



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, October 28, 2026 · 3:30 – 5:00pm

Meeting Called by: Dave Miller (President)

Board Members: Don Nummi (Secretary), Chris Scharte (Vice President), Beth Fritsche (Treasurer), Gary Banker, Raya Horst, Natalie Harris, Jordan DeCaro, Micah Pahl, Andy Perfetti, Barb Peterson
 Mayor Paine or Chief of Staff Justin Bernacki, Councilor Elm, Councilor Graskey
 Ex-officio: Jim Caesar and Taylor Pedersen. SPD Chief Winterscheidt

<https://teams.microsoft.com/join/2187421512488307?p=fy1689VB3neDvhSmSD>

AGENDA	Motion	Second	Notes
Call to Order			
Attendance			
Additions to Agenda:			
*Approval of Minutes: Sept 23, 2026			
*Financial Summary: August 2026 September 2026			
*Action Items: Radio ads/DA/Chamber/SBID \$3,333.34 UWS Campus Case Competition: request attached. \$3,000 project award. Potential Split with Development Association.			
*Old Business: Financials: End of 2025, Budget 2026 Operating Plan 2026 Revised By-Laws			
Discussion Item/In Progress: Communication from City regarding posting agendas, annual meetings and operating plan. All are posted into an easier to find/access section on our website. Open meeting law informational materials attached. City Council presentation November 10 Shop Small bags ordered \$2,902.43 total. SIBD split \$1,451.24 SBID Event Sheet Present at Good Morning Superior Chamber 12/15/26 (\$250) SBID/TPBA Hard Hat Happy Hours: 1 st Monday at the Cedar 4-6. DOT will be present to speak about updates. DOT-Mitch Finnegan is our designated speaker SBID Coffee and Tea with the DOT: Tyler Rongstad, WIS DOT. Presenters: Craig Banker, Mayo Clinic Ambulance Service, Kim Pearson, Essentia, Stakeholder and open to others meeting in the Ballroom			

3 rd Wednesday of each month at 9. Post presentations on website.			
Sharan Kanugovi-presented research study.			
Grants Sign/Stakeholder: IP and New Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed (2025) Lake Superior Coins \$979.37 completed, receipts pending (2025) Range Real Estate \$5,000. Approved Flow Studio \$1,533.83 Tower Avenue Country Club \$5,000 Boston Block- \$5,000 Alseth Family Support not yet approved: \$2,326.26			
New/Change Businesses: Omni PT Henry's Lacuna Massage Flow Studio			
ED Report- attached			
Public Comment			
Next meeting: (3:30 start) November 18, 2026			
Adjourn			



Superior Business Improvement District

Board Meeting Minutes

Wednesday, September 23, 2026

Present: Dave Miller (President), Don Nummi (Secretary), Raya Horst, Chris Scharte (Vice President), Barb Peterson, Micah Pahl, Paul Winterscheidt (Ex-Officio)

Absent: Jordan DeCaro, City Councilor Tylor Elm (Ex-Officio), Beth Fritsche (Treasurer), City Councilor Lindsey Graskey (Ex-Officio), Raya Horst, SPD Brad Jago (Ex-Officio), Mayor Jim Paine (Ex-Officio), Taylor Pedersen (Ex-Officio), Gary Banker, Natalie Harris, Jim Caesar (Ex-Officio), Andy Perfetti, Justin Bernacki

Staff Present: Kelly Peterson, Jess Duffy

Call to Order: President Dave Miller called the Superior Business Improvement District Board meeting to order at 3:33 pm.

August Minutes: A motion by Pahl, to correct the minutes of the August 26, 2026, meeting, second by Scharte- Motion carried to correct the minutes. Corrections to be made include removing Nummi from members absent, and correcting Nummi title to Secretary only, and adding Treasurer to Fritsche.

Financials: Income statement was received on August 26th. The next page has been provided by JMR after connecting with the City of Superior. Jean Vito has not yet completed the review of 2025. There will be additional expenditures incurred through 2026. It is estimated that the year-end balance will be around \$363k.

Action Items:

A motion was made to approve the expenditure of \$2000 sponsorship for printing for TPBA Passports. In exchange, the Superior BID will receive a front sponsor page. The initiative is intended to help businesses on both sides of the bridge throughout the Blatnik Bridge Reconstruction project. The motion was made by Nummi, second by Pahl. Motion carried.

A motion was made to approve the expenditure of \$250 for a display banner and \$2000 (\$100 each for up to 20 events) for "What's Poppin' in the Superior BID", which are display

balloons for celebrating grand openings, anniversaries, and special events. The motion was made by Scharte, second by Horst. Motion carried.

Discussion Items / In Progress:

- SBID Event Sheet
- Foxes and Fireflies-fox hunt
- Sharan Kanugovi- UWS Fellow- Research Project
 - o Presentation, October 13, 3-6 at UWS
 - o Northern News Now, 9/23/26 interview
 - o Project will continue
- Positively Superior-searchable stories on the site, additional stories
- PS Magazine Winter Guide
 - o Will be meeting with Deann Munson for our 2 pages to be set up.
- Public Works-
 - o Tower Avenue almost completed.
 - o No update on Refuse containers- Recycling and garbage. Will be wrapped as part of Arts Commission Grant. I will be invited to these discussions per Lindsay Graskey.
- TPBA- Passports. Sign ups open until October 1
- Northern News Now, 9/24/26
- Present at Good Morning Superior Chamber 12/15/26 (\$250)
- SBID/TPBA Hard Hat Happy Hours: 1st Monday at the Cedar 4-6. DOT will be present to speak about updates. DOT-Mitch Finnegan is our designated speaker
- SBID Coffee and or Tea with the DOT: Tyler Rongstad is our designated speaker.
- Stakeholder and open to others meeting in the Ballroom
3rd Wednesday of each month at 9:00
- Creative Summit- October 6, 2026 at 1401 Tower
- DOT VQA meeting again in October.
- Conference season
- WEDA- Kenosha 9/15-9/18
- WEDC-Eau Claire Sept 9/29-10/2
- Destinations WI 11/10-11/15

Grants Update:

- Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed (2025)
- Lake Superior Coins \$979.37 completed, receipts pending (2025)
- Range Real Estate \$5,000. Approved
- Flow studio \$1,533.83

- Tower Avenue Country Club \$5,000
- Boston Block- \$5,000
- Alseth Family Support not yet approved: \$2,326.26

New / Changed Businesses:

- Raw Materials – Badger Building opening pending
- Flow Studio- Grand Opening Oct 5
- Northland Estates
- Ash & Olive move to Badger- Sept 1
- Lacuna Massage- SBID WIB member moving to Badger
- Omni PT, moving to emFATic +, Sept 1
- Allseth Family Services moving to Badger, in former Century 21
- A new business moving to the former Twin Ports Title building. Recently purchased by Dane Bushy, 3rd Base Bar
- Solomon Witherspoon- opening Henry's in former Palace bar 9/25/26

Next Meeting: Wednesday, October 28, 2026 starting at 3:30 pm

Adjourn: A motion by Pahl to adjourn, second by Peterson- Meeting adjourned at 4:53 pm.

