



**SBID Board of Directors**  
**1401 Tower Ave, 3<sup>rd</sup> Floor Conference Room**  
**Wednesday, September 23, 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 or Chief of Staff Justin Bernacki, 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>August 26, 2026                                                                                                                                                                                                                                                                                              |        |        |       |
| <b>Financial Summary</b><br>Income Statement (P&L) Ending June 30, 2026<br>Email from JVito re: year end fund balance.<br><b>Action items:</b><br>TPBA Passports printing approx. \$2,000 and SBID will be recognized as sponsor of printing.<br>What's poppin' in the Superior BID. Banner-investment \$250 and balloons \$75 (recurring)* |        |        |       |
| <b>Old Business:</b><br>Financials: End of 2025, Budget 2026 IP<br>In Progress- Review/Revise Operating Plan, By-Laws for 2026 – Mission/Vision/Values                                                                                                                                                                                      |        |        |       |
| <b>Discussion Item/In Progress:</b><br>SBID Event Sheet<br><br>Foxes and Fireflies-fox hunt<br><br>Sharan Kanugovi- UWS Fellow- Research Project Presentation, October 13, 3-6 at UWS<br>Northern News Now, 9/23/26 interview<br>Project will continue<br><br>Positively Superior-searchable stories on the site, additional stories        |        |        |       |

- PS Magazine Winter Guide
- Will be meeting with Deann Munson for our 2 pages to be set up.

Public Works-  
Tower Avenue almost 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 per Lindsay Graskey.

TPBA- Passports. Sign ups open until October 1  
Northern News Now, 9/24/26  
Present at Good Morning Superior Chamber  
12/15/26 (\$250)

SBID/TPBA Hard Hat Happy Hours: 1<sup>st</sup> Monday at the Cedar 4-6. DOT will be present to speak about updates. DOT-Mitch Finnegan is our designated speaker

SBID Coffee and or Tea with the DOT: Tyler Rongstad is our designated speaker.  
Stakeholder and open to others meeting in the Ballroom  
3<sup>rd</sup> Wednesday of each month at 9:00

Creative Summit- October 6, 2026 at 1401 Tower  
DOT VQA meeting again in October.

Conference season  
WEDA- Kenosha 9/15-9/18  
WEDC-Eau Claire Sept 9/29-10/2  
Destinations WI 11/10-11/15

#### **Grants**

##### **Sign/Stakeholder: IP and New**

Black Diamond Real Estate (Horizon Building)  
\$5,000 approved, not completed (2025)  
Lake Superior Coins \$979.37 completed, receipts pending (2025)  
Range Real Estate \$5,000. Approved  
Flow studio \$1,533.83

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| Tower Avenue Country Club \$5,000<br>Boston Block- \$5,000<br>Alseth Family Support not yet approved:<br>\$2,326.26                                                                                                                                                                                                                                                                                                                                                                                                                         |  |  |  |
| <b>New/Change Businesses:</b><br>Raw Materials – Badger Building opening pending<br>Flow Studio- Grand Opening Oct 5<br>Northland Estates<br>Ash & Olive move to Badger- Sept 1<br>Lacuna Massage- SBID WIB member moving to Badger<br>Omni PT, moving to emFATic +, Sept 1<br>Allseth Family Services moving to Badger, in former Century 21<br>A new business moving to former Twin Ports Title building. Recently purchased by Dane Bushy, 3 <sup>rd</sup> Base Bar<br>Solomon Witherspoon- opening Henry's in former Palace bar 9/25/26 |  |  |  |
| <b>ED Report- attached</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |  |  |
| <b>Public Comment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |  |
| <b>Next meeting:</b><br>(3:30 start) October 28, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |  |
| <b>Adjourn</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |  |  |





**Superior Business Improvement District**

**Board Meeting Minutes**

**Wednesday, August 26, 2026**

**Members Present:** Dave Miller (President), Gary Banker, Natalie Harris, Jim Caesar (Ex-Officio), Micah Pahl, Andy Perfetti, Chris Scharte (Vice President), Justin Bernacki, Don Nummi (Secretary-Treasurer)

