

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Monday, November 25, 2024, 12 pm

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Bradley called the meeting to order at 12:03 PM

Attendees:

John Gagliardo, Bradley Borowiec, Katrina Balog, Kimberly Bares, Denise Chudy, Lori Olson, Julie Cameron, Laura Bossart, Nichole Benolken, Glenn White

2. Review and Approval of Previous Meeting Minutes

Stephanie made a motion to approve the meeting minutes. John seconded. All were in favor, the motion passed.

3. Review October Financials

a. Review updated 2025 Budget

Katrina walked the commission through updates to the 2025 budget. Budget allocation shifted slightly between categories, however the total levy (\$1,059,119) remains the same.

4. Safety and Security Report

Glenn White reported numbers from CPD: there 28 incidents over the last 2 weeks. Our crime rates are trending downward. There were 12 thefts in the past period. Given that low number, we can expect it to tick up especially on Black Friday.

Glenn alerted the commission that we may have some protests on Black Friday. CPD is extending their work hours to 3 AM on Black Friday. Artizia was hoping to open on 11/22, however, they did not. They hope to open before Black Friday. There are 62 new CPD

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recruits that started last week. They are walking in 2s and 3s from the River and Oak Street from 12 - 8:30 PM.

5. Marketing
 - a. VR update

Denise updated the commission on the VR program.

- b. 2025 Marketing Opportunities

Denise presented a variety of marketing opportunities in 2025 - both activations and online/print opportunities. The commission reviewed and discussed the presentation. Stephanie made a motion to move forward with the proposed 2025 Public Way Aesthetic budget as presented not to exceed \$125,000. All were in favor. The motion passed. Stephanie made a motion to approve the marketing budget for \$151,887. Bradley seconded. All were in favor, the motion passed.

6. Old Business

None.

7. New Business

Katrina made a plug to connect her with people who may be willing to serve on the SSA Commission.

8. Public Comment

The Lights Festival event on Saturday was amazing.

9. Upcoming Meetings

- a. SSA Annual Meeting: Wednesday, December 4 at 2:30 PM
 - b. SSA Commission Meeting: Wednesday, December 18 at 2:30 PM

10. Adjourn

Stephanie made a motion to adjourn the meeting at 1:06 PM. John seconded, the motion passed.