Respectfully submitted,



Kelly Peterson

Executive Director

jd

The Event

A one-day case competition bringing together 6 student teams to tackle real economic development challenges facing Superior, Wisconsin. Teams have 3.5 hours to develop concrete, actionable proposals — then present to a panel of local business leaders and judges.

Superior at a Crossroads: How can the city strengthen its economy, improve quality of life, and build competitive advantages over the next 3-5 years?

Teams propose real solutions: retail strategies, workforce development, events & tourism, waterfront development, community spaces, partnerships—whatever will move the needle.

Date & Time

November 20, 2026

9:00 AM – 5 PM (for students)

2:30- 5 PM (for judges and faculty)

YU Great Room, UW-Superior

Participants

~6 teams of 3–4 students

UW-Superior and regional colleges

Presentations

10-12 minutes per team + Q&A

Judges: local business leaders, city officials, UWS faculty

Awards

1st: \$1,500

2nd: \$1,000

3rd: \$500

Balance Sheet

Superior Business Improvement District As of December 31, 2025

DEC 31, 2025

Assets

Current Assets

Cash and Cash Equivalents

Business Improvement Fund 812

39,408.01

Total Cash and Cash Equivalents

39,408.01

1205 - Assessment Receivable

324,203.49

1310 - Other Receivables

1,900.00

Total Current Assets

365,511.50

Total Assets

365,511.50

Liabilities and Equity

Liabilities

Current Liabilities

1208 - Unreimbursed Bid Bucks

6,825.00

2005 - Grants Payable

10,197.76

Total Current Liabilities

17,022.76

Long Term Liabilities

2003 - Account Payables

2,190.13

Total Long Term Liabilities

2,190.13

Total Liabilities

19,212.89

Equity

3105 - Fund Balance

257,997.74

Current Year Earnings

88,300.87

Total Equity

346,298.61

Total Liabilities and Equity

365,511.50

Income Statement (Profit and Loss)

Superior Business Improvement District
For the year ended December 31, 2025

2025

Income

4005 - Bid Bucks Sold	2,075.00
4010 - Farmers Market Sponsorship	1,000.00
4015 - Special Tax Assessment	264,580.20
Total Income	267,655.20

Gross Profit

267,655.20

Operating Expenses

5010 - Bid Bucks Promo	325.00
5020 - Chamber	550.00
5030 - Christmas Santa	652.76
5040 - Christmas Tree Lighting	43.89
5050 - Connect Community WEDC	429.00
5060 - Douglas County Leadership Support	800.00
5070 - Farmers Market Expense	5,691.02
5080 - Grants Committed	14,564.25
5105 - Stakeholder Marketing	6,750.00
5108 - Superior Christmas Ads	3,531.76
5115 - Small Business Saturday Bags	1,355.00
5120 - Trick or Treating Expense	874.24
5510 - Wages and Salaries	70,000.05
5520 - Taxes - Payroll	5,586.05
5530 - Health Insurance Reimbursement	4,000.08
5540 - Insurance - Workers Compensation	2,820.00
6000 - Accounting Services	5,748.56
6020 - Continuing Education	2,814.00
6030 - Dues and Subscriptions	1,059.83
6035 - Insurance - General	1,097.27
6040 - Marketing and Branding	7,314.42
6050 - Marketing Consultant	25,375.00
6060 - Meetings and Seminars	2,054.69
6070 - Office Expenses	5,894.81
6080 - Rent	6,350.00
6090 - Superior Days Travel	945.33
6100 - Conference / Meeting Travel	2,727.32
Total Operating Expenses	179,354.33

Income Statement (Profit and Loss)

	2025
Operating Income	88,300.87
Net Income	88,300.87

SUPERIOR BUSINESS IMPROVEMENT DISTRICT
2026 BUDGET Proposed

INCOME		Annual
Other Misc Revenue		
Donations-Individuals (Bid Bucks Sold)		2,000
Farmer Market Sponsorship		2,000
Special Tax Assessment		255,000
TOTAL INCOME		259,000
EXPENSES		
Program Services		
Superior Happenings/Telegram		200
Bid Bucks Reimbursement / Promo		855
Superior Days Sponsorship / Support		1,000
Great Lakes Economic Development Association		300
Chamber	910	310 annual, 600 golf
Christmas Santa	800	Secret Santa
Christmas Tree Lighting		200
Connect Community WEDC		200
Douglas County Leadership Support		800
Farmers Market Expense	3,000	June- November
Grants Committed	35,000	
Homegrown Trolley		400
Ice Festival		200
Halloween/Pottergeist Trolley		800
Small Business Saturday Trolley		400
Small Business Saturday Bags		2,000
Stakeholder Marketing (PS Magazine)		10,500
Superior Christmas Ads		3,333
TOTAL PROGRAM SERVICES		60,898
Personnel Expenses 5500-5900		
Salaries & Wages	25,000	Contracted Services
	80,000	Exec Director
Payroll Taxes		5,600
Health Insurance Reimbursement		6,000
Workers Compensation Insurance		1,000
TOTAL PERSONNEL EXPENSES		117,600
Non-Personnel Expenses 5999-6100		
Accounting Services		5,988
Board of Director Expense		750
Continuing Education		500
Marketing Articles (GB articles for PS)		1,500
Marketing Consultant (Amy)		15,000
Marketing & Branding		5,000
Meal Expense	3,000	Annual meeting/other meetings
Office Rent Expense	6,300	Rent/Internet/wired phone
Office Expenses	5,500	Copy/Photo/Print
	-	Equipment Purchase/Repair
	-	Postage
	-	Supplies
	1,284	Cell line
Superior Day Travel Expenses	1,000	travel
Other Conference Hotel/Travel Expenses	5,000	WEDC, WEDA, Dest WI
TOTAL NON-PERSONNEL EXPENSES		50,822
TOTAL EXPENSES		229,320
NET INCOME (LOSS)		29,680



2026 OPERATING PLAN

Introduction:

The following is the 2026 Operating Plan for the Superior Business Improvement District (hereafter referred to as SBID or the District) in Superior, WI. The 2026 SBID Operating Plan has been approved by the SBID Board of Directors as a general guide to the activities of The District in 2026. 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, sponsorships 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 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 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.
5. The SBID maintains a marketing/promotion calendar that includes new and updated promotions at time partnering with the City of Superior or other community organizations for events. The current promotions are Lake Superior Ice Festival, Valentine's Day, Earth Day/Sustainable Business Showcase, Superior Downtown Farmers Market, PINK Friday, Small Business Saturday, Homegrown Music Festival, 4th of July Celebration, Duluth/Superior Pride, Superior Spooktacular, Sidewalk Sales/Sale-abration 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 emailers, direct contact, and other communications. Continue to use social media to share information 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. 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 Statute 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



Superior Business Improvement District Bylaws

Article 1. Name

Section 1.01. Name.

