



**SBID Board of Directors**  
**1401 Tower Ave, 3<sup>rd</sup> Floor Conference Room**  
**Wednesday, April 16, 2025 · 3:00 – 4:00pm**

**Meeting Called by:** Dave Miller, President

**Board Members:** Don Nummi, Sec/Treasurer, Chris Scharte, Vice President, Nick Korhonen, Past President, Katie Perrault, Gary Banker, Raya Horst, Natalie Harris, Jordan DeCaro, Beth Fritsche, Micah Pahl

Mayor Paine, Councilor Elm, Councilor Graskey

Ex-officio: Jim Caesar and Taylor Pedersen. SPD Brad Jago

***The Superior Business Improvement District advocates for Stakeholders to sustain, promote and enhance the District.***

<b>AGENDA</b>	<b>Motion</b>	<b>Second</b>	<b>Notes</b>
<b>Call to Order</b>			
<b>Attendance</b>			
<b>Additions to Agenda</b>			
<b>Approval of Minutes:</b> <b>Action item:</b> March 19, 2024			
<b>Financial Summary (Quarterly)</b> <b>Action item:</b> Q1 financials			
<b>Old Business:</b> <b>Action item:</b> 2025 Budget Action item: 2025 Operating Plan Action item: 2025 Board of Directors Action item: 2025 Executive Committee			
<b>Discussion Item/In Progress:</b>  Attendance for BofD and committees: 50% of meetings.  Promotions committee-Doodle poll sent for new standing day/time.  Submit to the City for approval, Budget, Operating Plan, Board of Directors  Annual Meeting: May 28, 2025, at 5pm SECHOP 1401 Tower, Ballroom 3 <sup>rd</sup> Floor			



<p>Twin Ports Business Alliance- Invitation to their monthly membership meeting, April 16, 8:30-9:30 at Hoops Web, contact, FB Public, FB group, and all other forward-facing media hosted by SBID (Executive Board for TPBA: Kelly Peterson, Pres, Jennifer Rossman, Vice, Cameron Krueger, Sec/Treasurer)</p> <p>Capacity Grant- The Development Association- Steering committee. Jenice Meyer Consulting on project</p> <p>WIB Meetings:</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Tuesday each month, 9:30,</li> </ul> <p>Vacant Property Listing/Plan Commission –</p> <ul style="list-style-type: none"> <li>• Symposium by the City, March 20, 2025,</li> </ul> <p>SDFM looking for sponsorship. Very slow coming in. Food trucks and music schedule IP</p> <p>May 1, Homegrown Superior Night</p> <p>Androy Hotel 100 years, event at The LOT May 17</p>			
<p><b>2025 Grants Sign/Stakeholder</b> No active requests.</p>			
<p><b>New/Change Businesses:</b></p>			
<p><b>ED Report- in discussions above</b></p>			
<p><b>Public Comment</b></p>			
<p><b>Next meeting:</b> Annual meeting May 28, 2025 at 5pm</p>			
<p><b>Adjourn</b></p>			









**S B ID SUPERIOR**  
BUSINESS IMPROVEMENT DISTRICT

<ul style="list-style-type: none"> <li>• SDFM looking for sponsorships, food, music</li> <li>• May 1, Homegrown Superior Night</li> <li>• Androy Hotel 100 years, event at The LOT May 17</li> </ul>			
<p><b>2025 Grants</b> <b>Sign/Stakeholder</b> Tiny Riot Stakeholder-awning and sign</p> <p><b>2024 Stakeholder reimbursement Northwest Outlet(lot)</b> <b>2023 Stakeholder reimbursement Superior Lanes (Bathroom)</b></p>			
<p><b>New/Change Businesses:</b> Superior Med Spa expanded Midwest Mama's LLC new to Belknap 1122 Belknap Tumble Fresh opened Dec 2024 Palace – new Karaoke opened Feb 2025 KindredHeart will open March 2025 Runa Yoga Will open March 2025 Summit Mortgage Corp will Open March 2025</p>			
<p><b>ED Report- in discussions above</b></p>			
<p><b>Public Comment</b></p>			
<p><b>Next meeting:</b> April 16, 2025 at 3pm</p>			
<p><b>Adjourn</b></p>			<p><b>Miller Adjourned 4:21</b></p>



