



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, June 24, 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, Beth Fritsche, Micah Pahl, Andy Perfetti, Barb Peterson

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: May 27, 2026			
Financial Summary Action items: Financials: End of 2025 First Quarter 2026 Budget 2026 IP			
Old Business: In Progress- Review/Revise Operating Plan, By-Laws for 2026 – Mission/Vision/Values			
Discussion Item/In Progress: <ul style="list-style-type: none"> • Sidewalk Sales, “Sale-A-bration” July 23-25 • SBID Event Sheet • SBID Email request for additional items of SWAG • Sharan Kanugovi- UWS Fellow- Research Project update attached. • Morgan Music- Instrument Swap at THE LOT-Superior July 26, 1-5 <p>Positively Superior-searchable stories on the site, additional stories</p> <ul style="list-style-type: none"> • PS Magazine Winter Guide. 			

<ul style="list-style-type: none"> • City of Superior Banners. Update: test print was completed and new size ordered • Public Works- Chris Carlson Grinding sidewalks on Tower IP Tower will have mill and overlay after curbs and bump-outs are completed • No update on Refuse containers- Recycling and garbage. Will be wrapped as part of Arts Commission Grant I will be invited to these discussions • Downtown Blood Drive- Memorial Blood Center Fall. Partner with Chamber. • TPBA- Passports planning, and additional plans. <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)</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 Range Real Estate \$5,000. Approved Paid June-Thirsty Pagan Brewing</p>			
<p>New/Change Businesses: Raw Materials – Badger Building opening pending Flow Studio- pop up classes this month Northland Estates</p>			
ED Report- attached			
Public Comment			
<p>Next meeting: (3:30 start) July 29</p>			
Adjourn			



Superior Business Improvement District

Board Meeting Minutes

Wednesday, May 27, 2026

Members Present: Jim Caesar (Ex-Officio), Jordan DeCaro, City Councilor Tylor Elm (Ex-Officio), Raya Horst, Dave Miller (President), Don Nummi (Secretary-Treasurer), Micah Pahl, Taylor Pedersen (Ex-Officio), Barb Peterson, Andy Perfetti, Chris Scharte (Vice President)

Members Absent: Gary Banker, Beth Fritsche, City Councilor Lindsey Graskey (Ex-Officio), Natalie Harris, SPD Brad Jago (Ex-Officio), Mayor Jim Paine (Ex-Officio),

Staff Present: Kelly Peterson, Creede McClellan, Jess Duffy

Call to Order: President Dave Miller called the Superior Business Improvement District Board meeting to order at 3:39 pm.

Board of Directors Update: Barb Peterson was appointed to the Board of Directors, and Natalie Harris renewed her board term. The combined Secretary/Treasurer position was separated into two roles, with Don Nummi appointed as Secretary and Beth Fritsche appointed as Treasurer.

October Minutes: A motion by Horst, to approve the minutes of the February 25 meeting, second by Nummi. Motion carried to approve the minutes.

Financials: No financial reports were available for approval at this time. Ongoing discrepancies between the City of Superior and JMR financial records were discussed. City Councilor Elm and Executive Director Peterson will meet to discuss potential assistance in moving the financial reconciliation process forward with the City.

Action Items:

- Motion to raise Executive Director Peterson's salary to \$80,000 annually with a stipend increase to reach a maximum of \$500 monthly. Increases will be retroactive to January 1, 2026, and implementation is conditional upon presentation of the financials. The motion was made by Perfetti, second by Horst. Motion carried.

Executive Director Peterson and SBID staff, McClellan and Duffy, were not present during the discussion and vote on this motion.

- Motion to support the Superior Effect Marketing Grants initiative. A sample video created in partnership with Foxes & Fireflies Booksellers was previously presented to the Board in February. The program will provide marketing videos to 10 SBID businesses, valued at \$400 per video, with the SBID contributing \$200 per business for a total SBID investment of \$2,000. The motion was made by Pahl, second by Perfetti. Motion carried.
- A motion was made to partner with OneUP Creative to provide introductory marketing strategy sessions to 10 SBID businesses. The SBID will contribute \$100 per session, for a total of \$1,000. The initiative is intended to help businesses prepare marketing strategies ahead of the Blatnik Bridge Reconstruction project anticipated to begin in the first quarter of 2027. The motion was made by Horst, second by Nummi. Motion carried.
- A motion was made to approve contributing \$6,578 to the redesign and printing of new light pole banners in partnership with the City of Superior and the Tourism Development Commission. Each partner is funding one third of the project's cost. Banker and Executive Director Peterson were present for planning conversations and gave input on design. The motion was made by Perfetti, second by B. Peterson. Motion carried.