The name of this organization is the Superior Business Improvement District ("SBID").

Article 2. Office of Record

Section 2.01. Principal Office.

The principal office of the SBID shall be located at 1401 Tower Avenue, Suite 303, Superior, Wisconsin 54880, or at such other location as may be determined by the Board of Directors.

Article 3. Establishment and Authority

Section 3.01. Establishment.

The SBID is established and operated in accordance with Wisconsin Statutes § 66.1109 ("Business Improvement Districts") and the City of Superior ordinance creating the District.

Section 3.02. Compliance with Law.

The SBID shall comply with all applicable federal, state, and local laws, including Wisconsin Statutes § 66.1109, the City of Superior's authorizing ordinance, and any subsequent amendments thereto.

Section 3.03. Purpose of Bylaws.

These Bylaws govern the structure, administration, and operations of the SBID. In the event of a conflict between these Bylaws and applicable laws, the governing statute or ordinance shall control.

Article 4. Definitions

Section 4.01. Definitions.

For purposes of these Bylaws, the following terms shall have the meanings set forth below:

- a. "SBID" means the Superior Business Improvement District.
- b. "Board" or "Board of Directors" means the governing body of the SBID.
- c. "Director" means an individual appointed as a voting member of the Board of Directors.
- d. "Ex Officio Member" means an individual who serves on the Board by virtue of their position and who does not possess voting rights.



- e. **“Stakeholder”** means any owner of real property used for commercial purposes, business owner, tenant, or nonprofit organization located within the District or conducting business within the District who is directly affected by SBID programs, services, or initiatives.
- f. **“District”** means the geographic boundaries of the Superior Business Improvement District as established by the City of Superior and as may be amended from time to time pursuant to Wisconsin Statutes § 66.1109.
- g. **“Calendar Year”** means the period beginning January 1 and ending December 31 of each year. The SBID conducts its operating, financial, and programmatic activities on a Calendar Year.
- h. **“SBID Year”** means the governance year beginning on April 1 and ending March 31 of the following year. Board terms, officer terms, committee appointments, and the annual meeting are aligned to the SBID Year.
- i. **“Operating Plan”** means the annual operating plan required under Wisconsin Statutes § 66.1109 and approved by both the Board and the City of Superior, outlining the programs, priorities, and budget for the SBID during the Calendar Year.
- j. **“Executive Director”** means the individual employed or contracted by the SBID to manage day-to-day operations, implement the Operating Plan, and support the Board in fulfilling its responsibilities.
- k. **“Officer”** means a Director elected by the Board to serve in the role of President, Vice President, Secretary, or Treasurer, or any other officer position established by the Board.
- l. **“Committee”** means any standing or ad hoc committee established by the Board to support the work of the SBID.
- m. **“Quorum”** means the minimum number of voting Directors required to conduct official business as provided in these Bylaws.

Article 5. Purpose and Powers

Section 5.01. Purpose.

The SBID is organized for the purpose of operating as a Business Improvement District under Wisconsin Statutes § 66.1109. The SBID exists to support, strengthen, and enhance the economic, cultural, and physical environment of the District, and to contribute to broader community development efforts in Superior and Douglas County, by:

- a. **Advocating for District stakeholders** and serving as a central voice for issues that affect the business community.



- b. **Supporting economic development**, business retention and recruitment, and initiatives that contribute to a vibrant and thriving District.
- c. **Promoting the District** as a destination for commerce, community life, and investment.
- d. **Coordinating efforts to improve the physical environment**, including beautification, placemaking, district identity, or other enhancements consistent with the District's Operating Plan.
- e. **Collaborating with public, private, and nonprofit partners** to strengthen the District's economic vitality and contribute to broader community development efforts in Superior and Douglas County.
- f. **Implementing the annual Operating Plan** approved by the Board and the City of Superior, and carrying out activities consistent with that plan.

Section 5.02. Powers.

The SBID may exercise all powers conferred upon Business Improvement Districts by Wisconsin Statutes § 66.1109 and any amendments thereto. These powers include, without limitation, implementing the annual Operating Plan; contracting services; acquiring, leasing, or maintaining property; receiving and administering funds; and undertaking projects or initiatives that support the economic, cultural, and physical vitality of the District.

Article 6. Board of Directors

Section 6.01. Authority and Responsibilities.

The affairs of the SBID shall be governed by its Board of Directors ("the Board"). The Board is responsible for policy direction; oversight of finances, assets, and expenditures; approval of the annual Operating Plan; and ensuring compliance with Wisconsin Statutes § 66.1109 and all applicable local ordinances.

Section 6.02. Composition.

The Board shall consist of eleven (11) voting Directors appointed by the Mayor of the City of Superior and confirmed by the City Council. In addition, the following individuals shall serve as non-voting Ex Officio Members:

- a. The Mayor of Superior or the Mayor's designee;
- b. The Executive Director of The Development Association; and
- c. The President/CEO of the Superior-Douglas County Chamber of Commerce.

Ex Officio Members may participate in discussions but shall not vote unless otherwise authorized in these Bylaws.

Section 6.03. Appointment and Terms.

Directors shall be appointed by the Mayor and confirmed by the City Council. Terms shall begin on April 1 following appointment and shall continue for three (3) years. A Director, who has been appointed to fill a vacancy shall serve the remainder of the unexpired term and may request reappointment at its conclusion.

Section 6.04. Vacancies.

Vacancies on the Board arising from death, resignation, removal, incapacity, or refusal to serve shall be filled by appointment of the Mayor with confirmation by the City Council. The Board may recommend candidates for the Mayor's consideration.

Section 6.05. Attendance.

Board members are expected to attend at least fifty percent (50%) of regular Board meetings each SBID Year. The Board may declare a seat vacant if a member's participation falls below this standard.

Section 6.06. Compensation.

Directors shall receive no compensation for their service as Board members. The Board may authorize reimbursement of reasonable expenses incurred in the performance of official duties, subject to Board-approved reimbursement procedures.

Section 6.07. Meetings.

a. Regular Meetings.

