

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

**North Michigan Avenue SSA 76
Monday, April 27, 2026, 3 PM
625 North Michigan Avenue, 6th Floor Conference Room
Agenda**

Call to Order and Roll Call

- Meeting was called to order by Julie Cameron at 3:01 pm.
- In attendance:
 - Commissioners: Julie Cameron, Savas Er (virtual), Stephanie Knight (virtual)
 - TMMA Staff: Austin Faison, Liz Gilbert
 - Other attendees: Gail Spreen, Oscar Gomez (potential commissioner), Greg Udchitz (potential commissioner), Kris Tionson (virtual)

Review and Approval of Previous Meeting Minutes

The minutes were approved. Motion made and seconded. Discussion included updates regarding replacement of damaged or missing district assets, with confirmation that replacement work would be completed.

Safety and Security Reports

Staff provided an update regarding ongoing safety and security coordination efforts throughout the district. Commissioners requested follow-up information and additional data related to recent coordination activities and district observations.

Old Business

Staff provided an update regarding prior SSA initiatives and ongoing implementation activities associated with Q1 priorities.

New Business

- Implementation Status and Executive Snapshot
 - Staff presented an executive snapshot summarizing current district activity, implementation progress, and ongoing operational priorities.
- Placemaking Updates and Durability Plan

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- o Staff reviewed current placemaking installations and discussed durability considerations related to district investments and public art features, including tulip installations and recent maintenance concerns.
- Marketing – 2026 Roadmap and Measurement
 - o Staff presented a preliminary 2026 marketing roadmap and measurement framework. Commissioners requested a more detailed implementation plan and additional reporting metrics tied to outcomes and performance tracking. There is a strong desire for a retail tenant deck to present to prospective tenants. Need to package all of the good stories with timely information and data.
- Wayfinding and District Mapping
 - o Staff provided an overview of the current status of the wayfinding and district mapping initiative, including vendor coordination and anticipated deliverables. The Commission discussed implementation planning, deliverable clarity, and integration with broader district initiatives.

Public Comment

Public comment included discussion regarding infrastructure considerations and broader district conditions. General comments were received concerning visitor experience and corridor activity.

Adjourn

There being no further business, the meeting was adjourned at 4:12.