



SBID Board of Directors
1401 Tower Ave, 3rd Floor Conference Room
Wednesday, May 27, 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: February 25, 2026			
Financial Summary Action items: Financials: End of 2025 First Quarter 2026 Budget 2026 IP Executive Director compensation. Discussion by Exec Committee. Marketing grants: 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)			
Old Business: In Progress- Review/Revise Operating Plan and By- Laws for 2026 – Mission/Vision/Values			

Discussion Item/In Progress:			
<p>Creede McClellan- new position Jess Duffy- Events/Promotions contracted consultant</p> <p>WWBIC- Educational opportunities in partnership with SBID as well as on site</p> <p>SBID Upcoming Events- SDFM- Beginning June 3 Make Music Day- Traxx Nelson scheduling The LOT-Superior Sidewalk Sales July 23-25</p> <p>SBID WIB Meetings – handout</p> <p>SWAG Bags- Event in Ballroom, Doula Education-5 day event</p> <p>SBID Email request for additional items of SWAG</p> <p>DA- Consumer Survey-Blatnik Bridge Closure See flyer</p> <p>Sharan Kanugovi- UWS Fellow- Research Study “Predicting the impact of Blatnik Bridge closure on local businesses in Superior” How will the traffic rerouting during the Blatnik bridge constructions flow in Superior and how can local businesses adapt to these shifts. 50 businesses goal. 1 month of Sales/zip codes</p> <p>Morgan Music- music at THE LOT-Superior</p> <p>Positively Superior-searchable stories on the site, additional stories Also, Winter Guide.</p> <p>City of Superior- Banners-See Handout. \$6,578 1/3 of cost</p> <p>Public Works- Chris Carlson</p>			

<p>Grinding sidewalks on Tower where there are cracks and lifts in concrete</p> <p>Tower will have mill and overlay after curbs and bump-outs are completed</p> <p>Refuse containers- Recycling and garbage. Will be wrapped as part of Arts Commission Grant I will be invited to these discussions</p> <p>DTA Bus Planning, Bus Stops/Shelter and the larger areas will have solar lighting and on demand heating.</p> <p>SWAG bag stocks, 2x's. Ice Festival and Bonspiel, Under 5 (years exp).</p> <p>Downtown Blood Drive- Memorial Blood Center Fall. Partner with Chamber.</p> <p>TPBA- Passports.</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</p> <p>Paid: Port Town Tavern, Engelking \$5,000 (10,950. Total estimate)</p>			
<p>New/Change Businesses: Uffda Kombucha May Opened Mazi Table + Bar May Opened Raw Materials – Badger Building (June) Tom's Taste of Chicago April Opened Yarn Creations June Opening Sarah's Serpentarium May opened</p>			

Flow Studio- pop up classes this month Northland Estates			
ED Report- attached			
Public Comment			
Next meeting: (3:30 start) June 24			
Adjourn			



Superior Business Improvement District

Board Meeting Minutes

February 25, 2026

Members Present: Beth Fritsche, Natalie Harris, Raya Horst, Dave Miller (President), Don Nummi (Secretary-Treasurer), Micah Pahl, Taylor Pedersen (Ex-Officio),

Members Absent: Gary Banker, Jim Caesar (Ex-Officio), Jordan DeCaro, City Councilor Tylor Elm (Ex-Officio), City Councilor Lindsey Graskey (Ex-Officio), SPD Brad Jago (Ex-Officio), Mayor Jim Paine (Ex-Officio), Andy Perfetti, Chris Scharte (Vice President)

Staff Present: Kelly Peterson, Creede McClellan

Call to Order: President Miller called the Superior Business Improvement District Board meeting to order at 3:34 pm.

Financials: A summary of financials for the month of November was presented by Executive Director Peterson. A motion was made by Nummi, second by Harris, to approve the November financial report. Motion carried.

January Minutes: A motion by Nummi, to approve the minutes of the January 22, 2026, meeting, second by Pahl. Motion carried to approve the minutes.

A summary of financials for the month of December was presented by Executive Director Peterson. A motion was made by Horst, second by Pahl, to approve the December financial report. Motion carried.

Old Business: Review of revised Mission and Vision statements has been moved to the March meeting.