Regular meetings are the scheduled meetings of the Board held to conduct the ordinary business of the SBID. The Board shall hold no fewer than six (6) regular meetings per SBID Year. At the beginning of each SBID Year, the Board shall adopt an annual meeting schedule establishing the dates, times, and locations of regular meetings.

b. Special Meetings.

Special meetings may be called when necessary to address business that cannot reasonably wait until the next regular meeting. Special meetings may be called by the President or by any two (2) Directors. Notice of a special meeting shall be provided to all Directors at least 48 hours in advance and shall include the purpose of the meeting. No business other than the stated purpose shall be conducted.

c. Agendas.

The Executive Director, in consultation with the President, shall prepare an agenda for every regular and special meeting. Agendas shall be distributed to all Directors and posted publicly in accordance with Wisconsin Open Meetings Law.

d. Open Meetings Compliance.

All meetings of the Board shall comply with Wisconsin Open Meetings Law (Wisconsin Statutes §§ 19.81–19.98). Notice of each meeting shall be posted publicly in sufficient detail to inform the public of the subject matter(s) to be considered. Minutes shall be taken, approved by the Board, and made available to the public as required by law.

e. Virtual and Hybrid Meeting Participation.

Meetings may be conducted in person, virtually, or in a hybrid format, provided that all participants can hear and be heard in real time. Participation by electronic means constitutes presence in person for the purpose of quorum and voting.

Section 6.08. Quorum.

A majority of the voting Directors shall constitute a quorum for the transaction of business.

Section 6.09. Rules of Procedure.

Meetings shall be conducted in accordance with Robert’s Rules of Order, most recently revised, unless otherwise provided in these Bylaws.

Section 6.10. Committee Participation.

Each Director shall serve on or chair at least one Committee during their term of service. Committee assignments shall be made by the President and affirmed by the Board.

Article 7. Officers

Section 7.01. Officers of the Board.

The officers of the Board shall consist of a President, Vice President, Secretary, and Treasurer. The Board may establish additional officer positions as needed.

Section 7.02. Election and Terms of Officers.

Officers shall be elected annually by the Board at the first regular meeting of each SBID Year. Officers shall serve one (1) year terms and may be re-elected. Officers shall continue to serve until their successors are elected or until they resign or are removed from office.

Section 7.03. Duties of Officers.

a. President.

The President shall serve as the chief elected officer of the Board and shall preside at all meetings of the Board. The President shall appoint Committee chairs, subject to Board affirmation. The President shall preside over the annual meeting of the SBID held in April of each year and shall perform duties typically associated with the office.

b. Vice President.

The Vice President shall perform duties of the President in the President's absence or incapacity and shall perform such additional duties as may be assigned by the President or the Board.

c. Secretary.

The Secretary shall ensure that accurate minutes of all meetings of the Board are kept and maintained; that meeting notices and agendas are prepared and posted in accordance with Wisconsin Open Meetings Law; and that all official records of the SBID are properly maintained.

d. Treasurer.

The Treasurer shall oversee financial affairs of the SBID, including coordination of the annual budget with the Executive Director and any Directors assigned by the President. The Treasurer shall review monthly financial reports for presentation to the Board. All SBID funds shall be held and disbursed through the City of Superior.

Section 7.04. Removal of Officers.

Any officer may be removed from their officer position, but not from the Board, by a majority vote of the Directors whenever, in the judgement of the Board, the best interests of the SBID would be served thereby.

Section 7.05. Officer Vacancies.

Vacancies in any officer position shall be filled by the Board for the remainder unexpired term at the next regular meeting or at a special meeting called for that purpose.

Section 7.06. Delegation of Duties.

An officer may delegate specific duties to the Executive Director or to another Director, provided that the officer retains responsibility for ensuring that such duties are properly carried out.

Section 7.07. Executive Director.

The Executive Director ("ED") is responsible for the day-to-day operations of the SBID. The ED shall implement the Operating Plan approved by the Board; oversee SBID staff; manage communications, programs, and initiatives; coordinate budget preparation and execution; maintain records; and serve as liaison between the Board and economic development partners in Superior and Douglas County. The ED shall serve as a non-voting participant in Board and Committee meetings. The ED is not a Director of the Board and shall not vote on Board matters.



Article 8. Committees

Section 8.01. Standing Committees.

The SBID may establish standing Committees to support the ongoing work of the District. Standing Committees may include, but are not limited to, Design, Business Recruitment & Retention, Marketing & Communications, and Events & Programming. The Board may modify, rename, or discontinue standing Committees as needed.

Section 8.02. Executive Committee.

The Executive Committee shall consist of the President, Vice President, Secretary, Treasurer, and the immediate past President (or the past President's designee, if applicable). The Executive Committee shall meet as needed to support the work of the Board, provide guidance to the Executive Director, and prepare items for consideration at Board meetings. The Executive Committee shall not have independent authority to act on behalf of the Board unless expressly authorized by these Bylaws or a vote by the Board.

Section 8.03. Ad Hoc Committees.

The Board may establish ad hoc Committees by majority vote to address specific projects, issues, or initiatives. Ad hoc Committees shall serve for the duration specified in the establishing resolution or until dissolved by the Board.

Section 8.04. Committee Membership and Terms.

Committee chairs shall be appointed by the President and affirmed by the Board. Each Committee shall include at least one Director and may include additional Directors, stakeholders, or subject matter experts as appropriate. Committee terms shall begin at the first regular meeting of the SBID Year and continue for one (1) year or until successors are appointed.

Section 8.05. Committee Meetings and Reporting.

Committees shall meet as needed and shall report their recommendations and activities to the Board. Committee meetings that constitute a quorum of the Board or that involve delegated Board authority shall comply with Wisconsin Open Meetings Law.

Section 8.06. Limitation on Committee Authority.

Committees are advisory in nature and shall not exercise the authority of the Board. No delegation to a Committee shall relieve the Board of Directors of responsibilities imposed by law.



Article 9. Annual Meeting

Section 9.01. Annual Meeting.

The SBID shall hold an Annual Meeting of Stakeholders each SBID Year in the month of April at a date and time set by the Board. The purpose of the Annual Meeting is to present the Operating Plan, financial reports, program updates, accomplishments from the prior year, and priorities for the upcoming year. Stakeholders may provide feedback and engage in discussion; however, the Annual Meeting is not a meeting of the Board and no Board actions shall be taken.

Notice of the Annual Meeting shall be posted publicly and provided to stakeholders in a manner consistent with the SBID's communications practices.

