

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Thursday, September 28, 2023

3:00 PM

Meeting Held Virtually via Zoom

Minutes

1. Call to Order

Meeting called to order at 3:05 PM

2. Roll Call

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

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

Guests: Lori Olson, Nichole Benolken

3. Review and Approval of Meeting Minutes

Commissioners reviewed previous meeting minutes and provided edits. Bradley made a motion to approve the previous meeting minutes. Elizabeth seconded the motion. Motioned approved.

4. Public Comment

None

5. Updates

- **Safety & Security**

- i. **Radio update**

Dan shared that the radio connection from Water Tower to 625 N Michigan Avenue is very strong. Plans to expand and test the connection between 900 N Michigan.

- ii. **Bollards and CDOT Meeting**

Dan and John had their meeting with the Aldermen and CDOT. Site design will provide new aerial maps and re-submit the maps to CDOT. Once the new maps are submitted the RFP will be completed. CDOT is in favor of the bollards, but they want to do a GOP for each corner.

- **Marketing**

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i. Review of the P&L to share what is left to spend in 2023

Denise reviewed the 2023 P&L. Denise shared where money was saved and provided an explanation of how to spend the money.

ii. 2023 Holiday A/R concept

1. Video case study [here](#)

Denise shared the \$20K investment for holiday A/R. This concept would be the first A/R activation in the Midwest. A/R concept to launch in early November with Dunkin as a partial sponsor. Discussion on what the A/R installation would mean for The Mile. Concept and discussion tabled until next meeting.

iii. Plan for 2024 activation

1. Concept deck [here](#)

6. New Business

- **IDA Conference preparation**

Kimberly informed the commissioners she would be leading two tours on October 4th highlighting M-Vision and experiential retail experiences. Kimberly encouraged all to download the IDA app in preparation for the conference.

7. Upcoming Meetings

- **Confirmed next meeting date**

i. Wednesday, October 11 at 3:00 PM. Zoom.

8. Adjourn

Bradley made a motion to adjourn the meeting at 4:24 PM. Elliot seconded the motion. The motion was approved.