



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, February 19, 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. entertainment.

AGENDA	Motion	Second	Notes
Call to Order			
Attendance			
Additions to Agenda			
Approval of Minutes: December 25, 2024			
Financial Summary (Quarterly) Quarterly Reports pending			
Old Business: 2025 Budget, not ready Waiting for JMR to close Q4/end of 2024			
Discussion Item/In Progress: JMR- accounting WIS DOT/MN DOT Blatnik: <ul style="list-style-type: none"> • Website for questions: • https://www.dot.state.mn.us/d1/projects/blatnik-bridge/ • We will have informational meetings beginning March 11 at 11am and as needed Superior Days- February 10-13 Madison <ul style="list-style-type: none"> • Parade of Products, Tuesday Feb 12 • Lobby Meeting 1/22/25 WIB Meetings: <ul style="list-style-type: none"> • 2nd Tuesday each month, 9:30, February 18 due to Superior Days 			

<ul style="list-style-type: none"> • Invited Tourism to attend after their no show in December and received no response. Claimed they were unaware of meeting. (See December 4, 2024 Agenda) • 2025 Tower from Belknap to 28th reconstructed, B to 21st will see: Center median with plantings and bump outs where there is parking. Possibly expansion to include South Superior this year also • SBID web page: Road construction being resurrected. Working with Amy on this. • Twin Ports Business Alliance- more to follow • Vacant Property Listing/Plan Commission – Survey • Planning/codes/ educational meeting with City, March 20, 2025, Barker’s Island 8am. More to follow • Level Up- Pre-Seed Accelerator- Venture Home Jan 29- May 16, 2025 • Non Traditional Lending- WEDC/Entrepreneur Fund-Hayward January, 15, 2025 • Governors Conference on Economic Development WEDA 2/5-7 Milwaukee • WI Policy Forum 2/4 Milwaukee • Superior Days Feb 10-13 			
<p>2025 Grants Sign/Stakeholder Tiny Riot Stakeholder-awning and sign</p> <p>2024 Stakeholder reimbursement Northwest Outlet(lot) 2023 Stakeholder reimbursement Superior Lanes (Bathroom)</p>			
<p>New/Change Businesses: Superior Med Spa expanded Midwest Mama’s LLC new to Belknap 1122 Belknap Tumble Fresh opened Dec 2024</p>			



S B SUPERIOR
I D BUSINESS IMPROVEMENT DISTRICT

Palace – new Karaoke opened Feb 2025 KindredHeart will open March 2025 Runya Yoga Will open March 2025 Summit Mortgage Corp will Open March 2025			
ED Report- in discussions above			
Public Comment			
Next meeting: March 19, 2025 at 3pm			
Adjourn			

SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, December 4 · 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. entertainment.

AGENDA	Motion	Second	Notes
Call to Order			Dave Miller called to order 3:01
Attendance			Nummi, Scharte, Perrault, Harris, Horst, Fritsche, Pahl, Caesar, Pederson, Graskey, Scherf, Miller, Amanda Paulson
Additions to Agenda			none
Approval of Minutes: October 25, 2024	Horst	Perrault	m/s/c
Financial Summary (Quarterly) Quarterly Reports	Horst	Perrault	m/s/c
Old Business: 2025 Budget- December meeting			Q2 Reports January after Q4