Discussion Items / In Progress:

- **SBID Events:** The SBID Upcoming Events sheet was provided in the Board Packet.
- **Women in Business (WIB) Recap:** The February recap was included in the Board packet and distributed via email. WIB continues to provide an opportunity for members to share upcoming events and promotions, as well as highlight educational and professional development opportunities for participants.

- **Women in Leadership Event:** An updated was shared regarding the upcoming Women in Leadership event on Thursday, February 26. SBID is partnering with UW Superior Continuing Education to host a virtual viewing party of the UW Green Bay event.
- **Marketing Resource Fair and Blatnik Bootcamps:** Peterson shared plans for a Marketing Resource Fair, which would bring together local website, social media, and other marketing service providers to be available for conversation with local businesses. The goal is to create an accessible space for businesses to explore marketing support options and ask questions directly.
 - o Board members also expressed interest in hosting additional Blatnik Bootcamp-style sessions featuring updates from DOT, including information on traffic flow and intersection changes, project milestones, and wayfinding to help businesses prepare for the bridge project.
- **Superior Effect Marketing (SEM) Videos:** SEM provided an example video featuring Foxes and Fireflies. The model is intended to be affordable and easily duplicated for other businesses. The cost per video is \$400. SBID hopes to subsidize half the cost (\$200) for the first 10 businesses that sign up for the opportunity.
- **SBID Annual Meeting:** The SBID Annual Meeting will be held on Thursday, April 16 at 3:30 p.m. at Port Town Tavern. The meeting has been moved from the normal Wednesday meeting date. Peterson expressed interest in highlighting a new SBID business (opening in March), as well as recognizing owners who have invested significant effort into maintaining and improving their building.
- **Swag Bags:** A total of 1,000 swag bags have been ordered for SBID. It was noted that two successful rounds of swag bags have already been distributed at the local bonspiel and during Ice Festival tours, with positive engagement. Future distributions will continue to highlight district businesses and initiatives.
- **Downtown Blood Drive:** The Board expressed interest in hosting a downtown blood drive in partnership with the Superior-Douglas County Area Chamber of Commerce. No dates have been set at this time. Discussion included potential days of the week, possible locations, and promotional opportunities that could be coordinated in conjunction with the event to encourage participation and downtown engagement.
- **UW Superior's Center for Continuing Education:** An update was provided regarding the Ignite Grant for marketing interns, which was not funded. However, there are additional opportunities to collaborate with UW Superior Continuing Education moving forward.
 - o The Center for Continuing Education is offering spring professional development opportunities, with a variety of classes and scholarships

available. If cost is a barrier for SBID businesses, Peterson expressed interest in exploring potential SBID contributions to help offset participation expenses.

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.

Business Changes and Updates:

- Simply Superior Nutrition (1019 Tower), opened in February
- Port Town Tavern (1318 Tower), opening in March
- Uffda Kombucha (1015 Tower), opening in March
- Raw Materials (Badger Building, 1225 Tower), opening in March
- Tom's Taste of Chicago (1901 Tower), opening in April
- Yarn Creations (1320 Tower) – Yarn Creations has purchased Tiny Riot. The store will continue operating as Tiny Riot through prom season to sell existing merchandise, with plans to transition fully to Yarn Creations in late spring.

Next Meeting: Wednesday, March 18, at 3:30 pm.

Adjourn: Meeting adjourned at 4:47pm.

