



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, February 25, 2025 · 3:30 – 5:00pm

Meeting Called by: Dave Miller, President

Board Members: Don Nummi, Sec/Treasurer, Chris Scharte, Vice President, 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 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: January 22, 2026			
Financial Summary Action items: Financials: November 2025 December 2025 Budget 2026 IP			
Old Business: In Progress- Review/Revise Operating Plan and By-Laws for 2026 – Mission/Vision/Values			
Discussion Item/In Progress: SBID Upcoming Events-handout WIB – handout Women’s Leadership, UW Green Bay, Virtual Viewing Party, Partnership with UW Superior Continuing Education Green Bay, WI. Feb 26 WIB Meetings: <ul style="list-style-type: none"> • 2nd Tuesday each month, 9:30, • February: Carolyn Nelson Kavajecz/Create WI • March: Danna Livingston-Matherly, Awaken Women’s Wellness 			

<p>SBID Marketing Resources Fair, March 23, 3-6</p> <ul style="list-style-type: none"> • Collab with UWS Continuing Education, Chamber, TPBA • Tools pre-Blatnik <p>SBID Annual Meeting April 15 or 16? 3:30 at Port Town Tavern. Engelking's presentation of Investing in Downtown Superior.</p> <p>SWAG bags ordered for SBID</p> <p>SWAG bag stocks, 2x's. Ice Festival and Bonspiel, Under 5 (years exp).</p> <p>Downtown Blood Drive- Memorial Blood Center Suggestion from Cenovus</p> <p>UW Superior Continuing Education- Ignite Grant for Marketing Interns was not funded but there are other opportunities to work together. Spring Professional Development. An array of classes and scholarships available through the University. (see flyer)</p> <p>If cost is a barrier, I'd like to see the SBID contribute to a class in the flyer.</p>			
<p>2025 Grants</p> <p>Sign/Stakeholder</p> <p>Approved:</p> <p>Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed</p> <p>Lake Superior Coins \$979.37 completed, receipts pending</p> <p>Port Town Tavern, Engelking \$5,000 (10,950. Total estimate)</p>			
<p>New/Change Businesses:</p> <p>Port Town Tavern (1318 Tower Ave), March</p> <p>Uffda Kombucha and Restaurant opening in March</p>			

Raw Materials – Board of Trade (March) Tom’s Taste of Chicago (April) Simply Superior Nutrition open February Yarn Creations / Tiny Riot			
ED Report- attached			
Public Comment			
Next meeting: (3:30 start) March 25			
Adjourn			



**Superior Business Improvement District
Board Meeting Minutes
November 19, 2025**

Members Present: Gary Banker, Jim Caesar (Ex-Officio), City Councilor Tylor Elm (Ex-Officio), Beth Fritsche, Raya Horst, SPD Brad Jago (Ex-Officio), Dave Miller (President), Don Nummi (Secretary-Treasurer), Micah Pahl, Taylor Pedersen (Ex-Officio), Andy Perfetti

Members Absent: Jordan DeCaro, City Councilor Lindsey Graskey (Ex-Officio), Natalie Harris, Mayor Jim Paine (Ex-Officio), Katie Perrault, Chris Scharte (Vice President)

Staff Present: Kelly Peterson, Creede McClellan

Call to Order: President Dave Miller called the Superior Business Improvement District Board meeting to order at 4:03 pm.

October Minutes: A motion by Banker, to approve the minutes of the October 22, 2025, meeting, second by Pahl. Discussion included:

- Revisiting the topic of extended meeting minutes for board meetings
- Potential addition of a secretary's position to the Executive Committee. This would require the splitting of the current Secretary-Treasurer position.

Motion carried to approve the minutes.

Financials: Summary was presented by Executive Director Peterson. A motion was made by Perfetti, second by Pahl, to approve the financial report. Discussion included:

- Peterson confirming that tax assessment numbers listed as negative in October Financial Report was a formula error.
- Workers Comp question from October Financial Report still standing. Peterson to meet with Holden Insurance to clarify charges.
- Councilor Elm identified low Farmers' Market numbers. SBID is waiting for a handful of invoices to be paid.

Motion carried to approve financial report.

Action Items: Motion to add \$10,000 to the grant funding budget for 2025. Discussion included:

- We are set to go over the existing 2025 budget for grants. Historically, an additional \$10,000 was granted to cover increased numbers of grants.
- Prices of construction and signage are both increasing. Future grant budgets, as well as the amount of funds given per grant request, may need to be adjusted.

Motion carried to approve an additional \$10,000 being allotted to 2025 grants.

