

The Downtowner



A Newsletter published for and by the **Downtown West Allis Business Improvement District**, managed by DWA Inc.
7231 W. Greenfield Ave., Suite 201, West Allis, Wisconsin 53214
P: (414) 774-2676 F: (414) 774-7728 www.downtownwestallis.com

April—June 2005

2005 BID / Inc. Board of Directors

Jackie Ellington
B.I.D. President
D.C. Ellington
453-0770

Greg Gorak
INC. President
Quest Corp.
475-1400

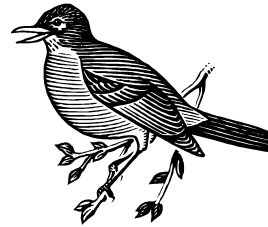
Doug Persich, DDS
Vice President
West Allis Dental Care
258-2500

Timothy Klare
Treasurer
M&I Bank
476-0900

Barb Zadrozny
Secretary
Queen's Closet
771-0033

Patrick Schloss
Ex-Officio
City of West Allis
302-8468

INC. President's Report – *Gregory S. Gorak*



Hello and Happy Spring to all.

I want to offer my many thanks to all of the Board Members and other volunteers who make our organization work. We, in a cooperative effort, are improving and maintaining our Downtown. When we do come visiting our merchants, please take a moment out to voice your needs, concerns and suggestions. This feedback is how change begins.

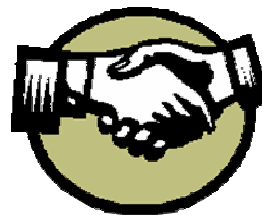
This year, we will be making a more concerted effort to make our planters pretty. Planting will begin soon. Please try to help us keep these beds watered and weeded. Show your pride! Quest Printing will award a \$200 gift certificate good toward printing, to the business with the best maintained flower bed at the end of the summer. It could be yours.

As a side note, this is the time of year for street repairs. The BID will try to keep all merchants apprised of any upcoming repairs in our Downtown.

Please call me at 475-1400 for anything you need.

Peace and prosperity.

Greg Gorak



Board of Directors Continued...

Don Falk
B & K Bar Supplies
259-9161

Alex Geiger
Model Empire
453-4610

Sandy Grady
Staff One, Ltd.
302-9170

Gloria Hawkins
Hawkins Clock Center
258-1144

Jim Mejchar
West Allis/West Milwaukee
Chamber of Commerce
302-9901

Mike Matel
Freese's Candy Shoppe
453-5353

Walter Zehm
Citizen
541-3922

Mission:

**"Build a Positive Image that Encourages
Customer Growth and Community Involvement"**

Executive Directors Report – *Brian J. Preiss*

Hello! Seems like just yesterday when I last reported to you.

Spring, according to the calendar, has arrived. Spring weather will be arriving soon. At least it has around this time every other year. Time to give Greenfield Avenue some greenery. See Design Committee column for details.

Excuse me for interrupting your thoughts of spring.

Snow: we had our share this winter. Fortunately we had it covered (no pun intended). Joe, a tall thin guy normally sporting a bandana, has been responsible for the timely shoveling of our downtown's street corners and a share of the businesses sidewalks. We recommend his services. If you need help with odd jobs, call me and I'll put you in contact with him.

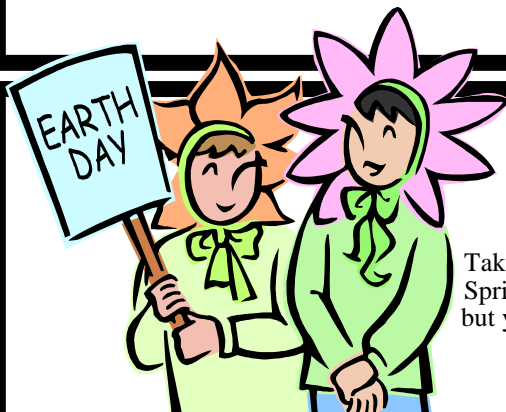
Clean Streets: With all the new facades and signs embellishing the visual aesthetics in our downtown, we turn to the cleanliness of our streets and alleys. Maintaining clean streets and alleys gives our downtown a perception of a community that cares about its appearance. Recently we have found a very reliable source of labor. Our streets will look as though someone has been paying attention to them. Regular street and alley cleaning relates to an attractive venue for our customers to conduct business with our merchants. If our cleaners miss a spot, please act proactively.

