

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Thursday, June 27, 2024, 12:00 pm

625 North Michigan Avenue, 5th Floor Conference Room

Agenda

1. Call to Order and Roll Call
2. Public Comment
3. Review and Approval of Previous Meeting Minutes
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. Vote: 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
 - d. Update on media campaign co-funded by the Illinois Tourism grant
7. Old Business

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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