

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, October 23, 2024, 2:30 pm

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Bradley called the meeting to order at 2:33 P.M.

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

2. Review and Approval of Previous Meeting Minutes

Notes from Bradley: add more detail to the minutes. Katrina will amend the minutes per Bradley's notes. Katrina will send Denise PDF of meeting minutes to post on the website.

Jennifer made a motion to approve the minutes with Bradley's edits. Stephanie seconded. All were in favor; the motion passed.

3. Safety and Security Report

Glenn provided the safety and security report. We have a new group of Chicago Police recruits. They are walking in groups of two and threes, not eights and nines, providing more even police presence along the Avenue. We will have about 90 new recruits from Black Friday on into the new year.

- Canada Goose experienced a smash and grab.
- The new location of H+M opens tomorrow.
- Walgreens is replacing a window.
- Glenn is setting up a safety and security meeting for retailers before the holiday season.
- Cook County Sheriff is going to provide a training to merchants.
- A woman was punched at Michigan and Chestnut. Police have circulated images of the perpetrator.

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Police Stats:

Battery: 2

Burglary: 2

Criminal Sexual Assault: 1

Criminal Trespass: 1

Deceptive Practice: 1

United Security Stats:

Premise Checks: 40

Business Checks: 62

Community Interactions: 5

Field Engagement: 6

4. Public Way Aesthetics

- a. Bollards. Pausing on second round due the moratorium on permits from November - January. We will look to install the second round of bollards next year (2025).
- b. Wayfinding presentation today at 3:30 PM. Katrina updated the commission on that project and let them know they are all invited to attend if they are able.

5. Marketing

Current media campaign - flight #2. Paid social, paid search, paid audio ads.

Launching hidden architecture before the end of the year (after Lights Fest) - Tribune, DuSable, Wrigley.

Next meeting, Denise will present some marketing opportunities to the commission for consideration in 2025.

6. Old Business

7. New Business

- Katrina shared with the commission that commissioners will need to reapply
- John communicated that he will be leaving by the end of the year.
- Jennifer is leaving 360 Chicago effective November 1, 2024. She will need to resign her position as she will no longer represent a building in the SSA. Bradley noted the

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great loss of talent.

8. Public Comment

South Loop Farmers Market is going to a farmers market 50 + vendors. Indoors on the 4th Floor. It will open the second Sunday in January (January 12th).

9. 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

10. Adjourn

Stephanie made a motion to adjourn at 3:06 PM. John seconded. The motion passed.