

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday July 18, 2023

2:30 PM to 3:30 PM

The Wrigley Building

410 N. Michigan Avenue

Chicago, IL 60611

Minutes

1. Call to Order

Call to Order at 2:31 PM

2. Roll Call

Commissioners: Elliot Adamczyk, Bradley Borowiec, Elizabeth Kilroy

Staff: Kimberly Bares, Denise Chudy, Dan O'Shea, Francesca Loise

Joined after roll call: Lori Olson

3. Review and Approval of Meeting Minutes

Bradley motioned to approve the previous meeting minutes. Approved

4. Public Comment

None

5. Updates

- **Safety & Security -**

- i. **Springboard- Installation in progress**

Dan's update on Springboard: Springboard has sent out permission slips to building owners for the installation process. Current installations that are not on should be turned on. Michigan Avenue, pedestrian traffic should be fully up and running in the next few weeks.

- ii. **Site Design proposal for bollards-Attached proposal**

The conversation concluded with a decision to go with round bollards and pedestal style planters. The reasoning behind the decision being round bollard and pedestal style planter avoid accessibility issues. New bollard and planters will potentially start rolling out in the next three months.

iii. Visitor Kiosk- Prodigy tech upgrade

Prodigy is upgrading the Visitor Center with a hotspot. The installation quote was under \$5,000. The electrician is going to update the lighting and all LED issues, anticipated to be under \$5,000 as well.

iv. Power washing RFP – proposals

Only received one proposal. Decided on no chemicals only hot water. Bradley proposed a motion to approve seven cleanings for \$77,00 only in Area 1. Sidewalks proposed to be cleaned every other week. Approved.

v. Radio Communication Channel- Security Directors.

Dan is in contact with a radio company to provide a secure channel for only security directors along Michigan Avenue. Waiting for a quote from the radio company and will bring the quote to the SSA.

6. SSA Marketing Updates

Review of the SSA P&L with actuals through June, committed expenses through December, and needed impact. This analysis is attached, and here is the summary:

Budget spent through June + Committed through December = \$655.9K

- **Unallocated budget = \$295.4K**

Denise shared the website updates. Bradley motioned to approve \$20,000 of the budget for the website updates. Approved.

- **Needed impact recommendation of \$137.5K to support additional safety & security and marketing efforts.**

Updated district photos with photographer for two days. As well as two drone sessions of Michigan Avenue for marketing and promotional purposes. Bradley motioned to approve \$2,100 for photos, \$10,000 for drone footage and \$5,000 for a spread in Michigan Avenue Magazine. Approved.

- **See the attached one sheet on a recommended 2-page spread ad in the Fall/Winter Michigan Avenue magazine. The ad would promote The Magnificent Mile Visitor Center to tourists.**
- **After needed impact dollars are allocated, \$158.3K of the \$951.3K would remain unallocated. We are researching a Q1 activation and adding Explore**

Boards to the Visitor Center. See attached photo of the Explore Boards at the Residence Inn.

The head of operations from CTM Media met with Denise and Francesca at The Visitors Center, and they are still waiting for a quote.

- **Visitor Center update**
- **4 Activations in July**
- **Kefir sampling and Eatly hat giveaway July 1**
- **NASCAR bag giveaway on July 2**
- **Eatly hat giveaway on July 15**
- **Kefir to schedule a raincheck day later in July**

2024 Budget and Vote to approve The Magnificent Mile Association as the service provider.

Decision to create a sign-up list of property owners and divide and conquer to ensure property owners are aware of the increase in the levy.

Elizabeth motioned to approve the Magnificent Mile Association as service provider for SSA76 for 2024. Approved.

7. Adjourn

Adjourn at 3:45 PM