

# THE MAGNIFICENT MILE<sup>®</sup> ASSOCIATION

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MICHIGAN AVENUE DISTRICT | CHICAGO

## North Michigan Avenue SSA 76

Wednesday June 7th, 2023

2:30 PM to 3:30 PM

400 N. Michigan Avenue

Chicago, IL 60611

## Agenda

1. **Call to Order**
2. **Roll Call**
3. **Review and Approval of Meeting Minutes**
4. **Public Comment**
5. **Updates**
  - **Safety & Security -**
    - i. **Pedestrian counters**
    - ii. **Site Design proposal for bollards**
    - iii. **Visitor Kiosk- update**
    - iv. **National Night Out, Tuesday, August 1**
  - **SSA Awareness/ Marketing Campaign Updates**
    - i. **The Magnificent Mile 2023 update (using PlacerAI data)**
    - ii. **Marketing Budget Requests**
    - iii. **The Magnificent Mile Visitor Center Foot Traffic**

- iv. **Media coverage**
  - v. **Google profile listing**
  - vi. **Visitor center Advancement – First poster early July, additional signage with member listings, with potential acquisition of other 2 poster locations on Kiosk.**
- 6. **Business Improvement District Statewide Legislation**
  - **SB 2164**
- 7. **Old Business**
  - **SSA Financial and Accounting Guide**
  - **Director of Planning and Advocacy hiring update**
- 8. **New Business**
  - **IDA Walking Tours Update**
- 9. **Adjourn**