**Members Absent:** Don Nummi (Secretary-Treasurer), Jordan DeCaro, City Councilor Tylor Elm (Ex-Officio), Beth Fritsche, City Councilor Lindsey Graskey (Ex-Officio), Raya Horst, SPD Brad Jago (Ex-Officio), Mayor Jim Paine (Ex-Officio), Taylor Pedersen (Ex-Officio), Barb Peterson

**Staff Present:** Kelly Peterson, Jess Duffy

**Call to Order:** President Dave Miller called the Superior Business Improvement District Board meeting to order at 3:32 pm.

**June Minutes:** A motion by Banker, to approve the minutes of the June 24, 2026, meeting, second by Perfetti - Motion carried to approve the minutes.

**Financials:** Profit and Loss Income Statement received showing the first 6 months of 2026 vs the first 6 months of 2025. There are ongoing conversations between the SBID and the City of Superior. Still waiting for 2025 EOY to be wrapped.

A motion by Perfetti to table the financials, second by Harris - Motion carried to table financials.

**Action Items:**

**Discussion Items / In Progress:**

- *SBID Superior Surge – SBID, Superior Effect Marketing, Third Base Bar – Champions!*
- *SBID Event Sheet*
- *SBID Newsletter*
- *Foxes and Fireflies – Fox Hunt*
- *SBID Email request for additional items of SWAG*

- *Sharan Kanugovi – UWS Fellow – Research Project update attached, 3<sup>rd</sup> progress report – see attached*
- *Positively Superior – Searchable stories on the site, additional stories*
- *PS Magazine Winter Guide*
- *Will be meeting with Deann Munson for our 2 pages to get set up*
- *City of Superior Banners are up!!*
- *Public Works – Chris Carlson*
  - *No update on Refuse containers – Recycling and garbage. Will be wrapped as part of Arts Commission Grant. I will be invited to these discussions per Lindsay Graskey*
- *Downtown Blood Drive – Memorial Blood Center Fall. Partner with Chamber.*
- *TPBA – Passports. Sign ups underway.*
- *SBID/TPBA Hard Hat Happy Hours: 1<sup>st</sup> Monday at the Cedar 4-6. DOT will be present to speak about updates.*
- *SBID Coffee and Tea with the DOT: Stakeholder and open to others meeting in the Ballroom 3<sup>rd</sup> Wednesday of each month at 9:30*
- *SBID Marketing/Promotions Resource Fair Sept 14; 11-1:30 see flyer*
- *Marketing Grants in Progress:*
- *Superior Effect Marketing – Videos*
- *10 SBID businesses at \$100 (\$1000)*
- *Headshots by Stengl*
- *360 Tours \$150 by Joann Jardine*
- *Upcoming Events:*
  - *Superior Downtown Farmers Market–Ongoing Through October*
  - *Duluth Superior Pride Fest – September 3-6*
  - *Pride at the LOT – September 6<sup>th</sup>*
  - *October Women in Business Meeting – October 1<sup>st</sup>*
  - *Hard Hat Happy Hour – October 5<sup>th</sup>*
  - *Coffee and Tea with the DOT – October 21<sup>st</sup>*
- *Goin Postal's Fall Music Festival and Pub Crawl – 10<sup>th</sup> Anniversary. Saturday October 31<sup>st</sup>. Actively looking for business sponsors. With a kickoff party on October 1<sup>st</sup> at the LOT.*

#### **Grants Update:**

- *Approved: Black Diamond Real Estate (Horizon Building) \$5000 approved, not completed*

- *Lake Superior Coins \$979.37 completed, receipts pending*
- *Range Real Estate \$5000. Approved*

**New / Changed Businesses:**

- Raw Materials – Badger Building opening pending
- Flow Studio – Open in September
- Northland Estates
- Ash & Olive move to Badger – September 1
- Lacuna Massage – SBID WIB member moving to Badger
- Omni PT, moving to emFATic+ September 1
- Another massage in Badger also
- Allseth Family Services moving to Badger, in former Century 21
- A new business moving to the former Twin Ports Title building. Recently purchased by Dane Bushy, 3<sup>rd</sup> Base Bar.