Respectfully submitted,



Kelly Peterson

Executive Director



2026 SBID Board of Directors

Dave Miller * President

3 year term up 4/2028

Northwest Outlet
1814 Belknap Street
715-392-9838

dmiller@nwoutlet.com

Donald Nummi Jr - Secretary

3 year term up 4/2028

National Bank of Commerce
1127 Tower Avenue
715-394-8962

dnummi@nbcbanking.com

Chris Scharte * Vice President

3 yr term up 7/2027

Belknap Plumbing & Heating
1414 Belknap Street
715-394-7754

cscharte@belknapsd.com

Gary Banker - Citizen

3 yr term up 4/2027

1107 East 3rd Street
715-392-2149

gcbanker@aol.com

Raya Horst *

3-year term up 4/2028

Serenity Spa & Salon
1705 Tower Avenue
715- 969-7700

raya.serenitysalon@gmail.com

Natalie Harris

2026, 3 yr term up 4/2029

Superior Waffles
1412 Tower Ave
218-428-4451

superiorwaffles@outlook.com

Jordan DeCaro *

2024, 3 year term up 7/2027

218-428-0861

jordan@decarorealestate.com

Beth Fritsche * Treasurer

2024, 3 year term up 7/2027

715-413-0632

bethhookstead@gmail.com

Micah Pahl

2024, 3 year term up 7/2027

715-394-4471

Mpahl@loclaw.net

Andrew Perfetti *

Appointed 4/2025, 3 year term up 4/2028

816 Tower Avenue

715-392-7447

longoverdue@goinpostal.com

Barb Peterson *

2026, 3 year Term up 4/2029

1330 Tower Ave

barb@pioneerabstract.com

***Property Owners in SBID**

Kelly Peterson, Executive Director

peteresonk@superiorbid.com

Cell: 715-817-1250 (preferred)

Office: 715-394-3557

1401 Tower Avenue, Ste 303
Superior, WI 54880

Meeting Schedule:

Board Meetings are held the 3rd Wednesday of every month at 3:30 (unless otherwise notified) in the Third Floor Conference room.

May 15, 2026

Dear SBID Board of Directors:

I'm writing to formally notify you that I will be concluding my work with the Superior Business Improvement District at the end of my current contract period (ending May 31, 2026).

I'm grateful for the opportunity to work with the SBID and be part of the work happening in the District. I've appreciated the chance to support the organization, collaborate with so many community partners, and contribute to projects and events that matter to this community. It's been especially a pleasure to work alongside Kelly and Amy (our so-called "three-headed monster" making things happen behind the scenes).

Thank you for your support and collaboration during my time with the SBID. I truly wish the organization continued success moving forward.

Warm regards,



Creede McClellan

Business & Community Development Consultant

creede@creedemcclellan.com

Identifying Information

- a. Student Name: Sharan Kanugovi
- b. Year in School: Junior
- c. Student ID#: 2369854
- d. Type of Application: Fellowship (200-hour project)
- e. Faculty/Staff Mentor's Name and Department: Kelly Peterson (Community Partner, Superior Business Improvement District)
- f. Project Title: Predicting the impact of Blatnik Bridge closure on local businesses in Superior.

Project Description

Background and Significance

Local businesses in Superior, Wisconsin, are facing a period of severe operational volatility due to impending infrastructure projects and major traffic rerouting. Currently, there is no centralized, systematic way for the Superior Business Improvement District (SBID) to track real-time changes in local foot traffic, customer spending, or consumer origins. This project aims to bridge that technological gap by building a custom data-collection tool deployed to local businesses, paired with predictive traffic rerouting models, to help local business owners adapt to shifts in the consumer flow over the next 5 years.

Research Question and Objectives

The primary research question is: How will the traffic rerouting during the Blatnik bridge construction alter consumer flow in Superior, and how can local businesses adapt to these shifts?

The objectives of this research are:

- To develop a custom application that categorizes local business categories and anonymously collects businesses' data on foot traffic, customer spending, and specific consumer geographic origins.
- To scale this data collection, combining existing survey data with app-generated inputs, aiming to onboard at least 50 to 100 local businesses.
- To construct traffic rerouting models that analyze and predict the changing flow of vehicles and pedestrians through Superior's commercial corridors.
- To apply this business analysis directly to the businesses located on affected routes via an interactive dashboard.

Work Plan and Methodology

App Development & Backend Architecture: Design and build a localized data collection application. This phase involves creating a backend database that categorizes participating businesses and assigns unique identifiers. The frontend user interface will be designed to allow business owners to seamlessly input three core metrics: foot traffic volume, average customer spend, and specific geographic origin of the consumer.

Data Collection & Scaling: Deploy the application to a target cohort of 50–100 local businesses in partnership with Kelly Peterson and the SBID. I will integrate existing SBID survey data into the app's database to establish historical baselines before scaling up new data acquisition.

Traffic Flow Modeling: Utilize geographic information systems (GIS) and municipal traffic data to create predictive traffic rerouting models. This step will map exactly how incoming infrastructure disruptions will physically divert consumer flow away from or toward specific business categories.