<p>Discussion Item/In Progress:</p> <p>resentation Lindsey Graskey, Tourism:</p> <ul style="list-style-type: none"> Effectiveness of campaign, website Social media Annual cost of Swim Creative, What tourism or marketing is being done, (social media, what sites, print, etc) What zip codes are being marketed to? Any co-ops for marketing/Tourism participating in/with? What, if any, plans are being proposed for the bridge closure? <p>VIS DOT/MN DOT Blatnik:</p> <ul style="list-style-type: none"> VQA- Overview. Businesses Discussions Website for questions: https://www.dot.state.mn.us/d1/projects/blatnik-bridge/ I asked for “coffee and conversation” type meetings-informal and ongoing. They are being set up. <p>uperior Days- February 10-13 Madison</p> <ul style="list-style-type: none"> Parade of Products Need Sponsors. Letter went out Issues Meeting NOVEMBER 20 <p>VIB Meetings:</p> <ul style="list-style-type: none"> 2nd Tuesday each month, 9:30 December: Joscelyn Skandel, SWL&P Superior Tourism-similar to the presentation today <p>025 Tower from Belknap to 28th reconstructed, B to 21st will see: Center median with plantings and bump outs where there is parking.</p> <p>BID web page: Road construction being resurrected. Will be working on this next week.</p>			<p>Q's from SBID Board: Why are Duluth businesses listed on Gotta Be website?</p> <p>G: we share our area</p> <p>Board:How does a business get on list? Fill out form on website.</p> <p>Board:What are target markets?</p> <p>G: Eau Claire and Madison</p> <p>Tourism has no plans for communication or any additional marketing for Bridge Closure.</p> <p>Scherf said she would send out presentation.</p> <p>Swim doesn't update website, Graskey/Scherf do.</p> <p>No marketing groups Tourism buys into.</p> <p>No Tourism conferences besides Governor's Tourism Conference.</p> <p>www.superiorwi.gov/agendacenter/</p> <p>Scroll to Tourism Development Commission For agendas, minutes, etc</p> <p>Gaskey stated Navigation is her main focus with bridge.</p> <p>Board asked that was not answered Any plans to market Superior as a Destination pre, during and post Bridge?</p>
<p>Grants Sign/Stakeholder</p>			

S B SUPERIOR
I D BUSINESS IMPROVEMENT DISTRICT

Updates			
//Change Businesses: iny Riot-moving to 1320 Tower ouis- 1625 Tower oston Block sold! Jade Fountain owner/Kai			
D Report- in discussions above			
Public Comment			
Other			Miller Adjourned 4:31
Next meeting: December 18, 2024 at 3pm am assuming this time and day is working...			



**Executive Director's Report
November-December 2024**

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

Positively Superior Editorial Meeting
Development Breakfasts
Development Association Board of Directors
Meeting with Amy Ugstad, website
WiSys Venture Home meeting- Level Up Accelerator Program
Blatnik Visual Quality
Tim Arc Theater Board of Directors meeting
Parade of Products planning meeting
Superior Days Issues Meeting- Lead Line issues
Land and Development Committee Meeting
WEDC Diverse Business Development meeting in Superior
World of Wheels, communicating about The Lot
Met with Jason Dalbec, Superior Tavern. Roof of next property (Mahan) damaging his building.
Ice Festival Planning, Trolley Tour of Ice Sculptures
WIB meetings; December Skandel from SWL&P, Tourism no showed
City Planning Vacant Property Listing- possible fines associated. I disagreed and discussed funding for development. Survey will come out.
Blatnick businesses meeting at UWS.
Duluth Chamber Dinner
Chamber Morning meeting at Duluths Best Bread
Twin Ports Business Alliance inaugural meeting!!!!
Jeff Dorfman meeting
Met with Tanzeem M about business potential.

***Respectfully submitted,
Kelly Peterson
December 30, 2024***

MPD Files

Month	Exec Committee	Board of Directors	Promotions	WIB	EVENTS	SDFM
January	1/21/2025	1/22/2025	1/10/2025	1/14/2025	Snowflake Scramble Jan18-25	
February	2/18/2025	2/19/2025	2/14/2025	2/18/2025	Superior Days 2/10-2/13, Galentines? St Pats Monday 3/17	
March	3/18/2025	3/19/2025	3/14/2025	3/11/2025		
April	4/15/2025	4/16/2025	4/11/2025	4/8/2025	Easter 4/20, Earth Day 4/22 Small Bus Week end of April	
May	5/27/2025	5/28/2025	5/10/2025	5/13/2025	Homegrown Superior Night 5/1, Leadership 5/14, Memorial Day 5/26	5/21/2025
June	6/17/2025	6/18/2025	6/13/2025	6/10/2025	June 21 Make Music Day (Saturday)	T
July	7/15/2025	7/16/2025	7/11/2025	7/10/2025	4th of July (Friday), Sidewalk Sales	H
August	8/19/2025	8/20/2025	8/8/2025	8/12/2025	Dragon Boat Aug 22-23	R
September	9/16/2025	9/17/2025	9/12/2025	9/9/2025	Labor Day 9/1, Pride at the August 31	U
October	10/21/2025	10/22/2025	10/10/2025	10/14/2025	Halloween (31st Friday), Spooktacular 22nd	10/15?
November	11/18/2025	11/19/2025	11/14/2025	11/11/2025	Pink Friday 11/14, Holiday Tree Lighting, 11/28, Shop Small 11/29	
December	12/16/2025	12/17/2025	12/12/2025	12/9/2025	Surprise Santa	