Fund Raising: Last time we addressed our Corporate status, 501(c)3 designation and how our BID is financed.

We are presently exploring and/or expanding our fundraising options:

1. **Promotions:** See "Pami's Ponderings" & Promotions Committee Report for more information.
2. **Building Purchase:** As a measure to assure continued redevelopment in our downtown and possibility of revenue generation, we have considered purchasing a distressed building in our downtown through our corporation. Topics of consideration include buying, rehab and selling for a profit or buying, rehabbing and leasing, initiating an ongoing income stream. We are seeking input from you.
3. **Expansion of our BID Boundaries:** A group of BID Board members have been studying this issue. We are seeking input from you.
4. **Membership:** The continued development and ultimately the stabilization of our downtown will require the financial help of those who consider our downtown an important component in the success of West Allis. Presently we are proceeding with the formation of a pledge campaign. You will be updated as to our progress. We are seeking input from you.

Until next time, *Brian*



EARTH DAY

35th Anniversary of Earth Day will be celebrated on April 22, 2005.

Take pride in your property and celebrate Earth Day by making a clean sweep for a good Spring cleaning. Not only will this enhance the appearance of your business inside and out, but you will feel cleansed as well!

Let's work together to keep our Downtown Greenfield Avenue **GREEN!**

COMMITTEES UPDATE

Economic Development Committee

**Tim Klare, (Chair); Alex Geiger; Mike Matel;
Jim Mejchar; Roberto Monteagudo, DDS;
Douglas Persich, DDS; Sherry Saiki; Patrick Schloss (Ex Officio)**

Our previous update included discussion regarding how our Committee and staff conduct business.

Resulting from our recent recruiting successes, our leaseable storefront vacancies are limited to the following:

1. **7040 W. Greenfield Ave.** Two storefront spaces of approximately 800 square ft. each. The building owner has made available the option of combining both spaces.
2. **7239 W. Greenfield Ave.** The owners are in the process of considering tenant options. As of our last conversation the three present first floor tenant businesses will be given the first opportunity to retain their occupancy. The upper levels are tentatively scheduled for residences.
3. **7223 W. Greenfield Ave.** Approximately 1,300 square ft. of first floor space available.
4. **7149 W. Greenfield Ave.** Former R&L Hair Design. Approximately 1,700 square ft. of first floor with a full basement.
5. **7105 W. Greenfield Ave.** The former Fair Grounds Espresso. Approximately 3,600 square ft. of first floor space available.

Please contact our office with questions. 774-2676

RELOCATION ASSISTANCE GRANTS
Paid so far this year



1. *Diane's Designs* 7344 W. Greenfield Ave.
2. *Byte Harmony* 1470 S. 72nd St.

Our Economic Development Committee always welcomes new members. Why don't YOU join us? Please become a part of the action, share your ideas and expertise! Our meetings are the third Tuesday of the month at 8:00am at the BID office, 7231 W. Greenfield Avenue.

Design Committee

**Alex Geiger, (Chair); Jackie Ellington;
Jim Hoerig; Steve Schaer (Ex Officio); Walter Zehm**

"April showers bring May flowers." As you have noticed, the planters installed during the 2003 Streetscape Project have not contained an ideal environment for the "May flowers" to grow. Due to tree root structure and delicate soil conditions inherent in each planter, the City Forestry Department requested they perform all planting the first year and second year. *Thank you to the City of West Allis!*



Last year we initiated an "adopt a planter" program after the city's planting. Limited success has led us to reconsider our planting options.

