

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

Agenda

1. **Call to Order**
2. **Roll Call**
3. **Review and Approval of Meeting Minutes**
4. **Public Comment**
5. **Updates**
 - **Safety & Security -**
 - i. **2023 Budget amendment to move power washing funds to sec 2.0/signatures from chair for Q1 and Q2 quarterly reports**
 - ii. **Update on Commissioners' outreach to property owners**
 - iii. **Power washing update**
 - **SSA Marketing Updates -**
 - i. **Review of the P&L with expenses through July to determine what is left to spend in 2023**
 - 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**
 - iii. **Q1 Activation Recommendation**
6. **Old Business**
7. **New Business**

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- i. National campaign funded by SSA to attract tenants back to the avenue
 - ii. Funding for safety strategies to assist and support retailers
 - iii. Implement physical changes to the avenue to beautify it. An enduring change
 - iv. Bylaw review of Commissioner attendance to address the absence of a commissioner
8. Upcoming Meetings
 - Schedule next meeting date
9. Adjourn