**SUPERIOR BUSINESS IMPROVEMENT DISTRICT**

**BALANCE SHEET**

**MARCH 31, 2025**

**ASSETS**

Checking Account	(9,946.99)
Other Receivables	1,900.00
Assessment Receivable	<u>325,001.00</u>

**TOTAL ASSETS** **316,954.01**

**LIABILITIES AND EQUITY**

**LIABILITIES**

Accounts Payable	26,941.31
Unreimbursed Bid Bucks	8,150.00
Grants Payable	<u>6,318.39</u>

**TOTAL LIABILITIES** **41,409.70**

**EQUITY**

Fund Balance	<u>275,544.31</u>
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**TOTAL LIABILITIES AND EQUITY** **316,954.01**



**SUPERIOR BUSINESS IMPROVEMENT DISTRICT**  
**PROFIT AND LOSS**  
**OR THE THREE MONTH PERIOD ENDED MARCH 31, 2025**

INCOME	ACTUAL	BUDGET	DIFFERENCE
Donations-Individuals (Bid Bucks Sold)	-	500	(500)
Farmer Market Sponsorship	-	500	(500)
Special Tax Assessment	65,001	65,076	(75)
Interest Income	-	-	-
<b>TOTAL INCOME</b>	<b>65,001</b>	<b>66,076</b>	<b>(1,075)</b>
<b>EXPENSES</b>			
<b>Program Services</b>			
Bid Bucks Reimbursement	50	214	(164)
Christmas Santa	-	125	(125)
Christmas Tree Lighting	-	50	(50)
Connect Community Economic Information	-	50	(50)
Douglas County Leadership Support	-	200	(200)
Farmers Market Expense	-	100	(100)
Grants Committed	7,100	6,250	850
Homegrown Trolley	-	100	(100)
Lighting Tree Challenge	-	125	(125)
Small Business Saturday Bags	-	300	(300)
Stakeholder Marketing	3,000	2,625	375
Superior Christmas Ads	-	833	(833)
Trick or Treating Expense	-	-	-
<b>TOTAL PROGRAM SERVICES</b>	<b>10,150</b>	<b>10,972</b>	<b>(822)</b>
<b>Personnel Expenses</b>			
Salaries & Wages	17,500	22,500	(5,000)
Payroll Taxes	1,570	2,000	(430)
Health Insurance Reimbursement	1,000	2,250	(1,250)
Workers Compensation Insurance	-	250	(250)
<b>TOTAL PERSONNEL EXPENSES</b>	<b>20,070</b>	<b>27,000</b>	<b>(6,930)</b>
<b>Non-Personnel Expenses</b>			
Accounting Services	1,050	475	575
Board of Director Expense	-	188	(188)
Continuing Education	-	-	-
Dues & Subscriptions	379	375	4
Insurance	1,408	-	1,408
Marketing Consultant	-	2,500	(2,500)
Marketing & Branding	7,220	1,250	5,970
Meal Expense	734	240	494
Office Rent Expense	1,575	1,575	-
Office Expenses	1,402	1,375	27
Superior Day Expenses	400	250	150
Travel Expenses	876	-	876
<b>TOTAL NON-PERSONNEL EXPENSES</b>	<b>15,044</b>	<b>8,228</b>	<b>6,817</b>
<b>TOTAL EXPENSES</b>	<b>45,264</b>	<b>46,200</b>	<b>(936)</b>
<b>NET INCOME (LOSS)</b>	<b>19,737</b>	<b>19,877</b>	<b>(140)</b>