**Next Meeting:** Wednesday, September 23, 2026 starting at 3:30 pm

**Adjourn:** A motion by Banker to adjourn, second by Harris - Meeting adjourned at 4:39 pm.

Respectfully submitted,



Kelly Peterson  
Executive Director

jd



# Income Statement (Profit and Loss)

Superior Business Improvement District  
For the 6 months ended June 30, 2026

|                                          | JAN-JUN 2026      | JAN-JUN 2025      |
|------------------------------------------|-------------------|-------------------|
| <b>Income</b>                            |                   |                   |
| 4005 - Bid Bucks Sold                    | 2,150.00          | 900.00            |
| 4010 - Farmers Market Sponsorship        | 150.00            | -                 |
| 4015 - Special Tax Assessment            | 127,500.00        | 130,002.00        |
| <b>Total Income</b>                      | <b>129,800.00</b> | <b>130,902.00</b> |
| <b>Gross Profit</b>                      | <b>129,800.00</b> | <b>130,902.00</b> |
| <b>Operating Expenses</b>                |                   |                   |
| 5010 - Bid Bucks Promo                   | -                 | 100.00            |
| 5030 - Christmas Santa                   | 257.95            | -                 |
| 5050 - Connect Community WEDC            | -                 | 429.00            |
| 5060 - Douglas County Leadership Support | 800.00            | 800.00            |
| 5070 - Farmers Market Expense            | 2,957.46          | 2,577.75          |
| 5080 - Grants Committed                  | -                 | 3,031.00          |
| 5105 - Stakeholder Marketing             | 4,500.00          | 4,500.00          |
| 5115 - Small Business Saturday Bags      | 1,731.86          | -                 |
| 5510 - Wages and Salaries                | 34,999.98         | 35,000.04         |
| 5520 - Taxes - Payroll                   | 2,908.57          | 2,906.52          |
| 5530 - Health Insurance Reimbursement    | 2,000.04          | 2,000.04          |
| 5540 - Insurance - Workers Compensation  | -                 | 1,645.00          |
| 6000 - Accounting Services               | 2,988.02          | 2,899.46          |
| 6030 - Dues and Subscriptions            | 375.95            | 487.90            |
| 6040 - Marketing and Branding            | 1,246.97          | 7,451.67          |
| 6050 - Marketing Consultant              | 4,000.00          | 10,660.00         |
| 6055 - Other Contracted Services         | 4,750.00          | -                 |
| 6060 - Meetings and Seminars             | 474.90            | 1,250.83          |
| 6070 - Office Expenses                   | 3,069.32          | 2,477.43          |
| 6080 - Rent                              | 3,150.00          | 3,150.00          |
| 6090 - Superior Days Travel              | 1,323.80          | 945.33            |
| 6100 - Conference / Meeting Travel       | -                 | 775.71            |
| <b>Total Operating Expenses</b>          | <b>71,534.82</b>  | <b>83,087.68</b>  |
| <b>Operating Income</b>                  | <b>58,265.18</b>  | <b>47,814.32</b>  |
| <b>Net Income</b>                        | <b>58,265.18</b>  | <b>47,814.32</b>  |



From: Vito, Jean D. <vitojean@superiorwi.gov>  
Sent: Sunday, September 13, 2026 12:31 PM  
To: Brenda Quade <brenda@jmrfg.com>  
Cc: Rhinehart, Nicholas <rhinehartn@superiorwi.gov>  
Subject: estimated fund balance BID

Hi Brenda,

I wanted to get something in your hands for the upcoming BID board meetings.

