

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

MICHIGAN AVENUE DISTRICT | CHICAGO

## North Michigan Avenue SSA 76

Wednesday, March 22, 2023

11:30 AM

The Realtors Building Sky Level

430 North Michigan Avenue

Chicago, IL 60611

## Minutes

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1. **Call to Order**

Call to Order at 11:36 AM

2. **Roll Call**

Commissioners: Bradley Borowiec, John Gagliardo, Elizabeth Kilroy

Staff: Victoria Kurzynski, Denise Chudy, Dan O'Shea, Kimberly Bares

Guests: Duke Miglin, Lori Olson

Joined after roll call: Gina Caruso, Nichole Benolken

3. **Review and Approval of Meeting Minutes**

Approved

4. **Updates**

- **Security**

Ambassadors are seeking bids to track activity on the mile. Dan O'Shea provided quotes for the Ambassador program for 3 days, 5 days, and 10 days. Dan O'Shea to put together a generous calendar of events that may need Ambassador support. This document should include all meeting events and activations. Additional conversation around private security and encrypted radio. OEMC is happy to come out with sessions on the rebate program.

Public Comment:

Gina Caruso & Duke Miglin from Oak Street SSA.

They are here to listen about partnership opportunities between Oak Street SSA and SSA 76. Excited about coordinating efforts.

- **Pedestrian counters**

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Dan O'Shea and Denise Chudy working on ped counter contracts with Springboard and pedestrian counter locations. Denise Chudy walked through pre-read documents. Next step is for contract to be reviewed by legal.

Motion to approve.  
Approved.

- **Site Design proposal for bollards**  
Signed contract is moving forward.
- **Chicago and Michigan newsstand kiosk**  
Putting a ped counter on the newsstand. Refurbishing includes new lighting, deep scrubbing, removing unnecessary rubber, installing customer countertops, and outlets. Projected to be completed by Memorial Day. Keep lights below 3,000 Kelvin. Dan O'Shea to ensure bills are to be received by The Magnificent Mile Association on behalf of SSA 76.

Motion to approve budget of \$4,500.  
Approved.

- **National Night Out, Tuesday, August 1**  
Dan O'Shea held a meeting with District 1, District 18, and other interested parties. Sgt Schenk is working on permits. He is moving forward with brainstorming and specific games and attractions at this event.

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

- **SB 2164**  
Kimberly Bares is working with MAC Strategies. There is a proposed amendment to remove pre-emption. As a matter of principle, parties want to maintain home rule.

## 6. **Old Business**

- **Auditor Decision: Bravos and Associates, Odoni Partners**  
Dan O'Shea collected references. The Magnificent Mile Association recommends Odoni Partners. Based on referrals from other SSA's, Odoni Partners has "clean audits, clear process, good pricing, and great transition."
- **SSA Financial and Accounting Guide**  
Commissioners and the Association to set time to walk through the guide.
- **Director of Planning and Advocacy hiring update**  
Still a work in progress.

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## 7. New Business

- **SSA Awareness/ Marketing Campaign**

Denise Chudy looking for direction on the campaign. SSA 76 is taking more time to review and digest the budget. SSA 76 is requesting a website redesign plan. Topic to be continued at next meeting.

The Association recommends taking a one-page space in *The Faces of Chicago* to communicate the faces of security on Michigan Avenue. Denise Chudy to put together a more thorough write up. The time for the decision of placement is the end of March 2023 in order to reach *The Faces of Chicago* deadline.

SSA 76 logo direction. The Association recommends a logo with the skyline, created by a designer. Commissioner Borowiec agrees the skyline should be included. Commissioner Gagliardo prefers the copy instead of the skyline. Top preferred logos include treatments 3, 4, & 5. Conversation to be continued.

- **International Downtown Association: 2023 Placemaking, Operations, & Security Summit**

The Association and SSA 76 are represented by Dan O'Shea. Using conferences and trainings budget.

## 8. Upcoming Meetings

- **SSA Annual Meeting is set for April 28, 2023**

Realtor Building

- **Additional meeting dates and locations**

April 4, 2023, at 11 AM

Location to be determined.

## 9. Public Comment

Was moved to the beginning of the meeting. See note under "security"

## 10. Adjourn

Adjourn at 12:58 PM