North Michigan Avenue SSA 76

Tuesday, February 25, 2025, 3 PM

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Stephanie called the meeting was called to order at 3:02 pm

Savas Er, Julie Cameron, Kimberly Bares, Glenn White, Ellen Farrar, Katrina Balog, Julio Barthet, Marshun Tolbert, Lori Olson, Stephanie Knight, Austin Faison, John Harder, Gail Spreen, Nichole Benolken, Laura Bossert

1. Review and Approval of Previous Meeting Minutes

There were no edits to the meeting. Julie made a motion to approve the minutes, John seconded. The motion passed.

1. Safety and Security Report

Glenn reported positive traffic on the avenue. No major incidents this year so far. The weekly numbers are down. Minimal incidents reported on the Avenue. Lost 4 stores: Hoka, Under Armor, Forever 21. New restaurant next to Aritzia, Uniqlo, Museum of Illusions on the second floor. Harry Potter should open soon. Mango late 2025. Across the city, crime is down so far this year. Protestors have been at Wrigley Building due to its proximity to the Trump building. The Casino Ambassador Program started February 16, 2025.

United Security reported that there aren’t many incidents so far this year.

1. Review January Financials

Katrina presented the January financials. We have $149,770 in funds from 2024 to spend in 2025.

1. Activations
2. Icebergs: Katrina shared that the icebergs have been installed and as of mid-February each iceberg has been played for about 15-20 hours by approximately 1,500-2,500 plays.
3. Tulips: We are in conversations with property owners to select colors and install tulips at 625 NMA, Starbucks, Shops at North Bridget and 875 NMA.
4. Sculptures: EAC is in process to develop a star shaped sculpture adorned by artists. There will be seven total.
5. Marketing Opportunities

Kimberly presented marketing priorities to support the SSA activations. Julie made a motion to support the Summit in the amount of $4,000. John seconded. All were in favor. The motion passed.

Julie made a motion to move forward with the IPW activation plan with not to exceed $50,000. John seconded. All were in favor. The motion passed.

1. IPW

Opportunity to bring people to Michigan Avenue through an activation. $50,000 investment to develop an experience.

1. Summit

Opportunity to participate at the $4,000 level.

1. Old Business
2. Staffing Update. Kimberly shared that Austin Faison will join as the new Economic Development Manager on March 3, 2025.
3. New Business
4. Kimberly may ask for a special meeting to review BID proposals.
5. Public Comment
6. Adjourn

The meeting was adjourned at 4:07 pm.