



**SBID Board of Directors**

**1401 Tower Ave, 3<sup>rd</sup> Floor Conference Room**

**Wednesday, September 17, 2025 · 4:00 – 5:00pm**

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

**Board Members:** Don Nummi, Sec/Treasurer, Chris Scharte, Vice President, Katie Perrault, Gary Banker, Raya Horst, Natalie Harris, Jordan DeCaro, Beth Fritsche, Micah Pahl, Andy Perfetti  
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> August 27, 2025			
<b>Financial Summary</b> <b>Action items:</b> Financials: August			
<b>Old Business:</b> Action item: Review/Revise Operating Plan and By-Laws for 2026 (Attached for working meetings Fall of 2025)			
<b>Discussion Item/In Progress:</b> Creede McClellan-contracted support for Superior BID October Events Calendar Superior Days Planning Dragon Boats-Deposit for 2026 team Lake Superior Magazine-ads.  History Signs of Superior- SBID Sponsoring plaques for buildings. Design Committee meeting. Ongoing: Princess- Cleanup and planning discussions Potential of a “friends of the Princess” non-profit under the SBID. Potentially moving the stage from “The LOT” to the Princess parking lot.			

<p>Fundraising and events for the Princess.</p> <p>SBID and TPBA- Fall meeting (tentatively, Tuesday, October 28, 5pm)</p> <p>WIB Meetings:</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Tuesday each month, 9:30,</li> <li>• October 14: Kathy Laakso-Time Arc Theatre</li> <li>• November 11: Jen Garland-SBDC</li> </ul> <p>Conference Season: (Wisconsin Counties Association, Sept 21-23 WI Dells) WEDA: Sept 23-26, Osh Kosh WEDC: October 14-17, Green Bay Destination Wisconsin: November 5-7, Madison</p>			
<p><b>2025 Grants Sign/Stakeholder</b></p> <p>Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed Lake Superior Coins \$979.37 approved, not completed Souptown Deli \$5,000. Approved, not completed.</p>			
<p><b>New/Change Businesses:</b> Barber in Nottingham Sheet Metal Solutions Asian Massage, Tower</p>			
<p><b>ED Report- in discussions above</b></p>			
<p><b>Public Comment</b></p>			
<p><b>Next meeting:</b> October 22, 2025 at 4pm</p>			
<p><b>Adjourn</b></p>			

**MINUTES**

**SBID Board of Directors**  
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**Board Members:** Don Nummi, Sec/Treasurer, Chris Scharte, Vice President, Katie Perrault, Gary Banker, Raya Horst, Natalie Harris, Jordan DeCaro, Beth Fritsche, Micah Pahl, Andy Perfetti  
 Mayor Paine, Councilor Elm, Councilor Graskey  
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***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>4:01 Miller</b>
<b>Attendance</b>			<b>Miller, Scharte, Banker, Harris, Fritsche, Pahl, Perfetti, Caesar</b>
<b>Additions to Agenda:</b>			
<b>Approval of Minutes:</b> July 16, 2025	<b>Approved noting correction: Scharte</b>	<b>Harris</b>	<b>Correction: Pahl not present</b>  <b>m/s/c</b>
<b>Financial Summary</b> <b>Action items:</b> Financials June, July	<b>Pahl</b>	<b>Harris</b>	<b>Detail needed in future for expenses noted in months they were incurred.</b> <b>m/s/c</b>
<b>Old Business:</b> Action item: Review/Revise Operating Plan and By-Laws for 2026 (Attached for working meetings Fall of 2025)			<b>Planning longer meeting in October.</b>
<b>Discussion Item/In Progress:</b>  History Signs of Superior- SBID Sponsoring plaques for buildings. Design Committee meeting. Princess- Cleanup and planning discussions Potential of a “friends of the Princess” non-profit under the SBID. Potentially moving the stage from “The LOT” to the Princess parking lot. Fundraising and events for the Princess.			

