

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, April 24, 2024, 2:30pm

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Bradley called the meeting to order at 2:32 PM.

Commissioners: Bradley Borowic, Jennifer Hesser, Elizabeth Kilroy, John Gagliano
Staff: Marshun Tolbert, Kimberly Bares, Glenn White, Katrina Balog, Denise Chudy, John Bartuch

2. Review and Approval of Previous Meeting Minutes

Bradley provided written edits to the minutes. Bradley read his updates to the commission which included noting \$377,583 in unallocated funds in the P+L Katrina presented, the commission's request for yearly comparisons in the security report, and notating the approved marketing funds were under category 1.02. Jennifer made a motion to approve the minutes from April 10 with Bradley's edits. Elizabeth seconded the motion. All were in favor; the motion passed.

3. Public Comment

There was no public comment.

4. Safety & Security

a. Safety and Security Advisor Report

The Safety and Security Advisor reported the statistics for North Michigan Avenue

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Thefts - 22

Battery - 8

Robbery - 3

Two females were arrested for stealing \$7,000 worth of items from Victoria's Secret.

The safety and security director is continuing to meet with retail staff security. In addition, he spoke with the 18th District Police Council.(Brad Kessler, Chair). The safety and security director reported that there are 200 unhoused people living on E Chestnut and 182 residents at 162 Ohio. He noticed no new graffiti, however Ralph Lauren was covering their windows with graffiti proof covering. Commissioners asked for more detail on the coating they were applying. Jennifer inquired about the glass at Aritzia as she noticed it was being removed today.

United Security reported on their interactions. They are working on getting the off duty officers more interactive with retail workers. John informed the commission that when he sees graffiti, he puts in removal requests to 311.

5. Public Way Aesthetics

a. Wayfinding Approach

Katrina presented an overview of wayfinding to the commission. The commission directed staff to release two RFPs; one for a short-term wayfinding approach directing visitors to landmarks and a second one for a long-term branding and wayfinding approach.

Kimberly updated the commission on the punchlist. MUSE went out on the Avenue and created an updated list. MMA will meet with relevant city departments and Aldermanic offices to create an implementation plan.

6. Marketing

a. Katrina read the phone poll results to the commission.

Phone Poll:

- Bradley Borowic: yes, April 17 at 1:30 pm
- Jennifer Hesser: yes, April 17 at 1:45 pm
- Elliot Adamczyk: yes, April 17 at 4:38 pm
- John Giglaro: left message on April 17 at 2:33 pm

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- Elizabeth Kilroy: left message on April 17 at 3:34 pm
- b. Jennifer made a motion to ratify the phone poll to fund SSA tourism and marketing grant matching funds for a total of \$99,999.10. Elizabeth seconded the motion. All in favor; the motion passed.
- c. Denise presented the second IL State Tourism Grant: Tourism Attraction Grant awarded to MMA.
 - i. Approved for \$52,500 for Augmented Reality for 5 Historical Sites on The Magnificent Mile pending match by The Association/SSA
 - ii. Total cost is \$105,000
 - iii. We are awaiting a proposal from the vendor for 5 additional sites, per the request from the SSA Commissioners to assess the costs for a total of 10 sites
 - iv. We recommend moving forward with the original five, and look to contract the additional five locations in the fall given the amount of work the development of the experience will takeJohn made a motion to approve the matching forums for the second tourism grant. Elizabeth seconded the motion. All in favor; the motion passed.
- d. Spectrum by Mirari PR report
 - i. 490 mentions, reach of 200 million for a media value of \$1.9 million
 - ii. Broadcast coverage by CBS2, NBC5, Telemundo
- e. The Magnificent Mile Tulip
 - i. Sales: Over 325 boxes sold
 - ii. PR: 370 mentions, reach of 252 million, media value of \$2.35 million
 - 1. Broadcast coverage on NBC5, WGN, ABC, Fox32
 - 2. Strong social coverage by the broadcast networks, also
 - 3. WBBM NewsRadio
 - 4. Chicago Tribune Suburban Papers
- f. Next activation: Flight of Butterflies (see installation and activation list)

7. Old Business

- a. Kimberly updated the commission on the status of the BID legislation status and next steps. Katrina shared that MMA and CLA are having a conversation

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with a retail strategist to discuss a possible joint effort retail study for CLA and the SSA. She will present more details to the commission in future meetings.

8. New Business

- a. IDA Annual Conference in Seattle, WA Tuesday, 9/10 - Friday, 9/13
- b. Two commissioners submitted their resignations. The agenda item will be added to the next SSA meeting.

9. Upcoming Meetings

- a. SSA Commission Meeting: May 8, 2024, at 2:30 pm (625 N Michigan Ave)
- b. SSA Advisory Committee Meeting: Wednesday, May 9 at 1:30 pm (625 N Michigan Ave)
- c. SSA Renewal Public Meetings: May 15 at 4:30 pm and May 22 at 9 am

10. Adjourn

John made a motion to adjourn the meeting at 3:33 pm. Elizabeth seconded it. All in favor. The motion passed.