

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, December 3, 2025, 3:30 PM

625 North Michigan Avenue, 6th Floor Conference Room

Agenda

1. Call to Order and Roll Call

Meeting was called to order by Stephanie Knight at 3:02 pm.

In attendance:

- a. Commissioners Stephanie Knight (virtual), Julie Cameron (in person), Savas Er (virtual), John Harder (in person)
- b. TMMA Staff: Austin Faison, Kimberly Bares, Liz Gilbert, Ellen Farrar (virtual)
- c. Other: Randall Harrington, Richard Omoniyi-Shoyoola

2. Review and Approval of Previous Meeting Minutes

- a. The minutes were approved. SE motioned, JC 2nd.

3. Safety and Security Reports

- a. Austin Faison gave a brief update of November reports from the security team.

4. Review of Financials

- a. Reallocation of 2025 Recap
 - i. AF briefed the commissioners concerning the potential to reallocate \$150,000 from safety and security to district marketing (letters provided in materials). SK asked if the \$150k is for the whole year? (AF: Yes). JC asked

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

what happens to the money otherwise? Is it use it or lose it? (AF: It would rollover, we would not lose it). KB noted the need for a second December meeting to reallocate funds, and that there is currently a desire for spending on more categories than security. JC asked where does the money for the Lights Festival and marketing come from, if not the SSA? (KB: There are other funding sources available, but not at the same level.) SK asked if we ever know about the state funding? (KB: Yes, but there was a changeover in staff at the state, and we expect grants in the future.) KB noted that the memos provided detail the current need and precedent. JC sees the need now, but wants to plan better for the future (less reactive, more proactive). KB and EF noted that there were significant savings by highlighting local talent in the parade and events.

1. SK: At this time, I'll entertain a motion to approve the reallocation of \$150,000 from Category 5.00 – Public Health and Safety Programs (Security Patrol Services) to Category 1.00 – Customer Attraction (District Marketing).
 - a. 4 in favor. 0 opposed.

5. Marketing Updates

- a. LG explained the tremendous organic growth using influencers in our social media

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

efforts. KB noted that the staff has begun to get a handle and level of success with TikTok.

- b. KB noted that the BID steering committee has expressed a desire to pursue a PR plan and effort for the district. SSA budget could set the stage for this work in the future.

6. Old Business

- a. None

7. New Business

i. Priorities for 2026 (led by JC)

- 1. Officer roles and responsibilities
- 2. Data and metrics and discussions in six buckets
 - a. Security / placemaking / marketing / wayfinding / beautification / leasing activity
- 3. Annual Report on the projects completed
- 4. Set a workplan for what will be accomplished (proposals and metrics)

ii. Budget

- 1. SE asked what is the funding level that makes sense? Is it closer to \$5 million? Also expressed a desire to focus on first floor retail when discussing leasing activity.

8. Public Comment

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

a. None.

9. Adjourn

a. JH motioned. JC seconded. Adjourned at 4:41 pm.