

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Monday, January 27, 2025, 3 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 3:04 pm.

In attendance:

- a. Commissioners Stephanie Knight, Julie Cameron, Savas Er, John Harder
- b. TMMA Staff: Kimberly Bares, Liz Gilbert, Austin Faison
- c. Other: Gail Spreen

2. Review and Approval of Previous Meeting Minutes

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

3. Safety and Security Reports

- a. Kimberly Bares noted that the concentration of the small amount of reported crime is located at the Walgreens locations on North Michigan.

4. Review of Financials

- a. 2025 recap
 - i. KB stated that there will be more rollover/carryover funds (which is an industry standard in non-profit financial management). This is largely due to

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alternative funding sources that were available to use towards Lights Festival (including a state grant for parade-related marketing)

- ii. Austin Faison explained that the rollover amount would be over \$200k but under \$300k.
- iii. AF noted that the 2025 budget had to accommodate loan interest from the line of credit. Since no money has been received from the city, we continue to accrue interest on the LOC.

b. Vote on 2025 budget submission to City (held for February meeting)

c. 2026 measurements and focus areas

- i. More granular in metrics and reports on what we have done. For each bucket, we want a few items. More metrics and a monthly memo with data.
- ii. AF committed to a monthly memo and a quarterly metric report.

5. Marketing Updates

- a. Liz Gilbert explained that the biggest portion of the budget is digital marketing.
- b. KB noted larger marketing efforts that we will be part of. Route 66 100th Birthday, International Jazz Day, America250. Activations will happen for all of them.
- c. Julie Cameron requested a marketing plan and talking points. Wants additional direction on how we sell/discuss the work that we do? LG will report back in February.

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6. Old Business

a. Commissioner roles and responsibilities

- i. Julie Cameron – Chair
- ii. John Harder – Treasurer

b. Focus category update – data

- i. Went through memo on metrics. Discussed the old retail deck. Noted the need for objectives of the budget (goals).

7. New Business

a. 2026 Public Art Installations

- i. AF presented on Lemonde installations that are upcoming. Taylor Swift and Musical Notes are coming to the district. Along with a LED AI system in the summer.

8. Public Comment

9. Adjourn

- a. SK motion. JH 2nd. 4:30pm