

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday June 7, 2023

2:30 PM

The Wrigley Building
Conference Room, Floor 3
Chicago, IL 60611

Minutes

1. Call to Order

Call to Order at 2:32 pm

2. Roll Call

Commissioners: Elizabeth Kilroy, John Gagliardo, Elliot Adamczyk

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

Guests: Lori Olson

3. Public Comment

None.

4. Review and Approval of Meeting Minutes

Add to May 22 minutes Placer.ai data of employees in district- Approved

May 8, 2023 meetings Approved

5. Updates

- **Security** -Dan O'Shea

- **Pedestrian counters**

Springboard installation team meeting week of June 12 to begin installation process. Site Design bollard proposal to move into next steps- Identifying the busiest pedestrian locations along the mile and starting pilot program
Funds available

- **Chicago and Michigan visitor kiosk**

Powerwashing discussion- RFPs to go out and seek power washing along the avenue and around the visitor kiosk monthly or semimonthly schedule based on proposals. This would be 3-month contract based on the weather.

- **National Night Out, Tuesday, August 1**

Moving forward with Cityfront plaza as the new footprint. Fireworks off the bridge with approval to shut down Michigan avenue for the show.

Police Command Changes

Deputy Chief Jon Hein

018th District Commander Michael Barz

1. Marketing Update – Denise Chudy

- Magnificent Mile 2023 update packet
- Google Business profile listing
- Additional signage around kiosk, maps and wayfinding discussion
- Tablets for kiosk

7. Discussion of budget 2023/2024

- Review of expected 2023 budget costs. Additional columns added on P&L.
- Kiosk signage, drone footage, updated Magnificent Mile footage
- Camera program- zero takers No survey needed Off duty will be hired TBD
- Long lasting changes need to be implemented
- Chair wants to see updated Excel w/ May expenses added
- Funds need to be spent

2024 discussion

- EAV discussion about max cap
- Movement of personnel from consultant to employee reason for increase
- Activations Q1 and Q2 have slowed
- Grant discussion about Enjoy Illinois public way aesthetics for DNC
- Oak street beach underpass improvement
- Sust & Public Places filling vacant spaces
- Economic impact study has not been done since 2019
- Discussion about hiring a project manager with all the projects we have going

Miscellaneous discussion

- Aldermanic meeting needs to be completed for SSA76
- Wayfinding signage discussed
- Support for increase in Levy needed from property owners

8. Adjourn

Adjourn at 3:59pm