



**SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, March 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: February 19, 2024			
Financial Summary (Quarterly) Q4 report			
Old Business: 2025 Budget			
Discussion Item/In Progress: JMR- accounting- back to monthly reporting			
WIB Meetings: <ul style="list-style-type: none"> • 2nd Tuesday each month, 9:30, • SBID web page: Road construction being resurrected. Working with Amy on this. • Twin Ports Business Alliance- Invitation to their monthly membership meeting, April 16, 8:30-9:30 at Hoops • Vacant Property Listing/Plan Commission – Survey sent out • Planning/codes/ educational meeting with City, March 20, 2025, Barker’s Island 8am. More to follow 			

<ul style="list-style-type: none"> • Level Up- Pre-Seed Accelerator- Venture Home Jan 29- May 16, 2025 • Annual meeting May 14? • SDFM looking for sponsorships, food, music • May 1, Homegrown Superior Night • Androy Hotel 100 years, event at The LOT May 17 			
<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 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>ED Report- in discussions above</p>			
<p>Public Comment</p>			
<p>Next meeting: April 16, 2025 at 3pm</p>			
<p>Adjourn</p>			

MINUTES

SBID Board of Directors

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Wednesday, February 19, 2025 · 3:00 – 4:00pm

Meeting Called by: Dave Miller, President

Board Members Attendance: Dave Miller, Don Nummi, Chris Scharte, Jordan DeCaro, Beth Fritsche, Micah Pahl

Ex-officio: Jim Caesar and Taylor Pedersen.

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AGENDA	Motion	Second	Notes
Call to Order 3:09pm			
Attendance ABOVE			
Additions to Agenda Tower Ave, Constructions meeting			March 5, 2025; 4:30 at SPL
Approval of Minutes: December 25, 2024	Nummi	Scharte	m/s/c
Financial Summary (Quarterly) Quarterly Reports pending			
Old Business: 2025 Budget, not ready Waiting for JMR to close Q4/end of 2024			Discussion for JMR, timely, monthly reports, let them know we need more communication, timely reports, or we will have to look at other accounting sources
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 Invited Tourism to attend 			DOT is willing to meet more often or for certain discussion points. Superior Days well attended by Students, lack of attendance by businesses. WIB meetings, Tourism/Graskey presenting. A lot of negative comments on social media, I encourage people to attend meetings and have their voice counted.

<ul style="list-style-type: none"> • 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>Amy has changed the Web page and social media for the Blatnik.</p> <p>Twin Port Business Alliance, good group to network and we will be planning events and supporting each other’s districts. When we have more concrete plans, will expand the group.</p> <p>Housing group, survey went out and it will be reviewed soon. I will update following next meeting.</p> <p>Decaro discussed how these groups all work together and communicate when selling commercial properties.</p> <p>Planning Summit with City to get people on the same page as to expectations; zoning, inspection, realtors, business owners.</p> <p>WEDA: Secretary Hughes is supportive of economic development efforts in superior/douglas county.</p> <p>DOA Secretary Blumenfeld asked me about the WIB. I shared about the TPBA and other community activites with positive reception.</p>
<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:</p>			

<p>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>			
ED Report- in discussions above			
Public Comment			
<p>Next meeting: March 19, 2025 at 3pm</p>			
Adjourn Miller adjourned at 4:25			

**SUPERIOR BUSINESS IMPROVEMENT DISTRICT
BALANCE SHEET
DECEMBER 31, 2024**

ASSETS

Checking Account	20,089.63
Other Receivables	1,475.00
Assessment Receivable	<u>260,000.00</u>
TOTAL ASSETS	281,564.63

LIABILITIES AND EQUITY

LIABILITIES

Unreimbursed Bid Bucks	8,850.00
Grants Payable	<u>9,716.89</u>
TOTAL LIABILITIES	18,566.89

EQUITY

Fund Balance	<u>262,997.74</u>
TOTAL LIABILITIES AND EQUITY	281,564.63

SUPERIOR BUSINESS IMPROVEMENT DISTRICT

PROFIT AND LOSS

FOR THE THREE MONTH PERIOD ENDED DECEMBER 31, 2024

INCOME	ACTUAL	BUDGET	DIFFERENCE
Donations-Individuals (Bid Bucks Sold)	1,050	500	550
Farmer Market Sponsorship	-	500	(500)
Special Tax Assessment	122,737	44,754	77,983
Interest Income	-	-	-
TOTAL INCOME	123,787	45,754	78,033
EXPENSES			
Program Services			
Bid Bucks Reimbursement	1,475	214	1,261
Christmas Santa	584	125	459
Christmas Tree Lighting	44	50	(6)
Connect Community Economic Information	-	50	(50)
Douglas County Leadership Support	-	200	(200)
Farmers Market Expense	450	100	350
Grants Committed	-	6,250	(6,250)
Homegrown Trolley	-	100	(100)
Lighting Tree Challenge	-	125	(125)
Small Business Saturday Bags	1,057	300	757
Stakeholder Marketing	4,500	2,625	1,875
Superior Christmas Ads	3,333	833	2,500
Trick or Treating Expense	206	-	206
TOTAL PROGRAM SERVICES	11,443	10,972	471
Personnel Expenses			
Salaries & Wages	17,500	22,500	(5,000)
Payroll Taxes	1,346	2,000	(654)
Health Insurance Reimbursement	1,000	2,250	(1,250)
Workers Compensation Insurance	-	250	(250)
TOTAL PERSONNEL EXPENSES	19,846	27,000	(7,154)
Non-Personnel Expenses			
Accounting Services	1,050	475	575
Board of Director Expense	-	188	(188)
Continuing Education	-	-	-
Dues & Subscriptions	30	375	(345)
Insurance	945	-	945
Marketing Consultant	-	2,500	(2,500)
Marketing & Branding	514	1,250	(736)
Meal Expense	160	240	(80)
Office Rent Expense	1,575	1,575	-
Office Expenses	1,481	1,375	106
Superior Day Expenses	-	250	(250)
Travel Expenses	499	-	499
TOTAL NON-PERSONNEL EXPENSES	6,253	8,228	(1,974)
TOTAL EXPENSES	37,542	46,200	(8,657)
NET INCOME (LOSS)	86,245	(445)	86,690



Executive Director's Report
February 2024

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

Economic Development Breakfasts

Development Association Board of Directors

Meeting with Amy Ugstad, website, Construction Page

Tim Arc Theater Board of Directors meeting

BIPOC Summit in Superior- Reconvene in the fall

WIB meetings; February, Lindsey Graskey TDC

City Planning Vacant Property Listing/Housing- Survey out, sent to Stakeholders and follow up with a few businesses

WI Policy Forum, Milwaukee

WEDA Governors Conference on Economic Development

Superior Days, Meeting with Secretary Blumenfeld and Secretary Hughes were highlights

Twin Ports Business Alliance- mission developed, focus on advocating and marketing each other's Districts. Creating Rack cards for informal visitors' information. Blatnik detour routes, events during construction.

Chamber Morning meeting at DOT.

Meet with Jeff Johnson, Pizza Man

Meeting with Gloria, Summit Mortgage

Meeting with Mikinzie Schilling, Kindred Heart

Business North Interview re: Bridge

Meeting with Uffda Kombucha

WPR Robin Washington interview re: Bridge

Meeting with Jeff Dorfman- bike swap-May

Met with 4 interns with UW Superior Academic Service Learning re: Blatnik and marketing the SBID, events, etc.

Meeting with Dept of Tourism (end of January) regarding support for Blatnik. Potentially looking at Destination Grant.

Respectfully submitted,
Kelly Peterson
March 10, 2025