66.1109 Business improvement districts.**(1) In this section:**

- (a) "Board" means a business improvement district board appointed under sub. (3) (a).
- (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
- (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
- (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
- (e) "Municipality" means a city, village or town.
- (f) "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 all of the following:
 - 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 - 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 subds. 1. to 4. have been complied with.
- (g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

- (a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.
 - (b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
 - (c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.
 - (d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.
 - (e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.
- (2m) A municipality may annex territory to an existing business improvement district if all of the following are met:**
- (a) An owner of real property used for commercial purposes and located in the territory proposed to be annexed has petitioned the municipality for annexation.
 - (b) The planning commission has approved the annexation.
 - (c) At least 30 days before annexation of the territory, the planning commission has held a public hearing on the proposed annexation. Notice of the hearing shall be published as a class 2 notice under ch.

985. Before publication, a copy of the notice together with a copy of a detail map showing the boundaries of the territory proposed to be annexed to the business improvement district shall be sent by certified mail to all owners of real property within the territory proposed to be annexed. The notice shall state the boundaries of the territory proposed to be annexed.

- (d) Within 30 days after the hearing under par. (c), the owners of property in the territory to be annexed that would be assessed under the operating plan having a valuation equal to more than 40 percent of the valuation of all property in the territory to be annexed that would be assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property in the territory to be annexed that would be assessed under the operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property in the territory to be annexed that would be assessed under the operating plan, have not filed a petition with the planning commission protesting the annexation.
- (3)
- (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.
 - (b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.
 - (c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include one of the following:
 - 1. If the cash balance in the segregated account described under sub. (4) equaled or exceeded \$300,000 at any time during the period covered by the report, the municipality shall obtain an independent certified audit of the implementation of the operating plan.
 - 2. If the cash balance in the segregated account described under sub. (4) was less than \$300,000 at all times during the period covered by the report, the municipality shall obtain a reviewed financial statement for the most recently completed fiscal year. The statement shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant.
 - (cg) For calendar years beginning after December 31, 2018, the dollar amount at which a municipality is required to obtain an independent certified audit under par. (c) 1. and the dollar amount at which a municipality is required to obtain a reviewed financial statement under par. (c) 2. shall be increased each year by a percentage equal to the percentage change between the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August of the previous year and the U.S. consumer price index for all urban consumers, U.S. city average, for the month of August 2017, as determined by the federal department of labor. Each amount that is revised under this paragraph shall be rounded to the nearest multiple of \$10 if the revised amount is not a multiple of \$10 or, if the revised amount is a multiple of \$5, such an amount shall be increased to the next higher multiple of \$10.
 - (cr) The municipality shall obtain an additional independent certified audit of the implementation of the operating plan upon termination of the business improvement district.
 - (d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.
- (4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits and reviewed financial statements required under sub. (3) (c), or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.
- (4g) A municipality may convert a business improvement district under this section into a neighborhood improvement district under s. 66.1110 if an owner of real property that is subject to general real estate taxes, that is used exclusively for residential purposes, and that is located in the business improvement district petitions the municipality for the conversion. If the municipality approves the petition, the board shall consider and may make changes to the operating plan under s. 66.1110 (4) (b).
- (4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all

property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

- (a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.
 - (b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).
 - (c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.
 - (d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.
 - (e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50 percent of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50 percent of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.
- (5)
- (a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.
 - (b) A municipality may terminate a business improvement district at any time.
 - (c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.
 - (d) If real property that is specially assessed as authorized under this section is of mixed use such that part of the real property is exempted from general property taxes under s. 70.11 or is residential, or both, and part of the real property is taxable, the municipality may specially assess as authorized under this section only the percentage of the real property that is not tax-exempt or residential. This paragraph applies only to a 1st class city.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85; 2017 a. 59, 70, 189.

