

THE
SERGIO REPORT
PART 1



To whom it may concern,

From the moment Duluth became a city, powerful forces have jockeyed to benefit from, and influence, Duluth's future.

Over the last few years, personal correspondence, unique memorabilia, and meeting minutes of a clandestine cadre of fisherman have been secured from the estates and garage sales of several people high up in a conspiracy of moderate proportions. Those documents and evidence led the authors of this report on a journey through Duluth's recent history. Freedom of information requests, subpoenaed financial records, and dumpster diving endeavors have corroborated the hypothesis that a systematic campaign to devalue Duluth in the eyes of the public was launched in the 1970s and 80s to deter people from moving here and to "encase the beauty of Duluth in a cocoon of amber" with the goal of preserving it for an odd alliance of wealthy benefactors and avid anglers.

This report will begin to expose those forces and wildly guess at their motives. But rest assured, this report is not the last you will hear from us. We will continue to comb through records (and trash) to expose the secret history of Duluth.

We will release another segment of our Report that ChatGPT is writing for us when new information comes to light.

In search of truth,

Sergio

Letter dated June 4, 1972 from John D. Rockefeller V urging Mayor Ben Boo to protect Duluth as a potential oasis from climate change and noted the declining fish population.

**FROM THE DESK OF
John D. Rockefeller V**

To the Honorable Benjamin Boo Mayor of Duluth:

As you well know, our family has had a love for Duluth and the wilderness of northern Minnesota for over one hundred years. Since my great, great, great grandfather began investing in iron mining and timber harvesting, we have spent much time on the shores of Lake Superior and her many sister lakes in the area.

The growth of Duluth is concerning to those that truly understand it's greatness and want to keep it for ourselves. My friends in the oil industry assure me that the scientists predict that our climate will begin changing dramatically in the coming decades (though they won't admit it publicly) and Duluth will be one of the only habitable places in the continental US. Not to mention the many years of fishing we plan to do before then. Additionally, the amount of Trout and Walleye being extracted from the area by hapless fisherman is devastating and we need to stop them.

Memo secretly issued in 1973 written by "Keep Duluth for Duluthians," an organization funded in large part by outside billionaires and run by avid fisherman.



Our Mission: to preserve Duluth (especially its Trout and Walleye) for future generations.

Outlined herein are the public relations priorities for KDD in the coming years and things to avoid in order to dissuade interest in Duluth.

Emphasize Duluth's "Negatives"

Saturate print media and television with negative stories about Duluth. Tell everyone it snows pretty much year round. News stories should focus on the Dickensian nature of our winters. Duluth residents should be encouraged (and maybe even paid stipends) to send horror stories of our winters to family and friends.

Significant City funds should be directed towards disinformation about potholes. Everyone hates potholes and we should convince tourists that ours are the worst, even if they aren't. The City should re-engineer photos of the tiny potholes we get before they are meticulously repaired to make them look ragged and tire-popping.