Discussion Items / In Progress:

- *Katie Perrault Resignation from SBID Board:* Perrault submitted a letter of resignation from the SBID Board of Directors due to professional and personal time constraints. Efforts have begun to identify another SBID property owner to finish out Perrault's term.
- *Operating Plan, By-Laws, and Mission/Vision/Values Revision:* McClellan and Peterson proposed revised versions of the Mission/Vision/Values statements. Statements were reviewed, and discussion had about changes. McClellan and Peterson to implement changes and bring back an updated version at the January meeting.
- *McClellan Update:* McClellan shared that she was helping prepare for Pink Friday, Shop Small, and Surprise Santa. She is also continuing to work on systems to manage BID businesses' information.
- *UWS Intern, Hannah Thompson Update:* Thompson created successful social media videos for Halloween and Kindred Stone. She will be working on videos for holiday events, as well as a final project for her coursework.
- *Blatnik Bootcamp, Nov 10:* Bootcamp went well. Next round will be held January 26.
- *Signs of History Project:* SBID to sponsor window cling signs for buildings featured.
- *Women in Business (WIB):* WIB continues to meet on the second Tuesday each month at 9:30 am. Next meeting is December 9. We will be having conversations about relaxation and self-care during the holiday season.
- *SEM Videos & Marketing:* Waiting for Northwest Outlet test video, as well as drone footage. Video will be \$400 per business. SBID will sponsor half that cost (\$200) for the first 20 businesses engaged in the process. SBID contribution to total \$4,000.
- *Upcoming Events:*
 - o November 21, Pink Friday (exclusive Souptown Deli / Remedy Room event, 2-4 pm)
 - o November 28, Holiday Tree Lighting
 - o November 29, Start of Shop Small Superior Week

- o December 1 – 23, Surprise Santa

Grants Update:

- Black Diamon Real Estate (Horizon Building), \$5,000 approved, not completed.
- Lake Superior Coins, \$979.37 approved, project completed, receipts pending.
- Souptown Deli / Remedy Room, \$5,000 approved, not completed.
- Port Town Tavern (Engelking), \$5,000 approved, not completed.
- Mickey's Antique Mall, \$4,574 approved, not completed.

New / Changed Businesses:

- Barber, Nottingham building
- Sheet Metal Solutions, Ogden Ave
- Asian Massage, Tower Ave
- Barber Academy, Board of Trade building
- Midwest Mamas, move to Globe News building

Next Meeting: Wednesday, January 21, starting at 3:30 pm

Adjourn: Meeting adjourned at 5:03.

Respectfully submitted,



Kelly Peterson
Executive Director

cm



Executive Director's Report

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

Meeting with Simply Superior Nutrition regarding SBID grants and overview. 1/6/26

Positively Superior Magazine Editorial Partners Meeting. 1/7/26

Meeting with Rick Albrecht, Rhees Carlson, Tri State Dental Labs. Moving to Board of Trade, currently at Old City Hall. 1/7/26

Economic Development Partners Breakfast. 1/8/26, 1/15/26, 1/22/26, 1/29/26

SBID Promotions Meeting. Planning year events and Valentine's Promotion. 1/9/26

Met with Donna at Wine Beginnings regarding promotion. 1/9/26

Meeting with UffDa Kombucha regarding Stakeholder grants, progress, inspections, timeline. Restaurant at the end of March. 1/9/26

Participated in Roundtable with Mandela Barnes at Thirsty Pagan regarding healthcare and economic impact on businesses.

Attended Development Association Board of Directors 1/11/26.

SBID Women in Business, presentation by Gloria Allen, Summit Mortgage. 1/13/26

Met with Chris Jennings, Travel Wisconsin. 1/14/26

Travel NW WI Meeting (DC meeting) with Chris Jennings 1/14/26

Meeting with Amy Starzeki, Taylor Pedersen at Superior Schools Board office regarding Student- Led Businesses. Developing competencies and consistencies between the businesses. 1/14/26

Meeting with City Planning, SFD, Permitting for Jade Fountain/Kai Soderberg in Superior. Looking at plan for building use and feasibility related to building codes. 1/15/26

Meeting with Empire Nutrition, Jim Caesar, Kaylee Hermanson. 1/19/26

Superior Days, Lobby Leader meeting 1/19/26

Sarah's Serpenterium meeting with Caesar regarding business plan and possible space. 1/20/26

Meeting with Pam at Weeping Willow 1/20/26



Meeting with Robyn Cedar and Sage Financial. 1/21/26

Meeting with Jen Garland, collaborating on educational opportunities, 1/21/26

SBID Board of Directors 1/21/26

Meeting with Cozy Socials/Rachel Senn. Business planning 1/22/26

Met with Rebecca, Tom's Taste of Chicago. Purchase Kenny Won's building. Connected with City for grant and resources. Connected with neighboring businesses. 1/22/26

Meeting with Mike Hill regarding business referrals. 1/22/26

Meeting with Engelking's regarding grants for Port Town Tavern. 1/22/26

Meeting with Morgan Hermanson, Twisted Handle Pottery and Fired UP! Clay classes, etc. 1/23/26

Meeting with Erin Stingham, Raw Materials regarding Grants, SBID overview. Badger building. 1/23/26

Podcast regarding School Funding with Amy Starzeki and David S. 1/26/26

Meeting with JoAnn Jardine regarding business, Google 360. 1/26/26

Coordinated meeting with Charly Ray, and DA. 1/28/26

Met and toured space at Board of Trade with Morgan Hermanson. 1/28/26

Samantha Smigler, Mentor North Fundraiser. 1/28/26

Venture Home. Introductions. 1/28/26

SBID Promotions meeting. 1/30/26

Hosted 2 sold out Ice Sculpture and Snowless Snowman Tours for Lake Superior Ice Festival. Gave SBID updates. 1/30/26.

Respectfully Submitted,

Kelly Peterson

February 6, 2025