As of today, the available fund balance for the BID is \$168,641. However, as you know, this amount will change by year end additional expenditures incurred from now through 12/31/26 in addition to the new special assessment revenue for the 2026/2027 tax roll. I estimate that the BID will incur roughly \$60,000 more in expenditures and be allocated roughly \$255,000 in special assessment revenue for an estimated year end fund balance of about \$363,000.

The reason these are all estimates is that the majority of the journal entries that relate to special assessments are posted near year end when the new tax roll is completed. At that time, the city will also know what collections were made for special assessments that were delinquent and related to prior years.

I wanted to get you some prior year journal entries so you could look at 2025 numbers, but I haven't had the proper amount of time to pull something together that I think would make sense, and I am not near my computer for the next few days. I believe the most important information you wanted for the board was the available fund balance now and the estimate for year-end so hopefully what I am sending now will help.

I will aim to pull more information together late this week.

**Jean Vito, CPA**  
Consultant  
(218) 428-8080





# Fall & Winter 2026

## 4TH QUARTER PROMOTIONS & PROGRAMS

### SIGNATURE SBID PROMOTIONS - REGISTRATION OPEN NOW!



#### Trick or Treat in the District - Oct. 30

- Trick-or-Treating throughout the SBID
- Share any specials or promos
- Tower Ave. closed during event for easy crossing between businesses

Scan and register by October 16!



#### Pink Friday - Nov. 20

- Celebrate small & women owned biz
- Offer a door prize drawing
- Share your specials & promotions
- Social selfie stations & contest

Scan and register by November 6!



#### SHOP SMALL SUPERIOR WEEK

NOVEMBER 28 - DECEMBER 5

#SHOPSMALLSUPERIOR

#### Shop Small Superior Week - Nov. 28 - Dec. 5

- Share your specials & promos
- Swag bags available for businesses
- Shop Hop punch cards for customers

Scan and register by November 13!



Be One of Santa's Favorite Places to Shop in the Superior BID!

JOIN THE  
SURPRISE SANTA PROMOTION  
December 1-23, 2026

#### Surprise Santa - Dec. 1-23

- Santa will be surprising shoppers with \$25 in BID Bucks
- Share any extra promos or specials
- BID Bucks available to purchase for bonus give-aways

Scan and register by November 16!



# Encourage. Develop. Promote. - GROUPS & SPECIAL EVENTS

## Twin Ports Business Alliance (TPBA)

- Engages business/community leaders from Superior and Duluth
- Collaborates to support and promote businesses during the Blatnik Bridge project
- Hosts regular informational meetings and special events
- Provides promotional opportunities including the TBPA Passport
- Scan for more on TBPA and the Passport program



### IMPORTANT DATES

Passport Apps Due  
October 1

Passports Onsale  
November 1

## Hard Hat Happy Hours

- Hosted monthly by the SBID/TPBA at the Cedar Lounge 4-6 pm
- Blatnik project updates from the DOT and others
- Network with other businesses - all are welcome!
- Free to attend. Alcoholic and N/A beverages available for purchase.



### HAPPY HOUR DATES

October 5  
November 2  
December 7

## Women in Business (WIB)

- Platform for local business women to network, learn and grow
- Supportive environment driven by collaboration not competition
- Meets monthly at 1401 Tower, 3rd Floor Ballroom at 9:30 am
- Free and open to all female stakeholders in the SBID and Superior
- Scan for upcoming speakers and to RSVP



### MEETING DATES

October 13  
November 10  
December 8

## Coffee & Tea with the DOT

- SBID hosted monthly series with the DOT, 9 am at 1401 Tower, 3rd Floor Ballroom.
- Blatnik project updates from the DOT and others, plus Q&A time
- Free event, open to all community members
- Refreshments provided



### COFFEE & TEA DATES

October 21  
November 18  
December 16

## Get Spooky in the SBID

- The SBID partners with other entities on events celebrating "spooky season" in the SBID and beyond
- Superior Spooktacular - opportunities for sponsorship and participation in the parade, 5k and more
- Goin' Postal's Fall Music Festival & Poltergeist Pub Crawl - sponsorship and other promotional opportunities available