Discussion Items / In Progress:

- **Creede McClellan, Business & Community Development Consultant:** The Board was informed that McClellan will conclude her contract with the SBID effective May 31, 2026, and will begin a new position with the Link Center at UW-Superior.
- **Jess Duffy, Events & Promotions Consultant:** The Board was informed that Duffy will begin working with the SBID, focusing on enhancing and supporting SBID events and promotions.
- **Swag Bags and Community Events:** An update was provided on the SBID Swag Bag initiative, including ongoing outreach to SBID businesses requesting coupons, promotional materials, and branded items for inclusion. The Swag Bags continue to be distributed at community events and gatherings to promote SBID businesses and encourage engagement within the District.
- **Development Association Consumer Survey:** An update was provided that the Development Association's Blatnik Bridge Closure Consumer Survey is live. The survey is intended to help the Development Association better understand and prepare for potential impacts of the anticipated bridge reconstruction. The survey can be found at wegrowbiz.org.

- **Sharan Kanugovi, UWS Fellow:** Kanugovi, a UWS Fellow, has proposed research focused on tracking consumer spending patterns and customer zip code data in the Twin Ports region ahead of and through the Blatnik Bridge reconstruction. Tracking will be done via an app and record point-of-sale time, sale amount, and customer zip code. The hope is that tracking will be done for 30 consecutive days annually through the reconstruction project and reopening. Executive Director Peterson is serving as a mentor for Kanugovi and the SBID will assist with business recruitment.
- **Public Works, City of Superior:** Chris Carlson has replaced Todd Janigo as Public Works Director. Executive Director Peterson has already met with Carlson and established a positive relationship for collaboration moving forward.
- **Sidewalk Upkeep:** Starting this week, sidewalks on Tower Ave will be grinded and leveled by City of Superior crews where there are cracks and lifts in the concrete.
- **Garbage & Recycling Containers:** An update was provided regarding new garbage and recycling containers for the SBID. Spartan Manufacturing will supply 26 new containers, with costs covered by the City. The containers are expected to be vinyl wrapped through an Arts Commission grant process, and Executive Director Peterson will participate in related discussions.
- **DTA Bus Stops & Shelters:** Solar-powered lighting and on-demand heating are set to be installed in some of the higher traffic, DTA bus shelters.
- **Positively Superior Magazine:** The magazine recently added searchable stories on the website and expanded online content and will be developing seasonal Winter/Summer Guides and Fall/Spring College Guides.
- **Downtown Blood Drive, Memorial Blood Centers:** Conversations have started with Memorial Blood Centers to schedule a blood drive in Downtown Superior this fall as a partnership between the SBID and the Chamber.
- **Twin Ports Business Alliance Passports:** The TPBA is developing a “passport” initiative intended to encourage customers to visit and support local businesses during the Blatnik Bridge Reconstruction project. Participating businesses will receive a stamp and designated passport page for customers redeeming a shared discount.

Upcoming Events

- Superior Downtown Farmers Market – Beginning June 3
- Women in Business Meeting – June 9
- Make Music Day – June 21, Traxx Nelson scheduling at The LOT-Superior
- Sale-a-Bration and Sidewalk Sales – July 23–25

Grants Update:

- Black Diamond Real Estate (Horizon Building), \$5,000 approved, not completed.
- Lake Superior Coins, \$979.37 completed, receipts pending.
- Range Real Estate, \$5,000 approved, not completed.
- Port Town Tavern, \$5,000 approved, paid.

New / Changed Businesses:

- Tom's Taste of Chicago (1901 Tower Ave), opened in April.
- Uffda Kombucha (1015 Tower Ave), opened in May.
- Mazi Table + Bar (1015 Tower Ave), opened in May.
- Sarah's Serpentarium (1401 Tower Ave), opened in May.
- Northland Estate Services (1226 Ogden Ave), opened in May.
- Raw Materials (1225 Tower Ave - Badger Building), opening in June.
- Superior Yarn & Creations (1320 Tower Ave), opening in June.
- Flow Studio (dance), pop-up classes in June at 1401 Tower Ave, Ballroom and then will open in August. .