The third year is upon us. It is now our turn. Our Design Committee has been addressing this situation. They have consulted with experts regarding which plant species will give us our desired "look," and meet the prescribed maintenance requirements. Complicating the decision making process are the extreme opposites present between the North (Sunny) & the South (Shady) sides of the street. The design of the street level planters did not include a lip. Therefore, protection from erosion, salt and foot traffic are at a minimum.

Developing a consistent, visually pleasing, maintainable and budgetable plan is our goal. At this point, it looks as if a combination of Hostas, Daylilies, Snow on the Mountain and hearty grasses will give us what we want. Please contact us with any of your ideas.

Volunteers to assist in planting on a weekend in early May are appreciated. Let's work together to establish & maintain a "Green" downtown environment on Greenfield Avenue.

Contact us when you are ready to help. 774-2676

SIGNAGE GRANTS Paid so far IN 2005:

For Mom & Me's new sign

- * 7334 W. Greenfield Ave.: Removal of old Alberti's Sign.
- * *Doyle's Milwaukee Inn*: Installation of flat sign incorporating polished bronze letters reading "Doyle's Milwaukee Inn," a plaque with bronze letters "Fine Cuisine" & custom shield shaped, hanging, double sided, 3 1/2' X 3 1/2'. All illuminated with exterior bronze "bell" shaped lighting fixtures.

Are you interested in how our Downtown looks? Then join us at our next Design Committee meeting! The Design Committee meets the 2nd Wednesday every month at 8:00am at the BID office, 7231 W. Greenfield Avenue.

COMMITTEES UPDATE

Promotions Committee

**Jim Mejchar, Chair; Diane Brandt; Tom Doyle;
Jackie Ellington; Don Falk, Gloria Hawkins; Brent Holmes;
Jim Melotte; Eric Smith; Joe Tairi**

The Promotions Committee has been diligently working together to arrange and deliver the most planned promotions our Downtown West Allis has seen in many years. With the three sidewalk sale events, the 15th Annual Classic Car Show, the 2nd Annual Halloween event, window decorating and Annual Holiday Stroll, we'll be bringing thousands of people to visit you on Greenfield Avenue and adjacent side streets...and, ideally, add some green in your cash registers! Since our main goal is to promote our Downtown and benefit **YOU**, our BID members, we invite you to participate in each event to the fullest of your ability.

Mark Your Calendars Now for our fast-approaching Promotional Events!

- Friday, June 10th:** Community Sidewalk Sale-A-Bration
- Friday, July 8th:** Community Sidewalk Sale-A-Bration
- Friday, August 19th:** Community Sidewalk Sale-A-Bration
- Sunday, October 2nd:** 15th Classic Car Show
- Saturday, October 29th:** Halloween Event
- Saturday, December 3rd:** Holiday Stroll



By now, all of you should have had Pam and "Downtown Don" (B&K Bar Supply's Don Falk) visit you with information

about our Community Sidewalk Sale-A-Bration, which will include most all of our BID merchants, along with a farmers market, community organizations, interactive demonstrations and entertainment! All this to bring the customers and the community to our beautiful Downtown! Please confirm your participation right away by calling Pam at 774-2676 so we can assure our BID members the first spots. Pam will then send you a vendor contract with more detailed information.

Time is Speeding By...so GEAR UP NOW for the 15th Annual Classic Car Show



We're getting our engines racing as we've already begun working on the **15th Classic Car Show**, which will be held on **Sunday, October 2nd**.

We currently have a variety of sponsorship opportunities available to our BID members. We are also looking for event volunteers and goody bag items. We need of each and every one of you to help make this anniversary Classic Car Show one to remember! Please call Pam today to get involved at 774-2676 or e-mail her at promotions@downtownwestallis.org

Pami's **ponderings...**



I am so invigorated by the enthusiasm of the volunteers on our BID's Promotions Committee and event sub-committees! A lot of time and effort goes into making these events successful, and your BID committees are well on their way to do this for **YOU!**

According to our 2003-2004 Wisconsin Main Street Annual Report, "The purpose of promotion is to develop, refine, and market a unified, quality image of the downtown as a compelling place to shop, live, work, invest and visit. In other words, promotions gets residents, visitors, shoppers, investors, and new businesses to again see downtown as the center of commerce, culture and community life."

