

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, August 30, 2023
3:30 PM

737 North Michigan, Suite 2030
Chicago, IL 60611

Minutes

1. Call to Order

Meeting call to order at 3:34 PM

2. Roll Call

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

Staff: Francesca Loise, Dan O'Shea, Denise Chudy, Kimberly Bares

Guests: Lori Olson

3. Review and Approval of Meeting Minutes

Bradley made a motion to approve the previous meeting minutes. The motion was seconded and approved.

4. Public Comment

None

5. Updates

- **Safety & Security**

- i. **Bollard Update**

Dan reported Aldermen Reilly and Hopkins have approved the concept; the supplier for the physical bollards has been identified. An RFP for installation would need to be created. Discussed permit application process.

- ii. **Radio Channel Update**

Dan shared that the representative from the radio company will be on site on 8/31 to evaluate The Avenue for radios.

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- **Marketing**

- i. **ExploreBoards**

- 1. **Updated investment recommendation of \$18,400**

- a. **Includes 150 listings plus, one-time fee and annual license**

- b. **Listings over 150 would be funded by the retailer**

Denise provided the updated ExploreBoards investment and proposal for retail businesses.

Conversation of ExploreBoards placement on The Avenue.

- ii. **Q1 Activation Discussion and Initial Feedback**

- 1. **Augmented Reality installation featuring five architectural highlights on The Mile**

- 2. **Two-to-three-month Q1 activation \$66-\$70K**

- 3. **Initial concept deck attached**

Denise presented the initial concept deck from Darabase. Conversation on using AR for Q1 activation

- 6. **Old Business**

- i. **Funding for safety strategies to assist and support retailers**

Dan shared the funding and planning for safety strategies is still in the works.

- 7. **New Business**

- i. **Revised SSA 2024 Workplan and Budget Review**

Review and explanation of revised SSA 2024 workplan and budget review. Will continue to review and discuss at the next meeting.

- ii. **Bylaw review of Commissioner attendance to address the absence of a commissioner**

Review bylaws regarding commissioner attendance. Bradley made a motion to recognize the bylaws of commissioner attendance. The motion was seconded and approved. Commissioner Adrienne O'Brien will be automatically removed from the Commission for lack of attendance.

- 8. **Upcoming Meetings**

- **Next meeting date**

The next meeting will be held on September 13, 2023, at 2:30PM @ Wrigley Building.

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9. **Adjourn**

Meeting adjourned at 4:56 PM.