

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, October 9, 2024, 2:30 pm

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Bradley called the meeting to order at 2:34 PM

Denise Chudy, Jennifer Hesser, Julie Cameron, Bradley Borowiec, Stephanie Knight, Julio Barthe, Katrina Balog, Kimberly Bares

2. Review and Approval of Previous Meeting Minutes

The commission reviewed the commission with the changes Bradley shared. Jennifer made a motion to approve the minutes. Bradley seconded. All were in favor; the motion passed.

3. SSA Financials

a. September Financials

Jennifer shared that she approved the packet Willie provided.

b. Budget Update

Katrina updated the commission on the budget. She shared that the SSA can take money left at the end of 2024 and move it into the 2025 bank account. She also provided the update that we have not received all our funds that we budgeted for, and we are watching our spending.

4. Safety and Security Report

Julio shared an update on incidents that took place in the prior week. Julie shared an incident that took place at Water Tower Place where an employee at Wao Bao was beaten by two homeless individuals. Kimberly asked Julio to continue to make rounds and provide feedback to Ambassadors. Some are doing fantastic and some are on their phone during their shifts. Denise and Kimberly shared that Porsha has been doing a great job.

October 2 - woman fell off the Starbucks roof.

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October 4 - someone was making threats; CPD was called.

There are nine new Ambassadors for the casino district.

The 'window detail' of new CPD recruits will continue through the shopping season.

5. Public Way Aesthetics

a. Sidewalk vinyl update

Katrina provided the update that the water department has not approved the sidewalk vinyl for winter installation. We will try to install the artwork in the spring of 2025.

6. 2024 Audit Responses

a. Almanza & Coombes

b. SSL Associates Ltd.

The commissioners reviewed the proposals. The commission had a good experience with Almanza + Coombs and they are well recommended. Jennifer made a motion to approve Almanza & Coombes as the auditor in 2024. Bradley seconded. All were in favor; the motion passed.

7. Marketing

Denise provided an update on our marketing efforts on social media platforms including TikTok. There are voice ads in five feeder markets (Google ads). TMMA is pleased with the results - 443K impressions from Sept. 23-30. We will pause SSA marketing for Lights Fest and resume for the Holiday season.

Denise confirmed the Commission would still like to purchase three new tulip sculptures. The Commission agreed.

8. Old Business

a. Bollard installation

Katrina updated the commission about posting an RFP for services to install the remaining 41 bollards. She will bring responses to the commission on October 23.

9. New Business

Jennifer mentioned that Pop Mart has been a big success; there have been lines out the door.

Kimberly talked about the importance of sharing information about the SSA and educating property

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owners on who are making the decisions.

We also will continue to recruit new commissioners. Bradley requested Katrina check in with Jennifer on existing commissioner terms.

10. Public Comment

11. Upcoming Meetings

- a. SSA Public Hearing: Thursday, October 10 at 10:30 AM
- b. SSA Advisory Committee Meeting: Thursday, October 10 at 11:30 AM
- c. SSA Advisory Committee Meeting: Wednesday, October 16 at 2 PM
- d. SSA Commission Meeting: Wednesday, October 23 at 2:30 PM

12. Adjourn

Jennifer made a motion to adjourn at 3:26 p.m. Bradley seconded. All in favor; the motion passed.