



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, August 26, 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

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

AGENDA	Motion	Second	Notes
Call to Order			
Attendance			
Additions to Agenda:			
Approval of Minutes: June 24, 2026			
Financial Summary Action items: Financials: End of 2025 Budget 2026 IP			
Old Business: In Progress- Review/Revise Operating Plan, By-Laws for 2026 – Mission/Vision/Values			
Discussion Item/In Progress: SBID Superior Surge – SBID, Superior Effect Marketing, Third Base Bar- Champions! SBID Event Sheet SBID Newsletter Foxes and Fireflies-fox hunt SBID Email request for additional items of SWAG <ul style="list-style-type: none"> Sharan Kanugovi- UWS Fellow- Research Project update attached, 3rd progress report- see attached. Positively Superior-searchable stories on the site, additional stories			

<ul style="list-style-type: none"> • PS Magazine Winter Guide • Will be meeting with Deann Munson for our 2 pages to be set up. <p>City of Superior Banners are up!!</p> <p>Public Works- Chris Carlson</p> <ul style="list-style-type: none"> • 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. <p>Downtown Blood Drive- Memorial Blood Center Fall. Partner with Chamber.</p> <p>TPBA- Passports. Sign ups underway. SBID/TPBA Hard Hat Happy Hours: 1st Monday at the Cedar 4-6. DOT will be present to speak about updates.</p> <p>SBID Coffee and or Tea with the DOT: Stakeholder and open to others meeting in the Ballroom 3rd Wednesday of each month at 9:30</p> <p>SBID Marketing/Promotions Resource Fair Sept 14; 11-1:30 see flyer</p> <p>Marketing grants In Progress: Superior Effect Marketing- Videos 10 SBID businesses, \$400 value, SBID pays \$200 (\$2,000) One Up Creative- 1 hr Marketing Strategy 10 SBID businesses at \$100.00 (\$1,000) Headshots by Stengl 360 Tours \$150 by Joann Jardine</p>			
<p>2025 Grants Sign/Stakeholder Approved: Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed</p>			

Lake Superior Coins \$979.37 completed, receipts pending Range Real Estate \$5,000. Approved			
New/Change Businesses: Raw Materials – Badger Building opening pending Flow Studio- Open in September Northland Estates Ash & Olive move to Badger- Sept 1 Lacuna Massage- SBID WIB member moving to Badger Omni PT, moving to emFATic +, Sept 1 Another massage in Badger also Allseth Family Services moving to Badger, in former Century 21 A new business moving to former Twin Ports Title building. Recently purchased by Dane Bushy, 3 rd Base Bar			
ED Report- attached			
Public Comment			
Next meeting: (3:30 start) Sept 23			
Adjourn			