**SUPERIOR BUSINESS IMPROVEMENT DISTRICT**

**2025 BUDGET Proposed**

INCOME	KELLY'S CATEGORIES	Quarter
<b>Other Misc Revenue</b>		
Donations-Individuals (Bid Bucks Sold)	2,000	500
Farmer Market Sponsorship	2,000	500
Special Tax Assessment	260,000	65,000
<b>TOTAL INCOME</b>	<b>264,000</b>	<b>66,000</b>

EXPENSES		
<b>Program Services</b>		
Bid Bucks Reimbursement	855	214
<b>Superior Days Sponsorship</b>	400	100
<del>Burger Battle Trophy</del>		-
Chamber	800	200
Christmas Santa	700	175
Christmas Tree Lighting	200	50
Connect Community WEDC	200	50
Douglas County Leadership Support	800	200
Farmers Market Expense	1,400	350
Grants Committed	25,000	6,250
Homegrown Trolley	400	100
Ice Festival	500	125
<del>Lighting Tree Challenge</del>		-
<del>Pizza Wars Trophy</del>		-
Small Business Saturday Bags	2,000	500
Stakeholder Marketing (PS Magazine)	10,500	2,625
Superior Christmas Ads	3,333	833
<b>TOTAL PROGRAM SERVICES</b>	<b>47,088</b>	<b>11,772</b>

<b>Personnel Expenses</b>			
Salaries & Wages	20,000	Admin Assistant	5,000
	70,000	Exec Director	17,500
	-		-
Payroll Taxes	8,000		2,000
Health Insurance Reimbursement	9,000		2,250
Workers Compensation Insurance	1,000		250
<b>TOTAL PERSONNEL EXPENSES</b>	<b>108,000</b>		<b>27,000</b>



**Non-Personnel Expenses**

<b>Accounting Services</b>	<b>5,988</b>	<b>1,497</b>	
<b>Board of Director Expense</b>	750	188	
<b>Continuing Education</b>	-	-	
<b>Dues &amp; Subscriptions (GB articles for PS)</b>	1,500	375	
<b>Marketing Consultant (Amy)</b>	10,000	2,500	
<b>Marketing &amp; Branding</b>	5,000	1,250	
<b>Meal Expense</b>	960	240	
<b>Office Rent Expense</b>	6,300	1,575	
<b>Office Expenses</b>	5,500	1,375	
	-	Copy/Photo/Print	-
	-	Equipment Purchase/	-
	-	Postage	-
	-	Supplies	-
		Telephone Internet	-
<b>Superior Day Expenses</b>	1,000	250	
<b>Travel Expenses</b>	<b>1,000</b>	<b>250</b>	
<b>TOTAL NON-PERSONNEL EXPENSES</b>	<b>37,998</b>	<b>9,500</b>	
<b>TOTAL EXPENSES</b>	<b>193,086</b>	<b>48,272</b>	
<b>NET INCOME (LOSS)</b>	<b>70,914</b>	<b>17,729</b>	





## 2025 OPERATING PLAN

### **Introduction:**

The following is the 2025 Operating Plan for the Superior Business Improvement District (hereafter referred to as SBID or the District) in Superior, WI. The 2025 SBID Operating Plan has been approved by the SBID Board of Directors as a general guide to the activities of The District in 2025. This Operating Plan complies with the requirements of Wisconsin Statute 66.1109 which outlines the annual requirements for maintaining the 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 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, social, and economic development of the geographically defined area of the District so it is functionally and visually appealing in terms of commercial, historical, and cultural viability.
2. Develop and implement strategies that present a unified image of the geographically defined area as a community and 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 all future Public Works and infrastructure projects impacting the area of the District.

### **SBID Board of Directors:**

Will be appointed by the Mayor of the City of Superior and confirmed by the Common Council of the City of Superior by April 30<sup>th</sup> 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 designee 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 public works and infrastructure projects that impact the District. The SBID Design Committee has been charged with the Streetscape Design for previous projects such as 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, 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, Juneteenth, 4<sup>th</sup> of July Celebration, Duluth/Superior Pride, 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](http://www.superiorbid.com).

