



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, January 21, 2025 · 3:30 – 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.

AGENDA	Motion	Second	Notes
Call to Order			
Attendance			
Additions to Agenda:			
Approval of Minutes: November 19, 2025			
Financial Summary Action items: Financials: November 2025 December 2025			
Old Business: In Progress- February Review Review/Revise Operating Plan and By-Laws for 2026 – Mission/Vision/Values			
Discussion Item/In Progress: SBID Upcoming Events-handout WIB - handout Superior Days Sponsorship (2025 we pd \$400) Banners Refuse/Receycling Containers- Spartan Manufacturing Creede McClellan-update WIB Meetings: <ul style="list-style-type: none"> • 2nd Tuesday each month, 9:30, • February: Carolyn Kavajeck Nelson SEM- Videos \$400 each business			

<p>SBID ½ for first 20 to get businesses engaged. \$4,000. Waiting on Northwest Outlet's trial to be completed.</p> <p>One Up Creative, 1 hour Marketing Strategy sessions gearing up for the Blatnik Bridge project \$100 value for SBID Stakeholders. I would like to offer 20 paid for by the SBID. (\$2,000)</p> <p>Swag bags for tournaments/year-round events approx. \$1,600 for 1000 \$5 Superior BID Bucks vs a swag item. Investing in our businesses rather than online purchasing of swag.</p> <p>Events: Lake Superior Ice Festival- Snowless Snowman January 30 "Be Mine. Let's Wine"- Feb 14 Celebrating our 2 Wineries in Superior. Superior Days Feb 10-11 Still looking for Parade of Products vendors Woman Today Magazine, March Rosie awards; buy a table? Last year \$800 for 8. DOT- February event Annual Meeting, April, 3rd week, regular meeting 5pm or lunch?</p>			
<p>2025 Grants Sign/Stakeholder Approved: Black Diamond Real Estate (Horizon Building) \$5,000 approved, not completed Lake Superior Coins \$979.37 completed, receipts pending Port Town Tavern, Engelking \$5,000 (10,950. Total estimate)</p>			
<p>New/Change Businesses: Remedy Room new, SoupTown Deli, February Port Town Tavern (1318 Tower Ave), March Rebel Threads UffdaKombucha opening in March</p>			

ED Report- attached			
Public Comment			
Next meeting: (3:30 start) February 18			
Adjourn			



Executive Director's Report

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

Travel Northwest Wisconsin Committee- marketing strategies including highest incoming areas 11/3

Meeting with Anna Rigstad, Affordable Care, Businesses 11/4

Attended Destination Wisconsin Conference in Madison; Amy Ugstad and Creede along with the DA 11/4-11/7

Met with Sen Quinn and his office regarding Blatnik Project 11/4

Met with Rep Stroud's staff regarding Blatnik Project 11/4

Attended DA Board of Directors meeting 11/10

Hosted DOT/SBID Blatnik Bootcamp Lunch and Learn 11/10

Women in Business, Presentation by Dr Jen Garland 11/11

Met with Earth Exchange financials, events 11/11

Midwest Mamas events and grants discussion 11/11

Cenovus Community Advisory Panel 11/11

Shamrock Pizza, Chamber Ribbon Cutting 11/12

Development Breakfast 11/13, 11/20, 11/27

Attended Superior Days Issue Meeting 11/13

Mary Motiff, Mayor of Washburn, meeting regarding Blatnik, Tourism, partnership for event

Meeting regarding MWC proposed advertising, Angie K, Jami K, Lisa D 11/17

Meeting re: mission, bylaws; Banker, McClellan 11/17

Meeting with Bayfield economic development and WEDA, Haley Makela. SBID operation, etc 11/18

Meeting with Barb Peterson, Pioneer Title regarding SBID, possible Board Member, space available 11/12



PS Magazine Editorial Partners Meeting 11/21

Co-hosted Pink Friday kickoff event at the Remedy Room 11/21

Meeting and Tour Boston Block with Kai Soderberg, Creede attended also. Peterson schedule meeting with City for permitting 11/24

Holiday Tree Lighting 11/27

Meeting with Rebel Threads and Tiny Riot for collaboration, SBID overview, and resources for education 11/28

Shop Small Superior 11/29 DTA Trolley, Santa, McClellan

Superior Days, issues #2 meeting 12/1

Blatnik Bridge Steering committee 12/2

Superior Med Spa 12/2

Toured Shalomba at Dolce Vita meeting regarding Business planning. 12/2

Mike Hill, SBDC meeting regarding clients needing space, etc. 12/3

Attended Economic Development Team Breakfast 12/4, 12/11, 12/18

Promo and Marketing Team 12/5

Attended Chamber Open House 12/5

Toured Earth Exchange with Shalomba Farm 12/6

Attended DA Board of Directors 12/8

Missinnies Planters and possible spring partnership 12/8

Met with Sara and John McCone regarding new business. Looking at spaces, grants. 12/8

Women in Business meeting 12/9

Promo meeting 12/12

Twin Port Business Alliance 12/12

Meeting with Empower, Alex B regarding financial resources, lease. Intro to Jim Caesar and asked for help with possible extension on lease. 12/15

Meeting with Jason Serck, Jim Caesar regarding business in need of Fire code assistance. 12/15



Meeting with Jen Garland regarding venture home participant, CEC flyers, etc 12/16

Meeting with Bridgit Maruska and Spartan Manufacturing re: refuse containers for SBID.
Banner discussion also. 12/17

Met with Evan Kinnee regarding new business. Directed to zoning, Town of Superior and,
Douglas County and SBDC. 12/18

Met with Empower, SBDC, Jim Caesar, and Next Line Ledgers. Business plan. Caesar secured
and extension on lease. 12/19

Meeting with Sasha/Rebel Threads. Business marketing, etc. 12/23

Respectfully Submitted,

Kelly Peterson

December 31, 2025