

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

MICHIGAN AVENUE DISTRICT | CHICAGO

## North Michigan Avenue SSA 76

Thursday, June 27, 2024, 12:00 pm

625 North Michigan Avenue, 6<sup>th</sup> Floor Conference Room

### Minutes

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1. Call to Order and Roll Call

The meeting was called to order 12:02 pm

Bradley Borowiec, Jennifer Hesser, Denise Chudy, Stephanie Knight, Kimberly Bares

2. Public Comment

None

3. Review and Approval of Previous Meeting Minutes

Jen moved to approve the June 19 meeting minutes with the addition of the call to order at 2:33 pm. Bradley seconded, all in favor. The motion passed.

4. Public Way Aesthetics

- a. Portal fact finding report
- b. Vinyls in vacant spaces
- c. Plaza of the Americas
- d. Jane Byrne Park sidewalk art
- e. Street pole painting

5. Business Development

- a. Retail study with MJB

6. Marketing

- a. Update on Flight of Butterflies
- b. Michigan Avenue activations during DNC
- c. Update on augmented reality project for 5 historical sites

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d. Update on media campaign co-funded by the Illinois Tourism grant

## 7. Funding Priorities

e. Discussion and Vote

Jen made a motion to approve proposed activation. Bradley seconded it. All in favor. The motion passed.

## 7. Old Business

## 8. New Business

## 9. Upcoming Meetings

a. SSA Commission Meeting: July 17, 2024, at 2:30 pm (625 N Michigan Ave)

b. Meeting cancellations:

c. July 3

d. August 14

## 10. Adjourn

Jen made a motion to adjourn 12:51 pm. Bradley seconded the motion. All were in favor. The motion passed.