

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Tuesday, August 15, 2023
2:30 PM

410 N Michigan Avenue, 3rd Floor Conference Room
Chicago, IL 60611

Minutes

1. Call to Order

Call to order at 2:38 PM

2. Roll Call

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

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

Guests: Lori Olson, Nichole Benolken

3. Review and Approval of Meeting Minutes

John motioned to approve the previous meeting minutes. Approved.

4. Public Comment

None

5. Updates

- **Safety & Security -**

- i. **2023 Budget amendment to move power washing funds to section 2.0/signatures from chair for Q1 and Q2 quarterly reports**

Discussed moving the \$77,000 power washing funds to section 2.02 (landscaping). John motioned to move \$77,000 for power washing from section 4.10 (district analytics) to section 2.02. Approved.

Q1 and Q2 quarterly reports have been signed and approved by Bradley.

- ii. **Update on Commissioners' outreach to property owners**

Discussed commissioner's outreach to property owners regarding the AAV. Conversation concluded with commissioners to start new outreach with new numbers, as we seek to increase SSA Levy.

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

iii. Bollard's update

Dan is finalizing the bollards plan with the alderman.

iv. Power washing update

Power washing is moving along great, and the sidewalks look much better.

- **SSA Marketing Updates -**

- i. Review of the P&L with expenses through July to determine what is left to spend in 2023**

Discussed remainder of 2023 budget and plans for 2024. The conversation concluded with the decision to have budget cuts overall to increase SSA Levy.

- ii. Review the recommendation for the Explore Board: \$3,500 set up cost and \$5,000 annual fee. Members would be featured, and the Association staff would set up the locations (this will require several days' work). You can see a live example at the Hyatt Regency, top of the escalator**

Did not get a chance to discuss the recommendation, will discuss at the next meeting.

iii. Q1 Activation Recommendation

Did not get a chance to discuss the recommendation, will discuss at the next meeting.

6. Old Business

7. New Business

- i. National campaign funded by SSA to attract tenants back to the avenue**

Discussed the number of vacancies and what strategy the SSA can use to support retailers.

Commissioners agreed National Campaign for The Magnificent Mile[®] Association to plan is the best approach to attract tenants back to the avenue.

- ii. Funding for safety strategies to assist and support retailers**

Conversation on safety strategies to support retailers included special display windows and funding for off-duty officers on the avenue to support retailers.

- iii. Implement physical changes to the avenue to beautify it. An enduring change**

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

Bollard update to come in the next meeting as Dan finalizes the plan with the Alderman.

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

Dan asked commissioners to review the bylaws prior to the next meeting.

8. Upcoming Meetings

- **Schedule next meeting date**

August 30, 3:30 pm. Located at 737 N Michigan Ave in suite 2030.

9. Adjourn

Motion to adjourn meeting. Meeting adjourned at 3:38