Article 10. Amendments

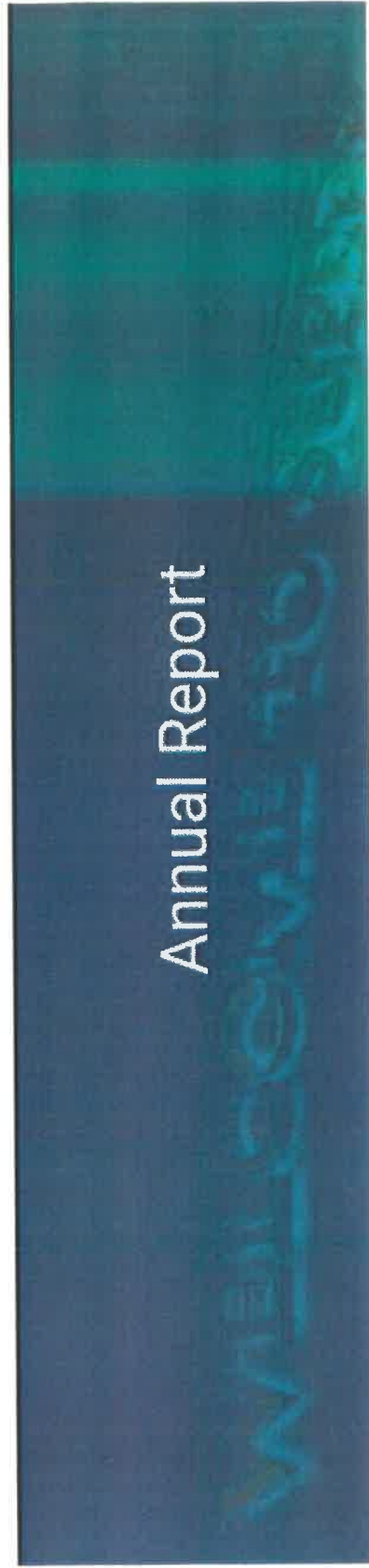
These Bylaws may be amended by a majority vote of the Directors at any regular or special meeting of the Board, provided that written notice of the proposed amendment is distributed to all Directors at least seven (7) days prior to the meeting. Amendments shall become effective upon adoption unless otherwise specified. No amendment shall conflict with Wisconsin Statutes § 66.1109 or applicable City of Superior ordinances.

These Bylaws were adopted by the Board of Directors of the Superior Business Improvement District on October 28, 2026.

Board Agendas & Minutes

Per its [By-Laws](#), the [Board of Directors](#) of the Superior Business Improvement District makes its meeting minutes public. The following are links to the minutes from meetings held in 2026.

Meeting Date	Agenda	Board/Meeting Packet
January 2026	January Agenda	January Packet
February 2026	February Agenda	February Packet
May 2026	May Agenda	May Packet
June 2026	June Agenda	June Packet
August 2026	August Agenda	August Packet
September 2026	September Agenda	September Packet
October 2026	October Agenda	
2025 Archive		
January 2025	February 2025	March 2025
April 2025	May 2025	June 2025



There's always a lot happening in the District. Our Annual Report summarizes some of the many activities that the staff, board and committee members do to support our stakeholders in the Superior Business Improvement District.

[View the 2025 Annual Report \(Presented at 2026 Annual Meeting\)](#)

[View the 2024 Annual Report \(Presented at 2025 Annual Meeting\)](#)

[View the 2023 Annual Report \(2024 Annual Meeting\)](#)

[View the 2022 Annual Report \(Presented at 2023 Annual Meeting\)](#)

[View the 2021 SBID Annual Report](#)

[View the 2020 SBID Annual Report](#)

Understanding & Complying With Wisconsin's Open Meetings Law

Maria Davis, General Counsel



1

Legislative Policy

“... The public is entitled to the fullest and most complete information regarding the affairs of government as is compatible with the conduct of governmental business.”

Wis. Stat. § 19.81(1).

- OML shall be liberally construed to achieve its purposes
- Translation: When in doubt, courts will err in favor of openness



2

Open Meetings Law Requirements

All meetings of governmental bodies must be:

- Preceded by public notice;
- Publicly held in places reasonably accessible to the public; and
- Open to all citizens at all times unless otherwise expressly provided by law.



3

Key Definitions

Governmental Body

- A local agency, board, commission, committee, council, department or public body corporate and politic created by constitution, statute, ordinance, rule or order, or a formally constituted subunit of the foregoing. Includes quasi-governmental bodies.

EXCLUDES:

- Government offices held by a single person
- Bodies meeting for collective bargaining under subchs. IV or V of ch. 111 § 19.82(1).
 - However, ratification or approval of a collective bargaining agreement must be done in open session. § 19.85(3).
- Loosely organizes, ad hoc gatherings of government employees, without more, do not constitute governmental bodies.



4

Key Definitions (cont.)

Meeting

- A convening of members of a governmental body for the purpose of exercising the responsibilities, authority, power or duties delegated to or vested in the body.
- Does not include social/chance gathering or conference which is not intended to avoid the open meetings law. Wis. Stat. § 19.82(2).



5

2-Part Test

2-Part Test to Determine if Open Meetings Law is Triggered

- (1) Purpose – Gathering must be for purpose of engaging in government business (i.e., discussion, decision, or information gathering).
 - Rebuttable presumption: if one-half or more of members are present, the meeting is presumed to be for governmental purpose.
- (2) Number – Number of members is sufficient to determine the body's course of action regarding the subject matter discussion (NOTE: this can be the affirmative power to pass a proposal or the negative power to defeat it).



6

Quorum

- **Common Council – Wis. Stat. § 62.11(3)(b)**
 - ≤ 5 members = majority
 - ≥ 6 members = $2/3$
 - Mayor is not counted for purposes of quorum
- **Village Board – Wis. Stat. § 61.32**
 - Majority = Quorum
 - President is counted.
- In absence of particular vote requirement, a majority of quorum is sufficient to adopt any ordinance or resolution.
- Some statutes require extraordinary vote (e.g., budget amendment – $2/3$ vote. Wis. Stat. § 65.90(5).

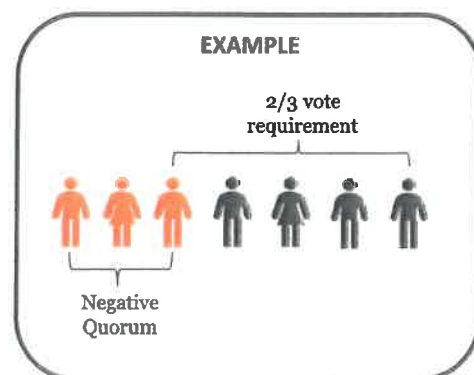


7

Numbers can be Tricky!

Negative Quorum

- Negative power to defeat a proposal.
- A gathering of half or less than one-half the members of a body can be a meeting if the number of members is sufficient to defeat a particular governing body action.

