

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, April 10, 2024, 2pm

625 North Michigan Avenue, 5th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Meeting called to order at 2:45 PM

Roll call:

Commissioners: Bradley Borowiec, Jennifer Hesser, Elliot Adamczyk

Staff: Kimberly Bares, Denise Chudy, Francesca Loise, Katrina Balog, Glenn White, Denise Chudy, John Schellenberg

Guests: Stephanie Knight, Nichole Benolken, Joy Coombes

2. Review and Approval of Previous Meeting Minutes

Commissioners reviewed the previous meeting minutes and provided the following amendments.

- Spectrum Pre-approval
- Tulip Activation \$10,000

Jennifer made a motion to approve the minutes as amended. Elliot seconded the motion. Motion approved.

3. Public Comment

None

4. Review of the 2024 Budget

A. Review P & L

- The commissioners review the approved vs. Proposed columns to track amount budget status
- There was discussion of where money should be spent

5. Safety & Security

A. Safety and Security Update

- The security advisor provided the following stats

1/1/2024 – 1/29/2024

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- o 101 Thefts
- o 12 Batteries
- o 3 Robberies
- o 2 Burglaries

3/1/2024 – 4/9/2024

- o 51 Thefts
- o 8 Batteries
- o 3 Robberies
- o 2 Burglaries

6. Review 2023 Audit Report Draft

- Joy Coombes provided an overview of the audit she performed for SSA #76
- Final Due May 1st

7. Public Way Aesthetics

A. Pressure Washing

- Option 1 - Cleaning of Upper Michigan Avenue in advance of high-traffic weekends - \$75,460
- Option 2 – Cleaning of Lower Michigan Avenue including cross streets - \$14,010
- Option 4 (Add on) During the DNC – Sticker and Graffiti removal - \$2,700

Jennifer made a motion for approval for options 1, 2 & 4 and to not exceed \$100,000, Elliot seconded, motion was approved.

B. Bolland & Planter and Wayfinding Approach

- Permits in process
- Wayfinding discussion was tabled for next meeting

8. Marketing

A. Tulips & butterflies

- Denise presented the opportunity to create interactive maps and a work with a professional photographer, totalling \$5,400 for the initiatives

Jennifer made a motion for approval for the \$5,400 initiatives, Elliot seconded, motion was approved.

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B. Update photos of Michigan Avenue

- Current B-roll footage, professional photos, and drone aerial shots of Michigan Avenue - \$8,900

Jennifer made a motion for approval for the \$8,900 to update our photos of Michigan Avenue, Elliot seconded, motion was approved.

9. Adjourn

Jennifer made a motion to adjourn the meeting at 4:14 PM, Elliot seconded the motion. Motion approved.