**North Michigan Avenue SSA 76**

**Wednesday, December 13, 2023**

**1:30 PM**

625 North Michigan Avenue, 6th Floor Conference Room

**Agenda**

1. **Call to Order**

Meeting called to order at 1:32 PM

1. **Roll Call**

Commissioners: Bradley Borowiec, Elizabeth Kilroy, Elliot Adamczyk, John Gagliardo

Staff: Kimberly Bares, Denise Chudy, Marshaun Tolbert, Francesca Loise

Guests: John Schellenberg, Jennifer Hesser

1. **Review and Approval of Previous Meeting Minutes**

Commissioners reviewed the previous meeting minutes and provided amendments. Elliot made a motion to approve the minutes as amended. Elizabeth seconded the motion. Motioned approved.

1. **Public Comment**

None.

1. **Updates**
   * **Safety & Security**
     1. **2024 Security Review for key weekends**

Discussion on having ODLE on New Year's Eve; decision not to have street ambassadors work on Christmas day.

* + 1. **Extension of ODLE/patrol cars into January**

Extension of ODLE/patrol cars into January; discussion on extending the current contract with United Security for one more month.

* + 1. **RFP for 2024 security companies**

The Association will issue a new RFP for security companies. Commissioners requested a master contract outlining all requirements and expectations for the new security company.

*At this point, the meeting was called to a recess at 2:31 PM. The meeting was scheduled to resume on December 21, 2023 at 10:00 AM.*

1. **Call to Resume Meeting**

Motion to resume meeting at 10:02 AM on December 21, 2023

* + 1. **Security Review and Extension**

Elliot made a motion to approve two overnight patrol cars and no ODLE for January. Elizabeth seconded the motion. Motion approved.

Elizabeth made a motion to approve $12,500 for overtime and holiday pay for the ambassadors. Elliot seconded the motion. Motion approved.

* + **Marketing**
    1. **Winter Pop installation in Jane Byrne Park**

The association has the contract from QDSI to sign and pay using funds from 2023. Waiting for costs for electric and approval from Alderman Riley.

* + 1. **Tulip Installation**

The installation design is with JC Decaux.

* + **Visitor Center Lease Renewal from JC Decaux**

Kimberly signed the lease renewal for The Visitor Center on December 20, 2023.

* + **MRI/Springboard**

The Association attorney sent a termination notice to MRI corporate office.

The account management team met with Denise for five new cameras.

If one MRI invoice is paid, then the Association is free from the contract.

The legal team will send a notice after 12/31 regarding the contract termination.

1. **Old Business**
   * **SSA Program Manager**

The Association plans to hire a project manager for one full year using a firm with funds from the SSA and storefront activation grant.

* + **Safety and Security Advisor**

1. **New Business**
   * **Commerical strategy data resource** 
     1. **CoStar proposal**

The Assocation decided to save this resource for 2024 and will review our plan to use the platform.

* + **SSA RFP for re-constitution of SSA 76**

Review of RFP created by The Association. Elliot made a motion to approve the RFP, Elizabeth seconded the motion. Motion approved.

* **RFP for auditor firm**

Review of RFP created by The Assocation. Elliot made a motion to approve the RFP, Elizabeth seconded the motion. Motion approved.

* **Presentation of marketing ideas to bring the 2023 carryover down**
  + **Enjoy IL, one-page ad in two magazines**

John made a motion to approve the one-page ads in two Enjoy IL magazines at $17,050, Elliot seconded the motion. Motion approved.

* + **Four press releases at $700 each for SSA funded activations**

Elizabeth motioned to approve four press releases costing $700 per press release for SSA funded activations, Elliot seconded the motion. Motion approved.

* + **Poster for Winter Pop on the Visitor Center**

Elizabeth motioned to approve the Winter Pop poster on the Visitor Center at $3,500, Elliot seconded the motion. Motion approved.

Review of The Association’s sentiment analysis score at 21.

1. **Upcoming Meetings**
   * **Suggested dates and times**
2. **Adjourn**

Elliot motioned to adjourn the meeting at 11:36 AM, John seconded the motion. Motion approved.