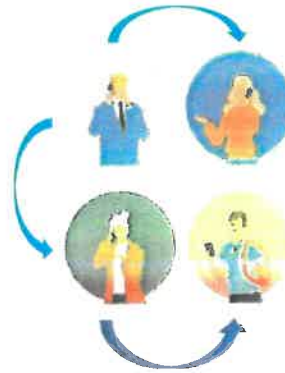


8

Numbers can be Tricky!

Walking Quorums

A series of gatherings among separate groups of members of a body, each less than quorum in size, who agree, tacitly or explicitly, to act uniformly in sufficient number to reach a quorum.



LEAGUE
OF WISCONSIN
MUNICIPALITIES

9

“Convening” of Members

- **Avoid “watering hole” meetings** (e.g., convening at local coffee shop or tavern after a meeting)!
- **Members do not need to be face to face to convene.**
 - Avoid convening electronically (e.g., e-mail, text messaging, social media, instant messaging, chat rooms).
 - If communicating without physically gathering, question is to what extent the communications resemble a conversation.

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OF WISCONSIN
MUNICIPALITIES

10

Electronic Communications

Caution: DOJ recommends against using unless simply one-way communications. Difficulty is once you hit “send” you don’t control how/when others respond (e.g., reply vs. reply all, etc.)

Courts will likely consider:

- (1) Number of participants/communications;
- (2) Time frame; and
- (3) Extent of conversation-like interaction.



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OF WISCONSIN
MUNICIPALITIES

11

Remote/Hybrid Meetings

- Generally allowed, but some exceptions
- Must still be accessible to the public
- Alternative dial-in option strongly advised
- If hybrid, public needs same access to those attending remotely as other members of governmental body
- Be mindful of closed sessions



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OF WISCONSIN
MUNICIPALITIES

12

Multiple Meetings

- When quorum of one body attends meeting of another body to gather information or otherwise engage in governmental business, where attendance is not chance or social, separate notice is required. (*Badke*).
- No separate notice required when quorum of governmental body present at meeting of second body when all of the individual members constitute membership of second body.
- Beware community organization “meetings.”



13

Notice Under Open Meetings Law

- **Timing**: 24 hours notice unless good cause and 24 hours notice is impossible or impractical. Never less than 2 hours notice.
- **Content**: Identity of body, date, time, place, subject matter, contemplated closed sessions.
- **Specificity**: In such form as is “reasonably likely to apprise public.”



14

Notice - Specificity

- The public is entitled to the best notice that can be given at time notice is prepared.
- How specific notice must be depends on:
 - (1) Burden of providing more detailed notice;
 - (2) Public interest in the subject matter; and
 - (3) Public ability to anticipate subject matter. Burden greater where subject novel or non-routine.



15

Notice – How Given

- By communication from presiding officer or that person's designee to:
 - Public (posting in 3 public places or one public place and electronically on municipality's website)
 - Local media and media that have requested notice



16

Accessibility & Openness

- Meetings must be “reasonably accessible” to public and “open to all citizens at all times” unless otherwise authorized.
 - Meetings always begin in open session.
 - “Reasonably accessible” = meetings must be held in places reasonably calculated to accommodate all citizens who wish to attend.
 - Meetings should be held in public places located in proximity to the public the body serves.
- Accessibility also required by ADA.



17

Accessibility & Openness (cont.)

- Government must make reasonable effort to accommodate those who wish to record or tape open meeting as long as activity does not interfere with meeting.
- Citizens have right to attend and observe but not necessarily the right to participate. Citizen comment period authorized if on agenda (noticed).
- No secret ballots other than to elect body's officers; record must be kept of all motions, roll call votes (other laws may prescribe more particular requirements).



18

Closed Sessions: General Principles

- Closed sessions serve public interest and are not for comfort or convenience of governmental body members.
- Closed sessions are authorized, not required. Exemptions give body discretion whether to use.
- Controversy is not a reason for a closed session. Open meetings law exists to ensure open government in controversial matters.



19

Closed Session: Notice Requirements

- Contemplated closed sessions require specific notice. Notice should identify specific nature of business and indicate intent, if any, to reconvene in open session.
- Spontaneous closed permitted without notice as long as subject matter comes within exemption and was noted on agenda (noticed). Cannot reconvene in open session for 12 hours (because there won't have been notice of that subsequent open session).



20

Closed Session Procedures

- Presiding officer must announce closed session and authorizing exemption.
- Motion carries by recorded majority vote (recording members' votes not required if unanimous).
- The vote on whether to go into closed session is important and can protect members from liability.
- Members in closed session must be vigilant and stay on topic that was authorized and voted on.



21

Closed Session Exemptions

- **(1) Deliberating concerning case that was subject of judicial or quasi-judicial trial or hearing** before that governmental body. Wis. Stat. § 19.85(1)(a).
- **(2) Considering dismissal, demotion, discipline, licensing** of any public employee or person licensed by a board or commission or investigation of charges against such person and taking of formal action on any such matter. Wis. Stat. § 19.85(1)(b). Certain circumstances (evidentiary hearing or final action taken in closed session) require notice to subject of right to demand that it be held in *open session*.



22

Closed Session Exemptions (cont.)

- **(3) Considering employment, promotion, compensation and performance evaluations** of any public employee over which the governmental has jurisdiction or exercises responsibility. Wis. Stat. § 19.85(1)(c).
- **(4) Considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific persons** except where par. (b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any such person referred to in such histories or data, or involved in such problems or investigations. Wis. Stat. § 19.85(1)(f).



23

Closed Session Exemptions (cont.)

- **(5) Deliberating or negotiating purchase of public properties, investing of public funds or conducting other specific public business whenever competitive or bargaining reasons require closed session.** Wis. Stat. § 19.85(1)(e).
- **(6) Conferring with legal counsel who is rendering oral or written advice regarding litigation** in which body is involved or likely to become involved. Wis. Stat. 19.85(1)(g).



24

Closed Sessions: Attendance & Voting

Attendance

- Governmental body determines whose presence is necessary. Cannot exclude appointed or elected members of the body and subunits cannot exclude members of the parent body unless rules of parent body allow.

Voting

- Vote should be in open session unless vote is integral part of reason for closed session.



25

Voting Generally

- Any member may require that vote be taken in such manner that each member's vote is ascertained and recorded.
- Motions and roll call votes of each meeting of a governmental body shall be recorded, preserved and open to public inspection to extent allowed by public records law.



