

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, March 13, 2024, 2:30pm

625 North Michigan Avenue, 6th Floor Conference Room

Meeting Minutes

1. Call to Order and Roll Call

Meeting called to order at 2:30 pm

Roll Call:

Commissioners: Bradley Borowiec, Elizabeth Kilroy, Elliot Adamczyk, John Gagliardo

Staff: Kimberly Bares, Denise Chudy, Katrina Balog, Francesca Loise

Guests: Jennifer Hesser, Gail Spreen, Stephanie Knight, Peter Gomez, Julio Berthet, John Bartuch, Nichole Benolken

2. Review and Approval of Previous Meeting Minutes

Commissioners reviewed the previous meeting minutes. Elliot made a motion to approve the minutes. John seconded the motion. Motion carried.

3. Public Comment

Gail Spreen shared that many Streeterville residents have been inquiring about safety, Gail also expressed her interest in hearing the status of the safety bollards.

4. Review of 2023 Budget

No updates, item to be taken off future agendas.

5. Review 2024 Budget

A high-level review of the 2024 budget was presented before going into each line item.

- **Show budget revision as of March 6**

Revisions included an increase in budget for the SSA Program Manager and the SSA Reconstitution consultant.

- **Review P+L**

Explanation of the difference in carryover because of the payment timing with QDSI

- **Review of professional development line items in 2024 budget**

Detailed overview of P&L thus far and costs for the conferences Association staff members plan line items.

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

Thus far the P&L has reflected that \$89,000 has been collected and \$5,400 has been spent.

Registration and booth cost for the Global Travel Conference in LA

Registration for two staff members and any commissioners who wish to join IDA in Seattle.

Conference costs come to \$5,400

Elliot made a motion to approve the \$5,400 in conference costs for IPW and IDA. John seconded the motion. Motion carried.

6. Safety & Security

- **Overnight patrol cars through the end of March**
- **Key dates for security**
 - **St Pats (3/16 - 3/17)**

After consideration, the decision to not have foot patrol on March 16th was made before the meeting.

- **Memorial Day Weekend (5/25-5/27)**
- **Art Festival (6/22 - 6/23)**
- **Fourth of July**
- **NASCAR (7/6 - 7/7)**
- **Lollapalooza (8/1 - 8/4)**
- **DNC (8/19 - 8/22)**
- **Chicago Marathon (10/13)**
- **Lights Festival (11/23)**
- **Security/monitoring of Flight of Butterflies (to be installed on Michigan Ave in Early May)**

Commissioners and Association agreed that the security/monitoring of the Butterflies is between the property owner and the Nature Museum.

- **Safety and security vendor side by side comparison**

Review of vendor cost comparison.

Update from United Security (current contracted company): John Bartuch provided an update of the most recent incidents on The Avenue and the role United Security played in managing the incidents. John also shared changes in legislation internally for United Security that will benefit The Avenue.

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

o **Select contractor**

Elizabeth made a motion to select United Security as the security vendor for the remainder of 2024. John seconded the motion. Motion carried.

7. Marketing

● **Review of 2024 marketing budget**

Overview of marketing budget and reminder regarding outstanding Grant Applications. Discussion of signage for Spectrum Installation that informs consumers the installation was brought to The Avenue by SSA76. Denise to continue looking into signage options.

8. Old Business

● **Bollards and planters**

John provided the most recent update of the bollards and provided a visual of what the bollards and planters will look like once installed.

9. New Business

● **Renewal of power washing contract based on vendor's performance**

The Commission agreed they will come up with a plan for essential weekends power washing may be needed and align with the vendor to see if this request is feasible.

10. Upcoming Meetings

● **March 27, 2024, at 2:30pm. 625 N Michigan Ave**

11. Adjourn

Elizabeth made a motion to adjourn the meeting at 4:02pm. John seconded the motion. Motion carried.