Ignore or Downplay Strengths

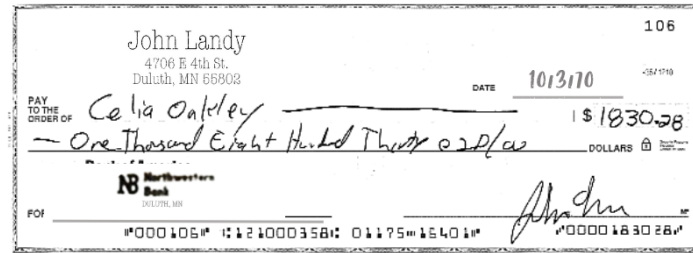
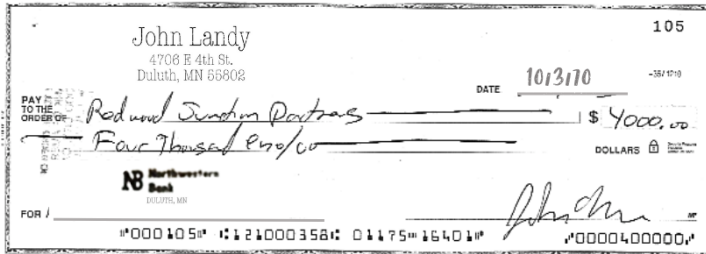
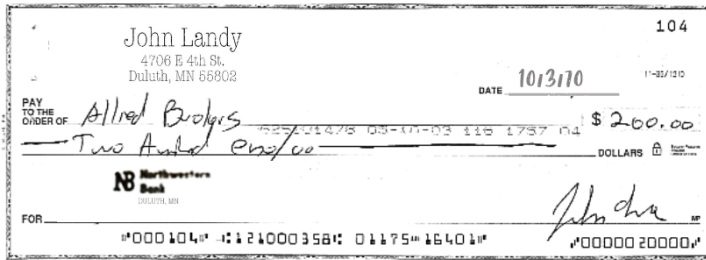
We must avoid connection between Duluth and pop culture. People love Bob Dylan and think he founded Duluth in the 1960's. It's the one thing they know about Duluth and we should downplay it at every turn. Definitely don't build any large statues of him.

Don't mention Lake Superior. Just forget it exists. If you have to mention it, compare it to an inferior lake like Lake Michigan.

Investments to Make and Avoid

Avoid major investments in the Lincoln Park area. If people figure how awesome that area is, we are doomed.

Build the most complex, dangerous highway interchange between Hwy 53 and I35 - 'can of worms' has a nice ring to it.



John Landy was a pseudonym for a founding member of the KDD. These checks were drawn from a Northwest Bank of Commerce (now known as North Shore Bank of Commerce). He regularly made payments such as these just before municipal and legislative elections to Duluth citizens. Those people would then show up on campaign finance records as donating the same exact amounts.

These checks were followed by contributions in the same amounts to Ben Boo's re-election campaign. It is unclear if Mayor Boo ever ascribed to the KDD's agenda or just took their money.

KDD membership coin, believed to have been given to area youth as payment for terrorizing tourists with skateboarding and loitering.



These articles were discovered in the archives of the Minneapolis Tribune and Milwaukee Journal. Information collected through FOI requests show that the snowfall totals do not match the National Weather Service's data for the referenced dates. Further evidence collected through FOI requests also indicated there extending school closing is a fabrication and public safety records for the time make no references to snow related sinkholes. These are clearly evidence of KDD disinformation efforts.



Parent's in Duluth are being advised to keep a close eye on children after 3 reports of "large sinkholes" in the snow. Jack Carney, Public Works Superintendent said, "The snowholes are to be expected when we receive more snow in one week than the rest of the state does in three years." He added, "I for one will be keeping my children close, it's really scary."



Duluth High School students board the bus on their first day of school in 19 days after the region received 56 inches of snow in 24 hours. Seasonal snowfalls in the area are as much as 37 feet.

(Images and text are digitally enhanced.)

Snow ceases...for now.

By Jerry Spill
Illustrated Photo

Los Angeles, Calif. When the snow of Dunley Hall arrived the girls of Waterford Academy, Madison doesn't mind a good snow. But the girls in the body comedy from Wall Disney Productions, "The Ghosts of Dunley Hall," arrived about to say die.