26

Open Meetings Law Enforcement

- Enforced by district attorney upon verified complaint, or attorney general if district attorney doesn't pursue. If neither act, individual who complained can bring action on behalf of state.
- Member of governmental body who knowingly attends meeting in violation of law subject to forfeitures between \$25 and \$300. Forfeitures are personal liability of officer who violated the law. Cannot be paid by municipality.



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Great Resource

A great resource, available free as a pdf on the Wisconsin Department of Justice's website, is the DOJ's Open Meetings Law Compliance Guide, available at the following link:

<https://www.doj.state.wi.us/office-open-government/open-government-law-and-compliance-guides>



28

Executive Director's Report

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

September 2026

Meeting with Top Hat Carriage about hosting in SBID. 9/1
Meeting with Chamber/SBID/UWS. Continuing Education. 9/2
Positively Superior Editorial Partners meeting. 9/2
Introductory meeting between WWBIC Jaci and Christina Kintop for business planning/support, podcast, retreats. 9/2
Meeting with Kim Pearson, Essentia regarding WIB presentation. 9/2
Economic Development Team Breakfast. 9/3
Met with Craig Sutherland regarding social media post. Reminded him of when I've discussed SBID information, SURF Research Project, connecting to candidates. 9/3
WIB and follow up with 2 businesses after. 9/8
Meeting with Jess Duffy and Boston Block, LLC regarding plans. Connecting with Wierzba/WEDC. 9/8
Travel Northwest Wisconsin committee. 9/9
Economic Development Team Breakfast. 9/10
Meeting with WWBIC Jaci 9/10
Meet with DECC/Dan Hartman, Barker's/OCI Hospitality re: Blatnik, joint events. 9/10
Meeting with Taylor/Chamber with Jess regarding holiday promotions. 9/10
Meeting with Sarah Kanugovi regarding project. 9/11
Meeting with Kalee Hermanson, opportunities for support. 9/11
Meet with Sharan about SURF. 9/11
Twin Ports Business Alliance meeting at Mazi. Passport planning. 9/11
Hosted Marketing Resources Fair, part 2. 9/14
Attended Development Association Board of Directors meeting. 9/14
Meeting with Danielle Fagan, Continuing Education. 9/15
WEDA Conference in Kenosha. 9/15-9/18
Attended Senior Connections Board meeting 9/22
Met with Lori Coda-Peterson regarding TPBA. 9/22
Attended Cenovus Community Advisory Panel 9/22/26
Interviewed with Saran Kanugovi by Northern News Now, SURF. 9/23
Economic Development Partners Breakfast. 9/25/26
Meeting with Northern News Now, regarding SBID/TPBA marketing. 9/24
Met with Solomon Witherspoon at Henry's. 9/24
Attended Ribbon Cutting at The Cannery for Lash Lanes (WIB member). 9/24



Meeting with SBOD Promo meeting. 9/25
Attended WEDC in Eau Claire with Jess Duffy. 9/30-Oct 2.

Respectfully Submitted,

Kelly Peterson



CITY OF SUPERIOR SPECIAL EVENT PERMIT

This permit is required for events that will take place on City property and that are open to the general public and/or will involve activities beyond a small gathering (e.g., bounce houses, food trucks, large animals, public celebrations, etc.)

Event Name: Trick or Treat in the Superior Business Improvement District
Organization Name: Superior Business Improvement District
Event Contact: Kelly Peterson
Address: 1404 Tower Ave, Ste 303
Phone Number: (Day) 715.817.1250 (Evening) _____
E-mail Address petersonk@superiorbid.com
Web Site superiorbid.com Facebook event page Trick or Treat in the District

A. DETAILED EVENT DESCRIPTION: Include where event will be held and type of activities (e.g., parade, athletics, street dance, walk-a-thon, rides/games, etc.)

October 30, 12-3, Trick ortreating in the Superior Business Improvement District.
Requesting Tower Avenue closed from 14th Street to Broadway 12-3

Maximum number of participants expected (please estimate if unsure) 400

B. DATES AND TIMES FOR EVENT (Use an extra sheet for more than 4 days)

Date(s)	10/30/26				
Setup start time	11:45				
Event start time	12pm				
End time (incl. tear down)	3:30				

F. FEES

Please make sure to fill out delivery date and locations for any items the City will be providing.

SERVICE	DELIVERY DATE	DELIVERY LOCATION	COST	# OF UNITS	AMOUNT DUE
PROCESSING FEE			\$25.00		\$25.00
GARBAGE CANS			\$5 each If you fail to order enough cans & trash is scattered, you will be charged a cleanup fee for time & materials.		
RECYCLING BIN			\$10 each		
BARRICADES	10/30	See map	\$5 each	14 20	\$70 \$100
CONES- pylons, candlestick or barrels	10/30	See map	\$1 each	3	\$3
NO PARKING SIGNS ON STAKES		Both sides Tower - 14th to Broadway	\$5 per block	10 4	\$50 \$20
STREET SWEEPER			\$50		
PARADE FEE			Up to 99 units \$50 100+units \$100		
PAVILION RENTAL	(\$25-\$100 depending on which park per day, must include setup and teardown days)				
ELECTRICITY 110V OUTLETS	Note: Key may be required to be picked up prior to event.			\$5	
ELECTRICITY HIGHER VOLTAGE	Note: May not be available at all locations.			\$25	
PORTABLE TOILETS	If portable toilet is currently on site, \$25 pumping fee may be required. If more than 100 participants are expected, you will be required to arrange for additional portable toilets.				
TOTAL AMOUNT DUE					\$120 \$148

\$148

MAP: <https://www.google.com/maps/d/u/0/edit?mid=1NQ0KqWnmByJ4SMPVO5I1f6MfYbOzuM0&usp=sharing>

C. INSURANCE REQUIREMENT

The City of Superior requires you to provide coverage in the amount of \$1,000,000 aggregate with the City named as Additional Insured for the event (including setup and tear down).

D. ROADWAY/TRAIL USER – MAP IS REQUIRED

Roadway(s)/trail to be used Tower Avenue, 14th to Broadway

(include map of entire area encompassed by request showing location of food vendors, toilets, barricades, etc.). **Wis-DOT approval is required (City will secure) if a state road (e.g., Tower Avenue, Belknap Street, East 2nd Street) or city street is requested to be used.**

E. SALES/PERMITS (see instruction sheet for email & phone numbers for the departments mentioned below)

1. Do you or any food vendors intend on offering or selling food at your event? Yes ☐ No ☒

If yes, please contact Douglas County Health Department.

What food items do you intend to sell? _____

2. Do you intend to sell alcohol at your event? Yes ☐ No ☒

If yes, please contact the City Clerk's office.

What kind of alcohol do you intend to sell? _____

3. Do you intend to sell any other items? Yes ☐ No ☒

If yes, please contact the City Clerk's office.