Menu



update draft

2024^S SBID Board of Directors

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

Raya Horst (12/2022) *
3 yr term + 4 months up 4/2026
Serenity Spa & Salon
1705 Tower Avenue
715- 969-7700
raya.serenitysalon@gmail.com

Chris Scharte (2021) *
3 yr term up 7/2027
Belknap Plumbing & Heating
1414 Belknap Street
715-394-7754
cscharte@belknapsd.com

Natalie Harris (4/2023)
3 yr term up 4/2026
Superior Waffles
1412 Tower Ave
218-428-4451
superiorwaffles@outlook.com

Dave Miller President (2019) *
2 - 3 yr terms up 4/2025
Northwest Outlet
1814 Belknap Street
715-392-9838
dmiller@nwoutlet.com

Jordan DeCaro (7/2024) *
3 year term up 7/2027
218-428-0861
jordan@decarorealestate.com

Donald Nummi Jr - Sec/Treas (2014)
2 - 3 yr terms up 4/2025
National Bank of Commerce
1127 Tower Avenue
715-394-8962
dnummi@nbcbanking.com

Beth Fritsche (7/2024) *
3 year term up 7/2027
715-413-0632
bethhookstead@gmail.com

Gary Banker - Citizen (4/2021)
3 yr term up 4/2027
1107 East 3rd Street
715-392-2149
gcbanker@aol.com

Micah Pahl (7/2027)
3 year term up 7/2027
715-394-4471
Mpahl@loclaw.net

Katie Perrault (2017) *
3 yr terms + 4 months up 4/2027
Nummi Jewelers
1120 Belknap Street
715-392-3470
katienummi@nummijewelers.com

Kelly Peterson, Executive Director
peterсонk@superiorbid.com
Cell: 715-817-1250
Office: 715-394-3557
1401 Tower Avenue, Ste 303
Superior, WI 54880

3rd Wednesday

Meeting Schedule:
Board Meetings are held the ~~4th Thursday~~ of every month at 3:00pm (unless otherwise notified) in the Third Floor Conference room.

* Property Owners

Review



Mission Statement: The Superior Business Improvement District advocates for its Stakeholders to sustain, promote and enhance the District.

Vision Statement: The Superior Business Improvement District seeks to foster unique and quality investments that makes the District a desired destination to conduct business, shop, dine and find entertainment.

ENCOURAGE. DEVELOP. PROMOTE.

2024 OPERATING PLAN

Introduction:

The following is the 2024 Operating Plan for the Superior Business Improvement District (hereafter referred to as SBID or the District) in Superior, WI. The 2024 SBID Operating Plan has been approved by the SBID Board of Directors as a general guide to the activities of The District in 2024. This Operating Plan complies with the requirements of Wisconsin Statute 66.1109 which outlines the annual requirements for maintaining 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 all of 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, historic, 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 any and 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 30th 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 designate 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 the 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, St. Patrick'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, 4th 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.

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

Review
Revise

BYLAWS

ARTICLE 1
NAME

Section 1.01 - The name of this organization shall be Superior Business Improvement District (Hereinafter referred to as "SBID").

ARTICLE 2
OFFICE OF RECORD

Section 2.01 - The office of the SBID located at 1401 Tower Avenue, Suite 303, Superior Wisconsin 54880 or at such location as from time to time determined by the Board of Directors.

ARTICLE 3
ORIGIN

Section 3.01 - The existence of the SBID will be in accordance with WI Statute 66.08 Section (4m) a. and b.

ARTICLE 4
PURPOSE

Section 4.01 - Purpose - The SBID is organized for the purpose of engaging in any and all lawful activities for which Business Improvement Districts may be organized under the laws of the State of Wisconsin, including, but not limited to, the achievements of certain objectives, to-wit.

