

**Magnificent Mile Association
SSA Commission Meeting
Thursday, July 14, 2022
11:00am (in person)
Meeting Minutes**

Present in person: Bradley Borowiec, Elizabeth Kilroy, John Gagliardo, Elliot Adamczyk

Staff: Kimberly Bares, Ian Tobin, Dan O’Shea, Soyeon Jang

1) Welcome and Roll Call

a) Chair Bradley Borowiec called the meeting to order.

2) Approval of Meeting Minutes

a) Bradley requested a change to 6.a.ii.

b) John Gagliardo requested three changes to add missing notes

i) For safety programs, the Commission requested a blind spot assessment be performed for cameras and license plate readers – for internal use

ii) The commission requested a proposal to extend the ambassador program from the current vendor

iii) The commission requested three bids for armed guards from three vendors.

c) *Elizabeth Kilroy made a motion to approve June 22, 2022 Meeting Minutes, and John seconded the motion. Motion carried.*

3) Public Comment

a) There was no public comment.

4) Discussion of 2023 Workplan

a) Special Events

i) Kimberly Bares explained proposed events for 2023: Meet me on the Mile, Weddings at Wrigley, Undercurrent, an idea for the first corridor illumination festival.

ii) The budget for the corridor illumination festival depends on what we do and the City grant and other sponsors can be needed according to the budget.

b) John asked which section is allocated for license plate readers.

i) Dan O’Shea explained it should be provided by the City or the alderman’s offices.

ii) Dan can do an assessment of where the vulnerability is and where is covered by current programs, to find something our SSA can do beyond the City.

c) Subscription

i) This section is any fees for membership organizations like the International Downtown Association, which provides staffs with information that we can bring best practices.

d) Safety

i) John asked if the SSA can provide something that CPD needs for the district.

- ii) We need more dedicated manpower in the district.
- e) *Elizabeth made a motion to approve 2023 workplan, and John seconded the motion. Motion carried.*

5) Discussion of 2023 Budget

- a) *John made a motion to approve 2023 budget, and Elizabeth seconded the motion. Motion carried.*

6) Discussion on Approving the Sole Service Provider in 2023

- a) *John made a motion to approve the Sole Service Provider in 2023, and Elizabeth seconded the motion. Motion carried.*

7) Discussion on Pedestrian Counter Request for Proposal

- a) John asked if there are any areas we want to designate that are more important than others.
 - i) Oak & Michigan, Chicago & Michigan, Jane Byrne Park, and Grand or Ohio can be designated areas.
 - ii) Lower Michigan or Lower Grand can be another option to count commuters.
- b) *Elizabeth made a motion to approve the Pedestrian Counter Request for Proposal (RFP), and John seconded the motion. Motion carried.*

8) Discussion on Security Camera Rebate Program

- a) The Commission asked if we could have a workshop with OEMC to provide the step-by-step instructions.
- b) The Commission requested staff to clarify if the rebate is for only installation costs or includes material costs.
- c) CPD did an analysis on blind spots and they will provide a map once we create the rebate program so that we can fill those blind spots with the program.
- d) *Elizabeth made a motion to approve the Security Camera Rebate Program as amended, and John seconded the motion. Motion carried.*

9) New Business

- a) Two Pop-up Activation Series with World Business Chicago
 - i) Food experiential attraction that will be held at 875 N Michigan Ave
 - (1) Parts of the museum, restaurants, and retail will bring Chicago-made food products that can be consumed on the sidewalk or purchased and taken to home.
 - (2) Learning components about Chicago food history and the future. Field Museum is tied into it as well.
 - ii) Bringing Consulates on the Avenue: a showcase of their countries
 - (1) We have Argentina, a number of Nordic countries (Norway, Sweden, Denmark), and Mexico for now. The Wrigley Building will host this series.
- b) John suggested a new business about digital marketing to push out what is happening on the Avenue not only by commissioners individually but also by the Association.

Bradley Borowiec asked for a motion to adjourn the meeting and it was made by Elizabeth Kilroy and seconded by John Gagliardo. Motion carried.