

# THE MAGNIFICENT MILE<sup>®</sup> ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

## North Michigan Avenue SSA 76

Wednesday, November 6, 2024, 2:30 pm

625 North Michigan Avenue, 6<sup>th</sup> Floor Conference Room

## Minutes

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### 1. Call to Order and Roll Call

The meeting was called to order at 2:33 PM

Attendees: Katrina Balog, Denise Chudy, Glenn White, Stephanie Knight, Bradley Borowiec, Kimberly Bares, John Gagliardo, Julie Cameron

### 2. Review and Approval of Previous Meeting Minutes

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

### 3. Safety and Security Report

- Crime is on the decline. Thefts have gone down week over week.
- There were no incidents to report from United Security.
- CPD numbers: decline in murders as well as other crimes. 2024 vs. 2023. less crime in many categories across the entire 18th District.
- Glenn is seeing new officers on beat patrol in groups of two instead of groups of 8 or 9.
- August 14th incident follow up: a person was attacked. The offender has a long criminal history. Glenn has shared his photo with the Ambassadors with instructions to call if they see him.
- On November 5, two individuals were killed by a former employee at Navy Pier.
- Glenn is hosting a safety security meeting for TMMA members and SSA Commissioners on November 14 at Northwestern Hospital. 18th District Commander, Cook County Sheriff, Glenn White and Brad Kessler, 18th District police district council, will be there to talk about strategies for the holiday season as well as accomplishments from this past year.

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## 4. Appoint a new Treasurer

John motioned to appoint Stephanie Knight as the treasurer. Bradley seconded. The motion passed.

## 5. Public Way Aesthetics

- a. Pausing Wayfinding Project. Katrina updated the commission on the decision to cancel the project for the time being.

## 6. Marketing

October media campaign report: Meta campaign \$7,000 in October spent using a 60 second sizzle reel targeting people with a 50 minute drive time. It performed really well. We will continue to do social ads as we had a 3.7% click through rate. Denise will recommend some social media in 2025 for the commission to consider.

After Lights Fest, we will pick up social and spend the remaining marketing budget. She will provide a campaign performance report in January 2025.

Architecture update: second grant that the SSA matched. We're going to launch at the end of lights festival. We will start by the river, do a media event there. All five locations are going to be launched by the end of the year.

2025:

Denise is pulling together ideas for public art in the gardens. We've received interest from property owners who want to participate in garden art campaign.

Total budget of \$109,000 for customer attraction in 2025. Of all things we did in 2025, the bikes and instruments performed well, Meta performed well, as did the tulips.

Three ideas for 2025 from LeMonde: Iceberg trail, instruments and bikes again.

The Commissioners would like to look into a January activation with LeMonde. Staff will come back to the next meeting with more details.

## 7. Old Business

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## 8. New Business

Julie mentioned that the Cook County Sheriff is doing a town hall at the Water Tower on shoplifting. Julie can send the invite to the SSA Commissioners.

## 9. Public Comment

None.

## 10. Upcoming Meetings

- a. SSA Advisory Committee Meeting: Wednesday, November 13 at 1 PM
- b. SSA Commission Meeting: Wednesday, November 20 at 2:30 PM
- c. SSA Annual Meeting: Wednesday, December 4 at 2:30 PM
- d. SSA Commission Meeting: Wednesday, December 18 at 2:30 PM

## 11. Adjourn

John motioned to adjourn at 3:00 p.m. Stephanie seconded; all were in favor. The motion passed.