SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, January 21, 2026 · 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: • 2nd Tuesday each month, 9:30, • February: Carolyn Kavajeck Nelson SEM- Videos $400 each business			

SBID ½ for first 20 to get businesses engaged. $4,000. Waiting on Northwest Outlet's trial to be completed. 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) 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. 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?			
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)			
New/Change Businesses: Remedy Room new, SoupTown Deli, February Port Town Tavern (1318 Tower Ave), March Rebel Threads UffdaKombucha opening in March			

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