- a. Promoting and safeguarding the interests of merchants, landowners and business endeavors in the geographically defined boundaries of the SBID in the Superior, Wisconsin area
- b. Providing for a unified effort toward the betterment of trade and business conditions in the geographically defined boundaries of the SBID in the Superior, Wisconsin area
- c. Affording an opportunity for the exchange and association of ideas concerning the geographically defined boundaries of the SBID in the Superior, Wisconsin area by and among all persons, firms, and corporations interested in its continued growth and prosperity
- d. Creating a better understanding and appreciation of the importance of the geographically defined boundaries of the SBID in the Superior, Wisconsin area to the community of Douglas County as a whole; to the individual citizen

of the community and to the State of Wisconsin

- e. Creating a more intelligent business and public opinion regarding the relationship between the geographically defined boundaries of the SBID in the Superior, Wisconsin area and the City, County, State, and National legislative and political affairs
- f. Developing a sense of partnership with the Superior/Douglas County Chamber of Commerce, Development Association, and all other interested groups who are concerned with promoting business and community growth and development
- g. Encouraging a business climate which will prevent controversies which are detrimental to expansion and growth of business in the geographically defined boundaries of the SBID in the Superior, Wisconsin area
- h. Promoting economic programs designed to strengthen and expand the income potential of all classifications of businesses and persons within the area
- i. To provide for the presentation of information and opinions to government agencies
- j. To promote improved business standards and methods and uniform business practices in the geographically defined boundaries of the SBID in the Superior, Wisconsin area
- k. To promote police and police protection programs, safety programs and fire prevention and protection programs in the geographically defined boundaries of the SBID in the Superior, Wisconsin area.
- l. To encourage the preservation of the heritage of the geographically defined boundaries of the SBID in the Superior, Wisconsin area, promoting its history, culture, natural and historic beauty
- m. To seek continued development of the geographically defined boundaries of the SBID in the Superior, Wisconsin area as a center of government, business professionals, civic, cultural, and religious activity
- n. To promote the renovation of portions of the geographically defined boundaries of the SBID in the Superior, Wisconsin area's-built environment as well as to encourage design which enhances the historic building fabric thereof
- o. To promote programs to develop workable traffic patterns and adequate

parking facilities in the geographically defined boundaries of the SBID in the Superior, Wisconsin area

- p. To solicit, hold, and invest money and property, both real and personal, including money and property received by gift, contribution, bequest, or devise; to sell and convert property, both real and personal into cash; and to use these funds for the purpose for which this SBID was formed.

ARTICLE 5 **POWERS**

Section 5.01 - The SBID shall have, without limitation by the specification thereof, the following powers, all of which shall be exercised exclusively in connection with the promoting or carrying out the purposes of the SBID mentioned in Article 4: to undertake, either alone or in conjunction or cooperation with others, any lawful acts and things and engage in any and all lawful activities which may be necessary, useful, suitable, or desirable for the furtherance of any or all the purposes for which the SBID is organized and to aid or assist other organizations, the activities of which are such as to further any of such purposes.

ARTICLE 6 **BOARD OF DIRECTORS**

Section 6.01 - The affairs of the SBID shall be governed by its Board of Directors.

Section 6.02 - The government and policy making of the SBID shall be vested in the Board of Directors which shall control its property, be responsible for its finances, and direct its affairs.

Section 6.03 - The Board shall adopt such policies as shall be required to conduct affairs of the SBID. The Board shall conduct its meetings according to Robert's Rules of Order, most recently revised.

Section 6.04 - The Board may hire an executive director or may enter an independent contract with a consultant as an executive director who may be authorized to hire personnel or enter into such contracts as may be necessary to meet and accomplish the organization's goals. The director shall be responsible to the Board for the day to day conducting of business.

Section 6.05 - The Board of Directors shall consist of eleven (11) individuals as well as the Mayor of Superior or his or her designee. The Executive Director of the Development Association and the President/CEO of the Superior/Douglas County Chamber of Commerce, who shall be permanent ex-officio non-voting members of the Board.

Section 6.06 – The directors of the SBID Board of Directors shall be appointed by the Mayor and confirmed by the City Council. The SBID Board of Directors can make recommendations to the Mayor for his/her consideration. Each term will begin on April 1st following the expiration of the previous term and will expire three years later regardless of the date of appointment.

Section 6.07- The officers of this association shall be the President, Vice President, Secretary-Treasurer, and such officers as designated by the Board. Officers shall be members of the Board of Directors and elected by a majority vote of the Board of Directors. The term of each officer shall be for (1) one year except that an officer that retains his or her seat on the board may continue to serve as an officer until his or her successor is elected.