What items do you intend to sell? _____

4. Do you plan on having any type of fire or fireworks as part of your event? Yes ☐ No ☒

If yes, contact the Superior Fire Department.

What type of fire or fireworks do you intend to have? _____

5. Do you plan to request support from Auxiliary Police? Yes ☐ No ☒

See page 1 for contact information.

NOTE: Confetti cannons, including but not limited to handheld devices, poppers, and any similar mechanisms designed to disperse confetti or debris are prohibited from use within any City park or space. If used and debris is not cleaned up, event organizer may be charged for the clean-up required.

Updated 7/29//2024.

G. AUTHORIZATION TERMS & CONDITIONS

I, the undersigned applicant, certify that the permit is accurate and complete. I understand that inaccurate information is grounds for cancellation of any event and may jeopardize any future events.

I also agree that I will save and indemnify and hold harmless the City, its supervisors, and employees against all liabilities, judgments, costs, and expenses, including the claims of any third party, which may come against the City for granting this application, or which may in any way result from the carelessness or neglect of the applicant, or his/her members, guests, employees, or other persons or entities under contract with the applicant.

IMPORTANT: FAILURE TO PROVIDE ANY NEEDED INFORMATION COULD VOID THIS PERMIT AND CANCEL YOUR EVENT. ALSO, A SPECIAL EVENT PERMIT IS NOT VALID UNTIL INSURANCE HAS BEEN PROVIDED, ALL FEES HAVE BEEN PAID, AND ALL NECESSARY APPROVAL SIGNATURES HAVE BEEN OBTAINED.

Have you included:

- ☐ Certificate of Insurance
- ☐ Map/Layout of area for event
- ☐ Necessary Permits or Licenses
- ☐ Payment of permit fees

Applicant Signature  Date 9/21/26

H. NOTES/SPECIAL INSTRUCTIONS (attach additional sheets if necessary):

Event Permit Approved – all signatures must be included for authorization of event permit.

Parks, Recreation & Forestry Director BM/js

Public Works Director or Asst. Director CC/js

Superior Police Department Traffic Lieutenant NE/js



Fall & Winter 2026

4TH QUARTER PROMOTIONS & PROGRAMS

SIGNATURE SBID PROMOTIONS - REGISTRATION OPEN NOW!



Trick or Treat in the District - Oct. 30

- Trick-or-Treating throughout the SBID
- Share any specials or promos
- Tower Ave. closed during event for easy crossing between businesses

Scan and register by October 16!



Pink Friday - Nov. 20

- Celebrate small & women owned biz
- Offer a door prize drawing
- Share your specials & promotions
- Social selfie stations & contest

Scan and register by November 6!



SHOP SMALL SUPERIOR WEEK

NOVEMBER 28 - DECEMBER 5

#SHOPSMALLSUPERIOR

Shop Small Superior Week - Nov. 28 - Dec. 5

- Share your specials & promos
- Swag bags available for businesses
- Shop Hop punch cards for customers

Scan and register by November 13!



Be One of Santa's Favorite Places to Shop in the Superior BID!

JOIN THE
SURPRISE SANTA PROMOTION
December 1-23, 2026

Surprise Santa - Dec. 1-23

- Santa will be surprising shoppers with \$25 in BID Bucks
- Share any extra promos or specials
- BID Bucks available to purchase for bonus give-aways

Scan and register by November 16!



Learn, Promote, Grow - GROUPS & SPECIAL EVENTS

Twin Ports Business Alliance (TPBA)

- Engages business/community leaders from Superior and Duluth
- Collaborates to support and promote businesses during the Blatnik Bridge project
- Hosts regular informational meetings and special events
- Provides promotional opportunities including the TBPA Passport
- Scan for more on TBPA and the Passport program



IMPORTANT DATES

Passport Apps Due
October 1

Passports Onsale
November 1

Hard Hat Happy Hours

- Hosted monthly by the SBID/TPBA at the Cedar Lounge 4-6 pm
- Blatnik project updates from the DOT and others
- Network with other businesses - all are welcome!
- Free to attend. Alcoholic and N/A beverages available for purchase.



HAPPY HOUR DATES

October 5
November 2
December 7

Women in Business (WIB)

- Platform for local business women to network, learn and grow
- Supportive environment driven by collaboration not competition
- Meets monthly at 1401 Tower, 3rd Floor Ballroom at 9:30 am
- Free and open to all female stakeholders in the SBID and Superior
- Scan for upcoming speakers and to RSVP



MEETING DATES

October 13
November 10
December 8

Coffee & Tea with the DOT

- SBID hosted monthly series with the DOT, 9 am at 1401 Tower, 3rd Floor Ballroom.
- Blatnik project updates from the DOT and others, plus Q&A time
- Free event, open to all community members
- Refreshments provided



COFFEE & TEA DATES

October 21
November 18
December 16

Get Spooky in the SBID

- The SBID partners with other entities on events celebrating "spooky season" in the SBID and beyond
- Superior Spooktacular - opportunities for sponsorship and participation in the parade, 5k and more
- Goin' Postal's Fall Music Festival & Poltergeist Pub Crawl - sponsorship and other promotional opportunities available



IMPORTANT DATES

Superior Spooktacular
October 24

Poltergeist PubCrawl
October 31

Community Tree Lighting

- Kick-off for Shop Small Superior Week and holiday shopping season
- The SBID provides cocoa and prizes such as BID Bucks and gift cards from SBID businesses
- Volunteer and prize donation opportunities available
- Tree Lighting occurs in City Center Park at 5 pm



TREE LIGHTING DATE

November 27



coffee & tea *with the DOT*

Blatnik Updates with a Side of Caffeine

- ☕ 3rd Wednesday of every month,
9 am at 1401 Tower Avenue,
3rd floor ballroom
- ☕ Updates on Blatnik Bridge Project
from the DOT & others, plus Q&A
- ☕ Free event, open to all businesses
& community members
- ☕ Refreshments provided



**SCAN FOR
DATES + MORE!**

PRESENTED BY

**SB
ID** **SUPERIOR**
BUSINESS IMPROVEMENT DISTRICT

For more information: 715-394-3557 | superiorbid.com



HAPPY HOUR



**ENJOY BEVVIES + UPDATES ON
THE BLATNIK BRIDGE PROJECT**



FIRST MONDAY OF EVERY
MONTH@ CEDAR LOUNGE
4-6 PM



UPDATES FROM THE DOT
+ OTHERS



OPEN TO ALL BUSINESSES
+ COMMUNITY



**SCAN FOR
HAPPY HOUR
DATES + MORE!**

PRESENTED BY

SB SUPERIOR
ID BUSINESS IMPROVEMENT DISTRICT