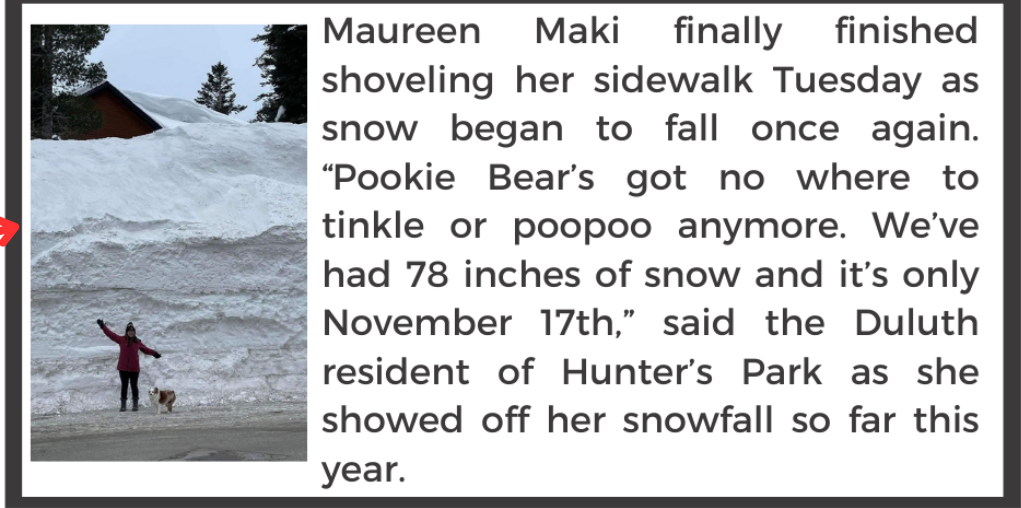


The comedy on NBC's "Disney's Wonderful World" is in two parts, consisting of a 15-minute show.

Wanda Markham was on "Go Jump" - Joe Davis, the first great champion in commission of Dunley Hall, a day's holiday school founded by his grandpa.

"The school is going down the drain because of a lack of students," said

Markham. "The comedy on NBC's 'Disney's Wonderful World' is in two parts, consisting of a 15-minute show."



Maureen Maki finally finished shoveling her sidewalk Tuesday as snow began to fall once again. "Pookie Bear's got no where to tinkle or poopoo anymore. We've had 78 inches of snow and it's only November 17th," said the Duluth resident of Hunter's Park as she showed off her snowfall so far this year.

Markham continued on page 11

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(Images and text are digitally enhanced.)

Property tax and veterinarian records show no evidence that Maureen Maki or Pookie Bear ever existed. Though records do show a dog named "Pookums bearington" of similar size was seen at a Duluth vet around this time. Clearly more disinformation by KDD.

These images, believed to be part of the KDD's public relations campaign were found in travel magazines in the Twin Cities, Milwaukee, Madison, and Chicago along side paid advertisements offering cheap travel to Midwest cities other than Duluth.



Conclusion of Report

It is clear from Duluth's popularity as a tourist destination and the sheer number of potholes in the city that the efforts outlined in this report were not successful. Lincoln Park is a thriving business district. New Bob Dylan statues through out Duluth may soon become a reality.

These all fly in the face of KDD's stated mission and their intended goals. That does not, however, mean their efforts were of no consequence. This report is largely a hyperbolic look into the past, prior to the new millennium.

Further reporting indicates that the KDD alliance stayed connected despite their failures. City records show that in 2003 the City of Duluth began contracting with a new company for its "Hot Mix Asphalt" to repair potholes. That company's name was "Hole-istic Solutions," a Detroit based business - a partnership that was clearly not helpful as evidenced by all the potholes. The Senior Vice President of "Hole-istic Solutions" was a man named Kevin Bacon. He served on the Detroit Area United Way with another executive named Wanda Smythe. Wanda Smythe's best friend's second cousin's son married a woman named Ashley Culver. Ashley Culver's father knows a guy who owns and operates a charter fishing company in Duluth.

This is clear evidence that "Hole-istic Solutions" connection to KDD's goals and intentionally sold the City pothole repair material that would fail and actually make potholes worse...which would further their goal of pissing people off and making them not want to live here. If people don't live here, they won't fish here. If there are fewer people fishing, there is more Walleye and Trout for KDD and the Rockefeller backers.

You simply need to follow the money.

To be continued.

Sergio