

# THE MAGNIFICENT MILE<sup>®</sup> ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

## North Michigan Avenue SSA 76

Wednesday, August 30, 2023

3:30 PM

737 North Michigan, Suite 2030

Chicago, IL 60611

## Agenda

---

1. Call to Order
2. Roll Call
3. Review and Approval of Meeting Minutes
4. Public Comment
5. Updates
  - Safety & Security
    - i. Bollard Update
    - ii. Radio Channel Update
  - Marketing
    - i. ExploreBoards
      1. Updated investment recommendation of \$18,400
        - a. Includes 150 listings plus, one-time fee and annual license
        - b. Listings over 150 would be funded by the retailer
      - ii. Q1 Activation Discussion and Initial Feedback
        1. Augmented Reality historical tour featuring five architectural highlights on The Mile
        2. Two-to-three-month Q1 activation \$66-\$70K
        3. Initial concept deck attached
6. Old Business
  - i. Funding for safety strategies to assist and support retailers

# THE MAGNIFICENT MILE<sup>®</sup> ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

## 7. New Business

- i. Bylaw review of Commissioner attendance to address the absence of a commissioner

## 8. Upcoming Meetings

- Schedule next meeting date

## 9. Adjourn