Dashboard Development & Business Analysis: Synthesize the app's real-time data with the predictive traffic models. I will build an interactive BI dashboard to present the final analysis back to the participating businesses, specifically highlighting the operational risks and opportunities for storefronts on the newly modeled traffic routes.

Expected Outcome

This project will yield three major tangible deliverables: a functional data collection application designed for local SMEs, a predictive traffic rerouting model, and an interactive BI dashboard. An Executive Summary report will detail the methodology and summarize the economic activity identified along the rerouted corridors.

Timeline of Activities

Week 1: Finalize application requirements and design the backend architecture, establishing business categories and unique identifiers for the target 50-100 businesses.

Week 2: Develop the application focused on capturing foot traffic, spending, and consumer origin. Integrate existing survey data into the new database.

Week 3: Beta test the app with a small control group of business owners. Refine the user interface based on feedback and begin full deployment to scale up data collection.

Week 4-5: Acquire data from multiple businesses and transform this data into a suitable format for traffic and BI models.

Week 6-7: Acquire municipal traffic data and develop traffic rerouting models to simulate the upcoming changes in Superior's traffic flow.

Week 8-9: Cross-reference the app's incoming business data with the traffic models. Begin building the BI dashboard to visually present this analysis to the businesses on affected routes.

Week 10-11: Finalize the dashboard and application. Draft the Executive Summary report detailing the correlation between traffic flow changes and localized business revenue.

Week 12: Prepare presentation materials for the TPBA and UW-Superior Undergraduate Research Symposium.

Budget for Project

The project requires access to app development environments, backend cloud hosting, and BI software (Tableau/Power BI). Any minor expenditures for server hosting or deployment will be incurred using personal expenses. No new university funding is being sought.

Final Product and Dissemination

The final products will be a deployed application, an interactive dashboard, and a comprehensive research report. The findings and the software tools will be formally presented to the SBID for immediate use by its members. Additionally, the results will be presented at the UW-Superior Undergraduate Research Symposium in Fall 2026, and I will submit the predictive modeling methodology to a regional business or economics conference.

Prior Research/Scholarship/Creative Experience

Executing an end-to-end software and analytics project requires a robust technical foundation. I have previously built independent chatbots using Python, providing me with practical experience in backend logic and application architecture. During the Summer of 2025, I successfully completed a 100-hour SURF project analyzing financial market data and social media sentiment, which I presented at the Wisconsin Economic Association Conference. Currently, I'm working as a business intern with Superior Effect Marketing, where I've built systems for monthly analytics report delivery. I'm also interning at ALLETE (Minnesota Power) as a Business Intelligence intern. This combination of software development, academic research, and professional BI experience ensures I possess the technical capabilities to build both the collection app and the predictive dashboard within the 200-hour research.

Personal Statement

This project combines my passion for business analytics, software development, and small business development. While analyzing historical datasets is valuable, I am very excited to actively build the infrastructure that generates that data. Partnering with Kelly provides a unique opportunity to deploy my technical skills in a real-world environment and make a lasting impact for Superior before I graduate next year. This project would connect my major, Business Analytics, to a real-world problem with tangible community impact, directly preparing me for the next stages of my career.

Student: Sharan Kanugovi

Mentor: Kelly Peterson, Superior Business Improvement District

1. What is your assessment of the student's preparedness to take on and complete the project proposed?

Sharan took the initiative by bringing a practical project that serves a massive community problem. He also has the required tech skills and the business sense to work on this project.

His internship experience at Superior Effect Marketing strongly supports the requirements of this project. Plus, he already has a successful SURF project under his belt, so he knows how to manage his time on a long-term research project.

What stands out to me most is that Sharan doesn't want to just write a theoretical paper; he wants to build an actionable tool that small business owners in the Twin Ports can actually use during this massive transition phase.

2. How will you work with the student to provide guidance and support for student development over the course of the project?