Next Meeting: Wednesday, June 24, 2026, starting at 3:30 pm

Adjourn: Meeting adjourned at 4:55 pm.

Respectfully submitted,



Kelly Peterson
Executive Director

cm



Executive Director's Report

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

May 2026

Met with SueAnn Dumke regarding SDFM. 5/1

Met with Debby, Every Day Miracles regarding space, swag bags, tech equipment needed. 5/1

Met with Chris Carlson, Public Works director City of Superior. Upcoming projects, Tower Construction. 5/4

Met with Jim H, Twin Ports Health and Wellness, need more room. Inquiring about purchasing a building in the SBID 35,000sq ft. Followed up with Caesar. 5/4

Positively Superior Magazine Editorial Partners meeting 5/6

Participated in Community Discussion/Visioning for SAHA meeting. Followed up with emails. Ongoing. 5/6

Economic Development Partners Breakfast. 5/6

UWS, Aaron Wainman, Link Center and Sharan Kanugovi, follow up on SURF following our 4/9 acceptance letter. Onboarding meeting later in month.

Met with Sarah's Serpenterium regarding promotions, presenting at SBID WIB, SURF project. 5/7

Met with Sasha, Rebel Threads regarding presentation for SBID WIB, promotions, SURF project. 5/7

Met with Nathan Sykes, business planning. 5/7

Met with Jess Duffy regarding consultant opportunity. 5/7

Met with MIC Ped and Bicycle Committee at SPL. 5/7

SBID Promo Committee 5/8

TPBA planning meeting 5/8

The Development Association annual meeting and luncheon. 5/8



Mazi Table + Bar, F&F/Industry soft opening. 5/9

Attended Ribbon Cutting, Mazi 5/11

Hosted WWBIC financial planning education. 5/11

SBID WIB monthly meeting, Sasha Howell presenter. 5/12

UWS Superior/Douglas County Leadership Economic Development Day. Presentation on SBID.
Round table discussions 5/12

Met with South Superior business group at Shamrock. 5/12

Travel Northwest Wisconsin meeting (Douglas County) 5/13

Economic Development Partners Breakfast. 5/14

Met with Bridgit Maruska, Parks and Rec and Barb Engelking re: Plaza, murals, etc. 5/14

Met with Samatha Schafter, Flow Studio. Scheduled popup classes. 5/14

SBID Promo Meeting 5/15

Met with Shawna from Embark re business connections for work sites. 5/15

Senior Connections (County Board) meeting search for new ED. 5/19

Met with Lindsey Graskey re grants, tourism, changes in grants. 5/19

Venture Home Showcase. 5/20

Met with Sarah's Serpentarium for Research Study (SURF) Project explanation and participation. 5/22

Met with Port Town Tavern for Research Study (SURF) Project explanation and participation. 5/22

Met with Kindred Stone for Research Study (SURF) Project explanation and participation. 5/22

Met with Rebel Threads for Research Study (SURF) Project explanation and participation. 5/22

Met with Kari Toyota for Research Study (SURF) Project explanation and participation. 5/22

Met with Sharan Kanugovi regarding Fellowship. 5/26

SBID BofD 5/27

Economic Development Partners Breakfast. 5/28



UWS SURF Onboarding meeting. 5/28

PBS In Business, live programming with Ken Beuhler with Jim Caesar for round table discussion.
5/28

SBID Promo meeting. 5/29

Met with SoupTown Deli, Jen Dalbec and Rhonda Dalbec regarding business promotion,
encouraged them to develop a Business Plan and grants discussion. 5/29

Met with Dena Hagen and Jim Caesar, possible antique store, very early stages. 5/29

Attended City's Heritage Tree program at the Roosevelt Building. 5/30

Respectfully Submitted,

A handwritten signature in blue ink that reads 'Kelly Peterson'.

Kelly Peterson

June 1, 2026

UPCOMING EVENTS



**JUNE
21**

SBID/City of Superior

Make Music Day

Save the date for our a day of live music all around Superior. The SBID will once again be hosting music at THE LOT-Superior. Stay tuned for more details and performance schedules.

