

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, May 22, 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 2:34 pm

In attendance:

Bradley Borowiec, John Gagliardo, Glenn White, John Bartuch. Stephanie Knight, Jennifer Hesser, Denise Chudy, Katrina Balog

2. Public Comment

None.

3. Review and Approval of Previous Meeting Minutes

John Gagliardo made a motion to approve the minutes; Jennifer Hesser seconded. All were in favor; the motion passed.

4. Appointment of a new Treasurer

Jennifer Hesser requested a meeting with Elizabeth Kilroy and Bradley Borowiec to learn more about the responsibilities; she is interested. The commission will vote on the new treasurer at the next meeting.

5. Safety & Security

a. Safety and Security Advisor Report

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United Security provided a report on their activity for the week. There were two incidents. One at Zara, the United Security team completed a police report. The second incident at Men's Warehouse, the door was unlocked.

United Security Report ending in May 18, 2024:

Premise Checks: 61

Business Checks: 99

Community Interactions: 7

Field Engagement: 7

Glenn White updated the commission on goings on around the district including fireworks, parade, protestors, Suenos Festival and a knife fight. Glenn updated the commission on the permits requirements for being a street performer. There is a street performer that has amplified sound on the Avenue who has been sited two times. He has a court date on June 5; Glenn will attend. The Ambassador Kiosk was repaired after an attempted breakin. The Ambassador program is slated to start on June 1. Ambassador recruiting process update: 16 viable candidates from the first recruitment effort. 15 Ambassadors on the Mag Mile. 16 by the casino. Denise asked about communicating special event information to the Ambassadors; John Bartuch indicated information could be sent to him and he would distribute.

John Gagliardo mentioned to the issue with lots of young people getting dropped off at AMC on Illinois and hanging around.

Bradley Borowiec requested we share the contact information for Marcus from the Cook County Treatment Response Team.

6. Public Way Aesthetics

- a. Planter + Bollard install update. Katrina Balog updated the commission that the planters and bollards have been ordered and the installation contract has been signed by Olympik Signed
- b. Wayfinding RFP. Katrina Balog updated the commission on the progress on the wayfinding RFP. Jennifer Hesser made a motion to approve the wayfinding

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budget of \$100,000. John Gagliardo seconded. All were in favor; the motion passed.

- c. Katrina brought the idea of using vacant storefronts to install welcome with a map and broker information. Jennifer Hesser made a motion to approve \$500 for create design ideas. John Gagliardo seconded. All in favor; the motion passed.
- d. Trip to NYC to meet with Portal CEO and Times Square Alliance. We will talk more about this at the next meeting.
- e. Regular mural graffiti removal. The commission agreed that we should clean them as graffiti shows up.

7. Marketing

- a. Update on Jane Byrne Park activation. Cortney is aggregating pros and cons of paint v.s vinyl. Then they will go to the Water Department on the materials used.
- b. Update on Flight of the Butterflies. Lots of coverage. MMA is pleased about the activation and response.
- c. Update on augmented reality project for 5 historical sites. Kicks off this week. Denise will have the final project plan by June 3. We're looking at an early August roll out.
- d. Update on media campaign co-funded by the Illinois Tourism grant. Will launch in mid-June.
- e. Update on new website launch. Close, looking at a July event to share with members.
- f. Purchase of Sound System Equipment. The commission agreed that we need better sound equipment for our events given the amount of press, VIPs, and electeds that attend the SSA events.

8. 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

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9. New Business

- a. Meeting scheduled with CDOT re: punch list coordination
- b. For the next meeting, Denise requested a security plan and messaging.

10. Upcoming Meetings

- a. SSA Commission Meeting: June 19, 2024, at 2:30 pm (625 N Michigan Ave)
- b. Meeting cancellations:
 - c. June 5
 - d. July 3
 - e. August 14

11. Adjourn

Jennifer Hesser made a motion to adjourn at 3:37 pm. John Gagliardo seconded. All in favor; motion passed.