

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, June 19, 2024, 2:30pm

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Commissioners: John Gagliardo, Jennifer Hesser, Bradley Brorowiec,
MMA Staff: Kimberly Bares, Katrina Balog, Denise Chudy, Glenn White
Public: Cortney Lederer, Gail Spreen, John Bartuch

2. Public Comment

Gail noted is excited about what's going on with the Avenue.

3. Review and Approval of Previous Meeting Minutes

Bradley had two edits. Motion to approve the minutes with two edits. Jennifer motioned to approve, John seconded. All in favor; the motion passed.

4. Appointment of new Treasurer

Jennifer feels comfortable taking on the new role. Bradley requested Katrina provide more context when invoice approvals are submitted. John made a motion to appoint Jennifer as the next treasurer. Jennifer seconded. All in favor; the motion passed.

5. Review Financials

The commission reviewed the financials and the potential spend down options.

6. Safety & Security

a. Safety and Security Advisor Report

There were 3 incidents on the Mile recently. Broken windows and someone ripping out flowers. United Security coordinated with Cook County on the two homeless people who have been having difficulties on Michigan Ave. CPD has

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pushed back on United Security signing police reports on behalf of the owners. John reported they are working through it with CPD.

Stats:

74 premise checks; 96 business checks.

8 community interactions.

9 field engagement - guards and off duties had.

Katrina mentioned the conversation she had with John Harder from Acadia about shoplifting at Alo yoga. John Bartuch will connect with their security.

Jennifer shared that they now have security at their building on Ohio St.

CPD said we would have more new recruits on Michigan Avenue.

Glenn will draft a letter with our priorities and share with CPD. Bradley shared the issues he's having in front of his building. Denise suggested we set up a coffee with the commander at Bradley's building ASAP. Kimberly had a conversation with Robert Kearney from the 42nd Ward. They are doing the following: stationing 3 ambassadors in that area (11a-7p), asking for police to be dispatched to the area and cite people, evaluating large installations in the space.

7. Review and Approve 2025 SSA Budget

Katrina presented the 2025 project to the commission and went through each category. The commission discussed the merits of keeping SSA management under contract and hiring a full-time person to manage the SSA. Jennifer Hesser made a motion to approve the 2025 budget and work plan as amended for the SSA management position to be a full-time staff member of the MMA. John Gagliardo seconded it. The motion passed.

8. Public Way Aesthetics

These items will be discussed at another meeting on June 27.

- a. Planter + Bollard install update
- b. Wayfinding RFP

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- c. Portal fact finding report
- d. Vinyls in vacant spaces
- e. Two additional butterfly sculptures/LeMonde Studio

9. Business Development

- a. Vote: Retail study with MJB

10. Marketing

- a. Update on Jane Byrne Park activation
- b. Update on Flight of Butterflies
- c. Michigan Avenue activations during DNC
- d. Update on augmented reality project for 5 historical sites
- e. Update on media campaign co-funded by the Illinois Tourism grant

11. Old Business

- a. BID legislation status and support letter outreach
- b. IDA Annual Conference in Seattle Tuesday, 9/10 - Friday, 9/13
- c. Report out on punch list meeting with CDOT

12. New Business

13. Upcoming Meetings

- a. SSA Commission Meeting: June 19, 2024, at 2:30 pm (625 N Michigan Ave)
- b. Meeting cancellations:
 - c. July 3
 - d. August 14

14. Adjourn

Jennifer made motion to adjourn the meeting at 4:12 pm. All in favor; the motion passed.

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