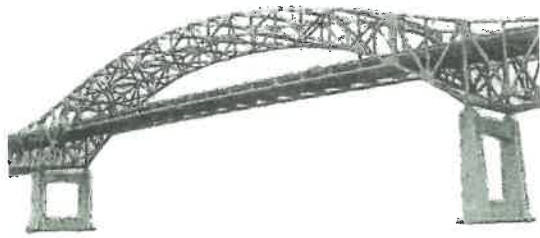
I will be acting as the bridge between Sharan's technical work and the actual business owners in Superior. We are planning to meet weekly to go over his progress and figure out any roadblocks.

While Sharan builds out the data collection app and the BI dashboard, my job will be to test it and give him feedback, and make sure the study is headed in the right direction. I'll also be using the SBID network to help scale his data collection. I will handle the introductions and act as the community liaison so we can hit that goal of onboarding 50 to 100 local businesses. That scale is what will make his traffic analysis actually matter.

3. Please identify the type and duration of your other commitments for the summer.

My main commitment this summer is my day-to-day leadership work with the SBID. But since Sharan's project is directly tied to exactly what the SBID is trying to do, helping local businesses survive the upcoming infrastructure changes, working with him fits right into my regular schedule. I am based here in the Twin Ports all summer and have plenty of time carved out each week to make sure he gets the community access, feedback, and support he needs to get this project successfully completed.

CONSUMER SURVEY



BLATNIK BRIDGE CLOSURE



Photo credits: Positively Superior (Left to Right - Weeping Willow Heartfelt Gifts, Love Creamery, Foxes and Fireflies Booksellers)

This consumer survey is designed to understand how the upcoming Blatnik Bridge closure (anticipated in early 2027 for up to 5 years) may affect travel patterns and shopping behavior in the Twin Ports region. Responses will help local leaders and businesses plan and adapt.



<https://tinyurl.com/5b5896rv>

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THE
DEVELOPMENT
ASSOCIATION



Northwest Regional Planning Commission
NWRPC
Keeping your future as our focus

THE
CHAMBER
SUPERIOR-DOUGLAS COUNTY AREA

CITY OF SUPERIOR BANNER SUITE



Executive Director's Report

Develop. Promote. Engage.

Stakeholder/Community/Development/Economic

Meeting with Engelkings, regarding door Stakeholder Grant application. 2/1/26

Simply Superior opening day. Socials. 2/1/26

Katey Perkkio- DVR supervisor meeting regarding business collaboration. 2/1/26

Mazi Table + Bar and Uffda Kombucha- Colin and Jeffrey- grants and planning. 2/1/26

Positively Superior Magazine Editorial Partners meeting 2/4

Economic Development Breakfasts 2/19, 2/26, 3/5, 3/12, 3/19, 4, 2, 4/9, 4/16, 4/30.

Secretary John Miller, Dept Sec Sam Rickers, Dave Wierzba, meeting for DA regarding their awarded Capacity Grant, etc. 2/5

SBID Marketing/Website meeting 2/5

Meeting with Andrew at Positively Superior for swag for Superior Days. 2/6

Superior Days 2/9-2/12

SBID Promo Meeting 2/13

SBID Be Mine/Let's Wine Event. Visit Kindred, Weeping Willow, Tiny Riot, Wine Beginnings, Wine Sellers Winery 2/14

The Development Association Board of Directors 4/16

SBID WIB 4/17

Meeting with Empower Nutrition, business support. 4/17

Solstice Property Management. Promote, planning. 2/19

DOT meeting with Paul Conlin 2/19

Raw Materials, Erin Stringham business planning. 2/20

Yarn Creations planning meeting. 2/20

UW Superior Women Leadership Event co-hosted event with SBID. 2/26



Twin Ports Business Alliance promotions and events meeting 2/27

Northwest Regional Planning meeting Ashland 3/2

UWS Research project Fellowship, Sharan Kanugovi. 3/3

Positively Superior Magazine Editorial Partners meeting. 3/4

Yarn Creations, Sophita business planning meeting 3/3

Wisconsin Women's Business Initiative Corporation funding, educational partnership meeting with Jaci Sully. 3/9

SBID WIB meeting 3/10

FBOTD, Matt, Tattoo studio in Board of Trade and business support planning. 3/12

Robin Washington, story follow up 3/13

Mark's Barber Shop, Mick McKenzie contacted KP for grants and support. Discussed with Mark about building issues; ceiling leaks, etc. Directed to speak with Property owner/manager 3/10

