

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

MICHIGAN AVENUE DISTRICT | CHICAGO

## North Michigan Avenue SSA 76

Tuesday, April 4, 2023

11:00 AM

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

## Minutes

### 1. Call to Order

Call to Order at 11:05 AM

### 2. Roll Call

Commissioners: Elizabeth Kilroy, John Gagliardo, Elliot Adamczyk

Staff: Dan O'Shea, Kimberly Bares, Victoria Kurzynski, Denise Chudy, Annika Holliday, Garner Hasler

Guests:

### 3. Public Comment

None.

### 4. Review and Approval of Meeting Minutes

Approved.

### 5. Updates

- **Security**

Dan O'Shea still exploring the events calendar. It is a work in progress. Discussion of possibility hire back program with a uniformed Deputy Sheriff with a marked car instead of private security or in combination with. Working on Michigan Avenue police detail under the Sheriff's office. To update with further details.

No Update on radios, waiting on Administration.

- **Pedestrian counters**  
Dan O'Shea working on another deployment of the Ambassador program. Dan O'Shea waiting on a call from Under Armor and Burberry. Denise is working on a clause regarding liability.
- **Site Design proposal for bollards**  
No update from site design. Dan O'Shea is continuing to reach out.
- **Chicago and Michigan visitor kiosk**  
Moving along nicely. Targeting Memorial Day weekend for grand opening. Coffee and donuts for opening Friday. Dan is working with Denise to present a marketing plan for the grand opening. Possibly partnering with members of The Magnificent Mile Association.
- **National Night Out, Tuesday, August 1**  
Sgt Schenk working on the permitting. Waiting on City of Chicago for approval.

#### 6. **Business Improvement District Statewide Legislation**

- **SB 2164**  
Both mayoral candidates support BID legislation in theory. BID might not get though during the Spring session, but it is looking good for the Fall session. Continuing stakeholder outreach. Kimberly Bares looking into renewing SSA 76.

#### 7. **Old Business**

- **Auditor Decision: Bravos and Associates, Odoni Partners**  
Motion to approve Odoni Partners for auditing services  
Approved.
- **SSA Financial and Accounting Guide**  
Moved to next agenda.
- **Director of Planning and Advocacy hiring update**  
In-process, Kimberly has decided to go back to drawing board.

#### 8. **New Business**

- **SSA Awareness/ Marketing Campaign**  
**Alignment on target audience(s)**  
Primary: property owners  
Secondary: visitors and consumers  
Tertiary: residents (with a local campaign with events)

Property owner communication plan feedback: supportive of the Twitter strategy with The Magnificent Mile account and Dan O'Shea accounts. Positive sentiments towards the well-rounded content approach to revisiting Twitter as a communication channel and favoring this over a residential email campaign.

Denise to present tactics to the commission at next meeting. SSA 76 to become a member in ICSC (International Council of Shopping Centers) to reach property owners.

i. **Discussion of budget**

Review of expected budget costs. Commission supported of logo, press release, national night out, etc. To move forward with a more tactical budget plan.

Approved press release, logo, and Monday costs.

ii. **Discussion of logo**

Denise Chudy to hire a professional designer. Commissioners would like a revision to tagline.

Motion to engage a designer which would not exceed \$1,000 in costs.

iii. **Input on preliminary tactics**

Supportive on Twitter, TikTok

9. **Upcoming Meetings**

- **Scheduling May meeting dates and locations**

April 28, 2023

Realtor Building

11:30 AM to Noon

April 28, 2023 – Annual Meeting

Realtor Building

12:15 PM to 12:45 PM

May 8, 2023

1:30 PM to 2:30 PM

May 22, 2023

2:30 PM to 3:30 PM

10. **Adjourn**

Adjourn at 12:12 PM