6. Continue to work with the City of Superior on their ongoing efforts for the redevelopment and restoration 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, prosperity, 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, direct contact, and other communications. Continue to use socialmedia to get information out on the SBID regarding its activities and promotions. The SBID is one of the managing editorial partners of PS Magazine and will continue to financially contribute and provide content.
11. Act as an advocate to SBID property owners and tenants on such issues as space availability, business and financial resources, maintenance, and emergency relief. Serve as a spokesperson 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. The SBID will regularly review these guidelines for consistency with the City of Superior Comprehensive Plan and the desires of stakeholders. The SBID will work directly with stakeholders, the City of Superior, and other public and private organizations to implement the guidelines.
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.
14. Generate a list of annual goals to be approved at the Annual meeting and reviewed at the subsequent annual meeting.
15. Generate an annual report describing business contacts, outcomes of promotions and advertising campaigns, budget performance, and the general state of the SBID and its stakeholders. The draft report will be prepared by the executive director and submitted to the board at the annual meeting for their approval and subsequent publication.

*Respectfully Submitted by: Kelly Peterson, Executive Director SBID*





## **2025 SBID Board of Directors**

**Dave Miller \* President**  
2025-2028  
Northwest Outlet  
1814 Belknap Street  
715-392-9838  
[dmiller@nwoutlet.com](mailto:dmiller@nwoutlet.com)

**Donald Nummi Jr - Sec/Treas**  
2025-2028  
National Bank of Commerce  
1127 Tower Avenue  
715-394-8962  
[dnummi@nbcbanking.com](mailto:dnummi@nbcbanking.com)

**Chris Scharte \* Vice President**  
3 yr term up 7/2027  
Belknap Plumbing & Heating  
1414 Belknap Street  
715-394-7754  
[cscharte@belknapsd.com](mailto:cscharte@belknapsd.com)

**Gary Banker - Citizen**  
3 yr term up 4/2027  
1107 East 3rd Street  
715-392-2149  
[gcbanker@aol.com](mailto:gcbanker@aol.com)

**Katie Perrault \***  
3 yr terms + 4 months up 4/2027  
Nummi Jewelers  
1120 Belknap Street  
715-392-3470  
[katienummi@nummijewelers.com](mailto:katienummi@nummijewelers.com)

**Raya Horst \***  
3 yr term + 4 months up 4/2026  
Serenity Spa & Salon  
1705 Tower Avenue  
715- 969-7700  
[raya.serenitysalon@gmail.com](mailto:raya.serenitysalon@gmail.com)

**Natalie Harris**  
3 yr term up 4/2026  
Superior Waffles  
1412 Tower Ave  
218-428-4451  
[superiorwaffles@outlook.com](mailto:superiorwaffles@outlook.com)

**Jordan DeCaro \***  
3 year term up 7/2027  
218-428-0861  
[jordan@decarorealestate.com](mailto:jordan@decarorealestate.com)

**Beth Fritsche \***  
3 year term up 7/2027  
715-413-0632  
[bethhookstead@gmail.com](mailto:bethhookstead@gmail.com)

**Micah Pahl**  
3 year term up 7/2027  
715-394-4471  
[mpahl@loclaw.net](mailto:mpahl@loclaw.net)

**Nick Korhonen - Past President (2014)**  
*Reappointed by council in 21. Term ends 7/27*  
Korhonen Agency  
902 Belknap Street  
715-394-2882  
[nkorhon1@amfam.com](mailto:nkorhon1@amfam.com)

\*Property Owners in SBID

**Kelly Peterson, Executive Director**  
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Office: 715-394-3557  
1401 Tower Avenue, Ste 303  
Superior, WI 54880

### **Meeting Schedule:**

Board Meetings are held the 3<sup>rd</sup> Wednesday of every month at 3:00pm (unless otherwise notified) in the Third Floor Conference room.