Meeting with Katie Joseph, Interior design regarding space for staging 3/10

SBID Promo meeting. 3/13

TPBA Passport meeting/planning 3/13

Be Engagement, Stephanie meeting 3/18

Auto Ace meeting with Pete Popoe 3/19

SBID Marketing Resources Fair 3/23

JMR Meeting Brenda Q, Nick R, financials and City of Superior. 3/24

Positively Superior Editorial Partners Meeting. 4/1

Sourdough bread business, Mike Kasper working with Mike Hill. Referred him to Douglas County for "cottage" rules. 4/2

Leadership Superior Douglas County prep meeting for May. 4/2

Kate Porter, SHS Student project. Businesses and the Blatnik. 4/2



Samantha Schafter, Cleanse Your Space, business planning for Flow Studio (an additional business). 4/3

Visions Northwest meeting. 4/8

SBID Promotions meeting 4/10

SBID WIB meeting 4/14

Homegrown Volunteer Training with the SBID, SEC Ballroom 4/14

SBID Annual Meeting 4/16

Meeting with Kai Soderberg and team at Jade-Superior. 4/20

Meeting with City of Superior, Parks and Rec and Gary Banker, regarding Banners 4/21

Superior Douglas County Chamber Annual meeting 4/23

Rick Lampton meeting about Grants and space availability. 4/24

City of Superior Parks/Rec, meeting Jacon Blunt at The LOT-Superior regarding electric box and improving to 50amp. 4/24

Meeting with Wade at Morgan Music regarding The LOT-Superior events. 4/24

Meeting with Jim Caesar and Mark Liebaert regarding available land in Douglas County. 4/27

Time Arc Theatre Board of Directors 4/27

Meet with Jess Duffy at Empire regarding potential consulting position. 4/29

Flow Studio meeting with Sam Schafter and Jen Garland. 4/30

JMR/City/SBID meeting 4/30

HOMEGROWN Superior Night. 4/30

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Kelly Peterson', is written over the printed name.

Kelly Peterson

May 21, 2026

UPCOMING EVENTS



**JUNE
3**

SBID/Douglas County Farmers Market Association

Superior Downtown Farmers Market - Opening Day!

The 2026 season of the Superior Downtown Farmers Market opens June 3. The market happens 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 and sponsorship opportunities!



**JUNE
9**

SBID Women in Business

June Meeting

Save the date for our June meeting.

- 9:30-10:30 am
- Speaker: Bridgit Maruska, City of Superior Parks, Recreation and Forestry Director with updates on parks, splashpad, SBID banners and more!



Scan the code for more info and to RSVP!

**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.

SBID SUPERIOR
BUSINESS IMPROVEMENT DISTRICT

1401 Tower Avenue • Suite 304 • Superior, WI 54880
PH: 715-394-3557 • petersonk@superiorbid.com • superiorbid.com

FYI/SAVE THE DATE

SBID/City of Superior

Independence Day Celebration

**JULY
4**

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. Stay tuned for more details!

SBID Women in Business

July Meeting

**JULY
14**

Save the date for our July meeting.

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

SBID

Summer Sale-A-Bration

**JULY
23-25**

The SBID will once again by hosting its annual Summer Sale-A-Bration with sidewalk sales and special events throughout the District July 23-25. Details and registration opening soon!

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!

SUPERIOR BUSINESS IMPROVEMENT DISTRICT

WOMEN *in Business*

MAY MEETING AGENDA

Please help yourself coffee or tea in the back room.

- Welcome and introductions
- SBID updates with Kelly Peterson
- Featured Speaker: Sasha Howell, Rebel Threads, on how clothing shapes confidence, how creative expression can be a tool for healing, and why fashion is never "just fashion."
- Closing and open networking

FUTURE MEETINGS – Save the Date!

- June 9th - Featured speaker: Bridgit Maruska, City of Superior – Parks, Recreation and Forestry Director with updates on parks, splashpad, SBID banners and more!
- July 14th – Featured speaker: Sarah Glesner, Sarah's Serpentarium

RESOURCES & SOCIAL LINKS

Resources



Facebook Page



Facebook Group



