member of Wisconsin Downtown Action Council (free)
Wisconsin Economic Development Corporation – Economic Summit September 20-21
Community Action Panel- Cenovus
Entrepreneur Fund- Mike Lattery – down payment assistance
Mainstreet climate to move to Superior- Serck, Caesar, Peterson
Superior Days Planning Meeting Sept 27, 2022
Met with Kathi Ronchi, Dave Longsdorf regarding encampment, Douglas County public health
Tower Plaza – new remodeled space. Looking for assistance in renting.

Encourage.

Engagement with Stakeholders. Stakeholders Introduction/contact/pop in:

August

Discover PC
DVR/DWD
Kat's Legendary Korner
Wilson/Batteries Plus
UW-Small Business Development Center
Belknap Lounge
Field and Connolly Insurance
Empower Nutrition
IHS Door Co
Great Lakes Office Solutions
BMO bank
Tower Fit
Holden Insurance
Chamber of Commerce
Mediqwest
Skin Deep Tattoo
Playtime Place
Progress North
Superior Public Library

September

Bear Creek Defense/Sarah May
Art on the Planet
DC Testing
Wine Beginnings

A small, handwritten mark in blue ink, resembling a stylized 'M' or a similar symbol, located in the bottom right corner of the page.



Empire Coffee
Superior Waffles
7 West
Twin Ports Auction
Northwest Outlet
Bucktales
Cobblestone
Tap on Tower
Rascals Pet Grooming
Cedar Barn
Superior Cannabis
Black Fox Salon
Nummi's
Thirsty Pagan Brewery
Kindred Stone
ProPrint
Angie's Closet
Impact Nutrition
Superior Flooring
Who's Bar
Northwest Community Action Agency
Nicolet Law

Promote.

Sharing social media events with goal of foot traffic in the District:

Farmer's Market-Jodi
Pride, Spooktacular events
Job Center Open House 9/28/22, 10-12
Pizza Wars
Trick or Treating: October 21, 2022, 2-5
Holiday Tree Lighting
Superior Ice Festival
Shop Small

***Respectfully submitted,
Kelly Peterson
September 27, 2022***