Section 6.08 - Any director may resign at any time by written notice to the Mayor of Superior.

Section 6.09 - Any vacancy in the Board occurring because of death, resignation, refusal to serve, or otherwise shall be filled for the unexpired term by action of the Mayor and City Council of Superior, Wisconsin. The SBID Board of Directors can make a recommendation for the vacancy to the Mayor for his/her consideration. The board member filling the unexpired term of a previous board member because of death, resignation, refusal to serve or otherwise, can notify the board and the Mayor of Superior, Wisconsin, of their desire to continue as a board member serving a new appointment at the end of the partial term served. Board members are expected to attend 50% of board meetings throughout the year. The Board may declare a vacant seat with less than 50% participation.

Section 6.10 - The directors shall receive no compensation for their services as directors, but the Board may by resolution authorize reasonable reimbursement of expenses incurred in the performance of their duties. Such authorization may prescribe the procedure for approval and payment of such expenses by designated officers of the SBID. Nothing herein shall preclude a director from serving the SBID in any other capacity and receiving reasonable compensation for such services.

Section 6.11 – A quorum to conduct business shall be a majority of the total membership of the Board.

Section 6.12 - The Board shall meet monthly at a time and place to be designated by the Board but not less than six (6) times each year. The President or any two (2) directors may call a special meeting of the Board.

Section 6.13 - A director shall serve on or chair a committee a minimum of 1 yr. during his or her term.

ARTICLE 7
POWERS AND DUTIES OF BID OFFICERS AND OFFICIALS

Section 7.01 – The duties of the SBID Board Officers are as follows:

President. The President shall serve as the chief elected officer of the SBID Board of Directors and shall preside at all meetings of the Board and Executive Committee. The President shall assign committee chairpersons, subject to approval of the Board of Directors. President shall preside over the annual meeting of the SBID to be held in April of each year.

Vice President. The Vice President shall exercise the powers and authority of the President upon his/her absence.

Treasurer. The Treasurer shall be responsible for overseeing the financial activities of the BID. Activities include coordinating the annual budget with the Executive Director and other members assigned by the President. Treasurer shall preview the BID monthly financial reports for approval by the SBID Board prior to each meeting. Funds for the BID are kept and disbursed through the City of Superior.

Executive Director – The Executive Director “ED” is responsible for the day-to-day operations of the SBID. The ED is responsible for overseeing staff and will work with the officers of the Board as a non-voting member on the finance committee. The ED is responsible for carrying out the Operating Plan approved by the Board as well as overseeing the approved budget. The ED will also be a liaison between the Board and all other economic development partners of Superior.

ARTICLE 8
COMMITTEES

Section 8.01 - The SBID may have up to four (4) standing committees which shall be entitled Design, Business Recruitment and Retention, Education, and Executive Committees. The Executive committee shall consist of four (4) members, the three officers, and the immediate past president or their designate. This committee will be chaired by the president and shall also serve as the finance and personnel committees. A chairperson shall be appointed and shall be responsible for directing and coordinating the affairs of the committee. Each committee shall have at least one (1) board member. The terms of the committees shall be for one year commencing at the time of the annual meeting.

Section 8.02 - The Board of Directors, by resolution adopted by a majority of Directors in



office, may designate or appoint one or more committees, in addition to the above-named standing committees, without limitation, each of which shall consist of one or more Directors, and which shall, to the extent provided in said resolution, have and exercise the authority of the Board of Directors. Other committees, not having and exercising the authority of the Board of Directors may be designated and appointed by a resolution adopted by a majority of the Directors appointed at a meeting at which a quorum is present. The designation and appointment of any such committees and the delegation thereto of authority shall not operate to relieve the Board of Directors, or any individual Director, of any responsibility imposed upon them by law.

ARTICLE 9 **ANNUAL MEETING**

Section 9.01 - The annual meeting of the SBID shall be held in the month of April. The time and date of the meeting will be set by the Board of Directors.

ARTICLE 10 **AMENDMENTS**

Section 10.01 - These Bylaws may be amended by resolution at any time upon an affirmation vote of the majority of directors.

Revised 2/23/98
1/20/00
3/15/01
9/20/01
2/25/21
4/23/23