THE MAGNIFICENT MILE® ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Tuesday June 24, 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, John Harder, Savas Er (virtual),
   b. TMMA Staff: Austin Faison, Kimberly Bares, Ellen Farrar, Glenn White, Willie Richardson, Liz Gilbert
   c. Other: Gail Spreen, Julio Berthet (United Security), Andy Thompson (Density USA)

2. Review and Approval of Previous Meeting Minutes

   a. SK noted that she was present at the 05/27/25 meeting, and not virtual. The minutes were amended accordingly and approved.

3. Safety and Security Reports

   a. For May and June

      i. GW gave a brief update, commented that the avenue is in good condition. There was a retail theft sting operation conducted by Cook County Sheriff's Office. There has been a crackdown on scooters. There is an uptick in the unhoused population. He noted that retail theft peaks in July.

      ii. KB asked for a food contribution on behalf of the District Commander. It was noted that there is an opportunity for a roll call in the district.

      iii. JB and United staff have noticed the increase in unhoused. He highlighted their interactions with the district and discussed the deployment of resources.

4. Review of May Financials
    a. AF reviewed the May P&L.
    b. There was a brief discussion of the current line of credit, its use, and the next tranche of funds from Cook County/City of Chicago.
5. Marketing Updates
    a. Review of IPW
        i. KB reviewed all the IPW work (detailed in memo by LG/EF). She highlighted the events, the convention, and TMMA's event.
        ii. LG went over the connections made through this event (likely $2B in business)
        iii. KB gave follow up notes on IPW. She wants to better highlight members, so that it continues to justify the investment. There are also needs for "press pass" type of micro-websites for affinity groups. She then reviewed the associated costs.
            1. The memo requested an additional $25,350 in funding towards IPW.
            2. SK made a motion to increase the IPW allotment to $75,349.62. JH seconded. Motion passed.
6. Old Business
    a. KB discussed the 26 Budget. It was explained that there was a need to increase the budget and that the commissioners should consider the percentage. If the increase is over 5%, then there is a requirement for a community meeting. There was a brief discussion of the justification of the increase in costs (COLA and price indexes).
7. New Business
    a. Public Safety subsidization presentation

i. Andy Thompson, Density Security Fog

1. AT discussed the product and how the firm could offer a discount for members of the SSA.
2. AF noted how the subsidization of security investments is a potential line item within the SSA workplan.

b. 2026 Work Plan discussion

i. AF presented version 1 of the 2026 workplan. Where there was a 4.75% increase.

ii. KB expressed, which was previously supported by Julie Cameron, an interest in investing in navigability and wayfinding for the district. There is a strong desire for better signage. The revised workplan will reallocate funds towards wayfinding, after AF costs out solutions.

iii. AF made a COLA adjustment to salaries. KB instructed AF to alter that to 4% and to adjust the budget accordingly.

c. July Meeting Date (July 14 or July 15)

i. SK proposed July 14 at 3pm

8. Public Comment

9. Adjourn - Meeting adjourned at 4:43 pm