



**SBID Board of Directors**  
**1401 Tower Ave, 3<sup>rd</sup> 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, 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 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|-------|
| <b>Call to Order</b>                                                                                                                                                                                                                                                                                                                                                                                                       |        |        |       |
| <b>Attendance</b>                                                                                                                                                                                                                                                                                                                                                                                                          |        |        |       |
| <b>Additions to Agenda:</b>                                                                                                                                                                                                                                                                                                                                                                                                |        |        |       |
| <b>Approval of Minutes:</b><br>February 25, 2026                                                                                                                                                                                                                                                                                                                                                                           |        |        |       |
| <b>Financial Summary</b><br><b>Action items:</b><br>Financials:<br>End of 2025<br>First Quarter 2026<br>Budget 2026 IP<br><br>Executive Director compensation. Discussion by<br>Exec Committee.<br><br>Marketing grants:<br>Superior Effect Marketing- Videos<br>10 SBID businesses, \$400 value, SBID pays \$200<br>(\$2,000)<br><br>One Up Creative- 1 hr Marketing Strategy<br>10 SBID businesses at \$100.00 (\$1,000) |        |        |       |
| <b>Old Business:</b><br>In Progress- Review/Revise Operating Plan and By-<br>Laws for 2026 – Mission/Vision/Values                                                                                                                                                                                                                                                                                                         |        |        |       |
| <b>Discussion Item/In Progress:</b>                                                                                                                                                                                                                                                                                                                                                                                        |        |        |       |

Creede McClellan- new position  
 Jess Duffy- Events/Promotions contracted consultant

WWBIC- Educational opportunities in partnership with SBID as well as on site

SBID Upcoming Events-  
 SDFM- Beginning June 3  
 Make Music Day- Traxx Nelson scheduling The LOT-Superior  
 Sidewalk Sales July 23-25

SBID WIB Meetings – handout

SWAG Bags-  
 Event in Ballroom, Doula Education-5 day event

SBID Email request for additional items of SWAG

DA- Consumer Survey-Blatnik Bridge Closure  
 See flyer

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

Morgan Music- music at THE LOT-Superior

Positively Superior-searchable stories on the site, additional stories  
 Also, Winter Guide.

City of Superior-  
 Banners-See Handout. \$6,578 1/3 of cost

Public Works- Chris Carlson  
 Grinding sidewalks on Tower where there are cracks and lifts in concrete

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |  |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| <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><b>2025 Grants</b><br/> <b>Sign/Stakeholder</b><br/> Approved:<br/> Black Diamond Real Estate (Horizon Building)<br/> \$5,000 approved, not completed<br/> Lake Superior Coins \$979.37 completed, receipts pending<br/> Range Real Estate \$5,000. Approved</p> <p>Paid:<br/> Port Town Tavern, Engelking \$5,000 (10,950. Total estimate)</p>                                                                                                                                                                            |  |  |  |
| <p><b>New/Change Businesses:</b><br/> Uffda Kombucha May Opened<br/> Mazi Table + Bar May Opened<br/> Raw Materials – Badger Building (June)<br/> Tom's Taste of Chicago April Opened<br/> Yarn Creations June Opening<br/> Sarah's Serpentarium May opened<br/> Flow Studio- pop up classes this month<br/> Northland Estates</p>                                                                                                                                                                                            |  |  |  |

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|----------------------------------------------|--|--|--|
|                                              |  |  |  |
| <b>ED Report- attached</b>                   |  |  |  |
| <b>Public Comment</b>                        |  |  |  |
| <b>Next meeting:</b><br>(3:30 start) June 24 |  |  |  |
| <b>Adjourn</b>                               |  |  |  |