

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Tuesday, April 28, 2023
11:30 AM to Noon

The Realtor Building
Sky Level
Chicago, IL 60611

Minutes

1. **Call to Order**

Call to Order at 11:38

2. **Roll Call**

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

Staff: Dan O'Shea, Kimberly Bares, Victoria Kurzynski, Denise Chudy, Annika Holiday

Guests: Lori Olson

Nichole Benolken joined the meeting around Noon

3. **Public Comment**

None.

4. **Review and Approval of Meeting Minutes**

Approved

5. **Updates**

- **Odoni Partners**
They've been reached out to. Waiting on a letter of engagement.
- **Security**
Cook County Sheriff is starting over time initiative. Details to come. This

deployment is specific to the avenue. Plans are for 7-days a week.

- **Pedestrian counters**
The Magnificent Mile Association signed the contract.
- **Site Design proposal for bollards**
Waiting on site design. On hold
- **Chicago and Michigan visitor kiosk**
On track for Memorial Day Opening. Tentative for May 25th depending on construction.
- **National Night Out, Tuesday, August 1**
Waiting for the approval for a permit.

6. **Business Improvement District Statewide Legislation**

- **SB 2164**
At the Senate Revenue Committee Subject Matter Hearing, Kimberly Bares testified in favor of SB 2164. Pressing the Chicago Land Chamber for support. Continuing to work with MAC Strategies on lobbying efforts. The main apprehension is unknown. Opposition argues confusion with SSA versus BID, nothing substantial against the BID proposition.

7. **Old Business**

- ~~**SSA Financial and Accounting Guide**~~
Moved to May 8th Meeting
- **Director of Planning and Advocacy hiring update**
Considering a change in title to encourage a larger application pool.

8. **New Business**

- **SSA Awareness/ Marketing Campaign**
 - i. **Logo Concept Review**
Placer AI: Motion to approve Placer AI at \$16,000 and for The Magnificent Mile Association to move forward with confirmation
Approved.

Logo: Commissioner Borowiec selected 7 as a favorite, Commissioner Gagliardo requests font change because it looks too spaceship-like, decided on removing the tagline
 - ii. **Budget Review**
Motion to approve \$15,000 as a starting allotment for the visitor kiosks 2023 marketing needs
Approved.

Motion to approve \$500 boosted posts on social media each month (\$6,000 for the year) so long as The Magnificent Mile Association reports each month with the posts data and analytics
Approved.

Motion to approve \$5,580 for social media costs, plus \$54,720 in FTE expenses
Approved.

9. **Set Locations for Upcoming Meetings**

May 8, 2023

Wrigley Building

1:30 PM to 2:30 PM

May 22, 2023

737 N Michigan Ave

2:30 PM to 3:30 PM

10. **Adjourn**

Adjourn at 12:30