**JULY
4**

SBID/City of Superior

Independence Day Celebration

The SBID will be home to portions of the City's 4th of July celebration. The parade returns to Belknap St. and the Classic Car Show will be on Tower Ave. More details to come!

**JULY
14**

SBID Women in Business

July Meeting

Save the date for our June meeting.

- 9:30-10:30 am
- Speaker: Sarah Glesner, Sarah's Serpentarium

Scan the code for more info and to RSVP!



**JULY
23-25**

SBID

Summer Sale-A-Bratton

The SBID will once again by hosting its annual Summer Sale-A-Bratton with sidewalk sales and special events throughout the District July 23-25. Registration for SBID businesses is open!



SUPERIOR

BUSINESS IMPROVEMENT DISTRICT

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FYI/SAVE THE DATE

SBID/Douglas County Farmers
Market Association

Superior Downtown Farmers Market

ONGOING
THROUGH
OCT

Join us every Wednesday from 11 am to 2 pm at The LOT-Superior (1200 Banks Ave). Stop by for local produce, crafts vendors, live music, food trucks and more! Scan the code for more info about the market and vending opportunities!



SBID Women in Business

August Meeting

**AUG
11**

Save the date for our July meeting.

- 9:30-10:30 am
- Speaker: TBA

Superior Rotary/SBID

Dragon Boat Festival

**AUG
21-22**

Mark your calendars for the annual Lake Superior Dragon Boat Festival. The SBID will be sponsoring a team providing opportunities for SBID businesses to participate in competition as well as other promotions. More details to come!

DS PRIDE/SBID

Pride Fest

**SEPT
6**

The SBID is proud to host a number of events as part of the Duluth/Superior Pride Fest Sept. 3-6 including the Pride Parade on Tower Avenue and Family Fun Fest at THE LOT SUPERIOR on 9/6. Full event schedule to be released soon!

University of Wisconsin-Superior
2026 Summer Undergraduate Research
Program Progress Report #

Student Name: Sharan Kanugovi _____

Time Period: 06-01-2026 _____ to 06-21-2026 _____

MM/DD/YY

MM/DD/YY

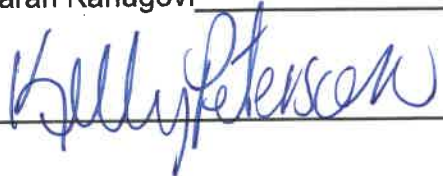
Week	Hours worked	Activities
06-07-2026	20	<ul style="list-style-type: none"> Conducted initial planning and developed an outreach strategy to get local business participation in the research. Onboarded the primary test businesses and formatted preliminary raw transaction data. Conducted a literature review of routing history and transportation data. Formatted raw ZIP code transaction data for ingestion and aggregation.
06-14-2026	22	<ul style="list-style-type: none"> Engineered backend data pipeline in Python using Pandas and pgeocode. Built an isolated sandbox application to test coordinate mapping. Programmed logic to calculate radial distances from Superior and filter datasets to a 100-mile catchment area.
06-21-2026	18	<ul style="list-style-type: none"> Deployed interactive map dashboard with Row-Level Security (RLS) for business data isolation. Attended stakeholder meetings with the SBID, and consultant Jeff Siegler learn his findings with Superior urban infrastructure and strategy.

Summary of progress on your project during this time period:

During these first three weeks of SURF, we were able to rapidly evolve the project from an idea to organizing our data and sources. Our primary objective for this period was to map the economic dependency of Superior businesses on the Blatnik Bridge. During this phase, I engineered a data pipeline app to aggregate transactional data by ZIP code. We also managed to gather a large traffic dataset from the superior DOT. Over the next phase of this project I aim to analyze this traffic data mapped with the business data from my pipeline to try and find correlations.

We were also able to represent the SURF project at a meeting with Jeff Siegler and the BID. We successfully presented the live dashboard demo to various local business owners and are hoping to secure to more localized business data over the next couple of weeks. The meeting also give me a new outlook towards the economic opportunities the bridge closure brings to Superior. I would like to explore this further over the next few weeks.

Student's Signature: Sharan Kanugovi _____ Date: 06/21/2026 _____

Mentor's Signature:  _____ Date: 6/21/24 _____

Return completed form to URSCA@uwsuper.edu