<p>Marketing Grant, working with Superior Effect – Northwest Outlet will be the test. See in packet.</p> <p>TPBA- Fall meeting (September)</p> <p>WIB Meetings:</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Tuesday each month, 9:30,</li> <li>• July, Shawna Anderson, Embark</li> <li>• August, Dr Jennifer Garland, UWS</li> <li>• September, Robyn Lings, Equitable Advisors</li> </ul> <p>Tourism discussion. SWIM planning a business survey and open house type event.</p>			<p>Discussion on concerns of gotta be, inaccuracy, lack of transparency on analytics.</p>
<p><b>2025 Grants</b> <b>Sign/Stakeholder</b> Teeth Whitening Bar- Tia Conley \$931.00 pd Foxes and Fireflies- 553.88 pd Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed Lake Superior Coins \$979.37 approved, not completed Souptown Deli \$5,000. Approved, not completed.</p>			
<p><b>New/Change Businesses:</b> Tia Conley, Teeth Whitening Bar expansion of existing business (Superior Med Spa) F3: 1210 Banks Ave. Fabric, Fiber and Fancies Superior Pain Management Rebel Threads Barber in Nottingham- making contact Sheet Metal Solutions- purchased Dorfman property on Ogden</p>			<p>Sound Tronics move Midwest Mamas, LLC move</p>
<p><b>ED Report- in discussions above</b></p>			
<p><b>Public Comment</b></p>			
<p><b>Next meeting:</b> September 17, 2025 at 4pm</p>			
<p><b>Adjourn</b></p>			<p>5:25pm</p>



## ***Executive Director's Report***

### ***Develop. Promote. Engage.***

Stakeholder/Community/Development/Economic

Economic Development Breakfast, Thursdays

Time Arc Theatre Board of Directors meeting

Development Association Board of Directors meeting

Positively Magazine Editors meeting. New owners. No changes at this point.

SBDC/Dr Garland meeting. Educational opportunities.

Met with Amy/One Up Creative regarding TPBA meeting plan, website.

Meeting with Mike Holden. Support for businesses and partnerships.

Met with Monika from Earth Exchange as they're looking for someone to purchase the building and keeping it as the existing business.

Meeting with ZMC/JMR regarding reports and additional clarification.

Met with One Love Collective/Liz Amys on potential partnerships.

Meeting with Jodi Saylor regarding Ice Festival. I invited her to share at WIB.

Chamber Golf outing

WEDC Webinar regarding SBTA, Technical Assistance Grant.

Meeting with Caesar, Meyer and Anna Ringstad. Sharing updates, discussing Blatnik, Bridge to Progress funding,

Bridge to Progress Steering meeting, survey next step

Met with Tammy Baldwin regarding support for businesses during the Blatnik construction.

WEDC webinar, new program grants.

Met with Mayor re: parades, government visits, Princess progress. Establishing Friends of the Princess group to fundraise. Discussed the Princess outside space be used for events.

Met with Barb Engelking about renovations at the former Dugout. It looks great.

Shared with Barb and Jeremy, City's Small Business Grant and the SBID

Stakeholder grant.

Met with Collin and McKenna, Uffda Kombucha and State of WI licensing, (Buck Robertson). Looking at what type of license works best for their plans.



Met with DA and UWS regarding Superior Days.

Met with DA and Mayor about Superior Days planning.

Attended SD recap and future planning meeting.

Met with Schick Events for partnering with a Superior Fall Fest.

Met with Mayor regarding moving the stage from The LOT to Princess. Discussed the SBID has the insurance on it and schedules events. Told him we would continue to do so at the Princess outdoor space. Waiting for next meeting to further discuss.

Met with Carolyn Nelson Kavajecz regarding Spooktacular events and student interns through public relations class.

Met with new owner of Jack's Place, Tony Bronson and his future plans.

Met with Sophia Penney/Belknap Nutrition regarding new location.

Met with Alexander Boucher/Empower Nutrition.

Met with Dee Munson with Lake Superior Magazine regarding ads.

Met with Chris Jennings, State of WI Tourism.

Submitted Letter of Support for WEDC grant for Bridge to Progress

Met with Lacey Forseberg regarding needing space for her business.

Met with Sarah May/Bear Creek Defense regarding personal safety classes.

Wrote Letter of Support for Shalomba Farms, DATCP grant. Applying for improved packaging, distribution and promotion of regenerative and sustainably grown produce.

***Respectfully submitted,  
Kelly Peterson  
September 10, 2025***