### IMPORTANT DATES

Superior Spooktacular  
October 24

Poltergeist Pub Crawl  
October 31

## Community Tree Lighting

- Kick-off for Shop Small Superior Week and holiday shopping season
- The SBID provides cocoa and prizes such as BID Bucks and gift cards from SBID businesses
- Volunteer and prize donation opportunities available
- Tree Lighting occurs in City Center Park at 5 pm



### TREE LIGHTING DATE

November 27

# TRICK TREAT



IN THE DISTRICT

OCTOBER 30 - 12-3 PM

SCAN THE CODE FOR A LIST  
OF PARTICIPATING BUSINESSES!

PRESENTED BY



**SUPERIOR**

BUSINESS IMPROVEMENT DISTRICT

For more information: 715-394-3557 | [superiorbid.com](http://superiorbid.com)





# UPCOMING EVENTS



**SEPT  
14**

## SBID Marketing Resource Fair

Does your marketing need a boost? Preparing for the Blatnik Bridge project? Join us for the 2nd SBID Marketing Resource Fair Sept. 14th from 11 am – 1:30 pm in the 3rd Floor Ballroom of the Historic Old Post Office. Network and connect with local marketing experts from a variety of disciplines. Scan the code for info and registration!



**OCT  
1**

Goin' Postal

## Poltergeist Kick-Off Party

Save the date for Goin' Postal's Poltergeist PubCrawl and Fall Music Festival Kick-Off Party. Stop by THE LOT October 1st for live music, food trucks and more! Stay tuned for more info!

**OCT  
5**

SBID/TPBA

## Hard Hat Happy Hour

Hard Hat Happy Hours at the Cedar Lounge/Earth Rider, 4-6 pm, the first Monday of each month beginning October 5. This will be a chance to connect with DOT and they will give a update on the Blatnik Bridge project

**OCT  
13**

SBID Women in Business

## October Meeting

Save the date for our October meeting.

- 9:30-10:30 am
- Speaker: Kim Pearson, Essentia Health on how Essentia is adding services, etc. for healthcare of Douglas County residents ahead of the Blatnik Reconstruction Project



**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/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

## Coffee & Tea with the DOT

**OCT  
21**

The SBID will host monthly sessions on the on 3rd Wednesday of each month, beginning Oct. 21; 9 am at 1401 Tower, 3rd Floor Ballroom. Get updates from the DOT on the Blatnik project and more, plus time for Q&A. All community members are welcome to attend.

SBID

## Trick or Treat in the District

**OCT  
30**

The SBID will once again host its annual Trick-or-Treat event on Friday, October 1st. Save the date for a fun-filled afternoon with plenty of treats and great shopping from participating SBID businesses. More TBA!

SBID Women in Business

## November Meeting

**NOV  
10**

Save the date for our November meeting.

- 9:30-10:30 am
- Speaker: Jaci Sulley, with Wisconsin Women's Business Initiative Corporation (WWBIC)





# EVENT PRICING



## EASEL GARLAND

MADE TO ACCOMPANY AN EASEL, SIGN, OR EVENT INFO. PERFECT FOR GREETING GUESTS

**\$125**



## CLUSTERS & GARLANDS

PICK-UP OPTION FOR ANY COLOR COMBINATIONS - SMALL CLUSTERS, OR A GARLAND, APPROX. 3-6FT

**STARTING AT \$25**



## BALLOON COLUMNS

SINGLE, MULTICOLOR, OR SPIRAL APPROX. 6FT

**\$75 / column**



## ARCH + BACKDROP

1 ARCH RENTAL WITH CHOICE OF COLORS AND ACCENTS. OPTION TO ADD YOUR LOGO!

**\$175**



## DELUXE DOUBLE ARCH

2 ARCH RENTALS, FULL BALLOON ARCH, AND THE OPTION TO ADD YOUR LOGO!

**\$300**