The segment in the annual report goes on to say that "...they strengthen or establish the market niche identified by creating a complimentary set of image campaigns, special events, retail events, and tourism campaigns."

"Image campaigns reinforce positive perceptions of the downtown and reduce negative perceptions. Special events generate traffic, activity and positive experiences in the downtown. Retail events generate immediate sales of the goods and services offered downtown. Tourism campaigns bring a regular stream of visitors from outside the community to the downtown. A promotion must drive traffic, drive sales, drive publicity, or

drive fundraising. If a promotion doesn't meet one or more of these criteria, don't do it!"

The report describes each of those components at more length. And while I am **very** confident that the events implemented by the Promotions Committee reflect and meet the needs of our downtown and are in the best interest of the entire BID, I believe it ultimately comes down to each and every one of us to ensure success.

Individually, we are as strong as our voices combined as the whole. Think about it... **If each of us** (there's about 500+ people working here in downtown) would make it a point to tell **just one person every day** something good and positive about Downtown West Allis, that's **3,500** nice things being said in one week. That's **182,000** nice things being verbalized in only one year. Imagine if everyone You told, told someone else? The concept is from "Pay It Forward." I recommend seeing it... There is power in numbers. You do want to be the "talk of the town," don't you???



Your Promotions Committee meets the second Tuesday of each month at 12 Noon at the BID office, 7231 W. Greenfield Ave. Please call by the Friday prior to the meeting to let us know you plan on attending, Pam 774-2676.

DOWNTOWN DOINGS

Your Cooperation Appreciated...Our Business is YOUR Business!

TWO SEASONS: Wisconsin hosts two seasons each year...
Winter and Construction.

Construction season in our Downtown this year includes 74th Street, one block south of Greenfield Avenue. This will consist of complete removal and reconstruction of the sewer and water system, along with resurfacing of the entire block.

Local traffic will be allowed during the removal and reconstruction phase. 74th Street will be closed during the resurfacing. Disturbance of Greenfield Avenue will be on and off during the span of the project.

The good news is that the project completion date is right around the corner...July 21st.

For more information, feel free to call Brian at 774-2676 or e-mail him at director@downtownwestallis.org

ARE YOU HUNGRY?

Every hour of almost every day, there is a restaurant to serve you in our Downtown. We have a venue you'll enjoy for any occasion:

Benno's Genuine Bar & Grill

7413 W. Greenfield Avenue

453-9094

Monday through Saturday,
4:00pm—closing
Closed on Sunday

Boz's Sports Bar

1325 South 70th Street

443-9337

Lunch: Monday through Saturday,
11:00am—2:00pm
Appetizers until bar close

Caradaro Club

1417 South 70th Street

475-1080

Doyle's Milwaukee Inn

7335 W. Greenfield Avenue

456-1000

Lunch: Tuesday through Friday,
11:30am—3:30pm

Early Dinner: Tuesday through Friday
2:30pm—4:30pm

Dinner: Tuesday through Saturday
5:30pm—10:30pm

Sunday Dining: 11:00am—8:00pm

Happy Hour: Tuesday through Friday
4:00pm—8:00pm

Closed Monday.

George Webb's

7227 W. Greenfield Avenue

774-0190

24 Hours a day, almost every day

Panda Hut

7136 W. Greenfield Avenue

774-1689

Monday through Thursday,
11:00am—10:00pm

Friday, 11:00am—10:30pm

Saturday, 12Noon—10:30pm

Sunday, 3:00pm—10:00pm

Papa John's Pizza

7520 W. Greenfield Avenue

476-7272

Monday through Thursday,
11:00am—12 Midnight

Friday and Saturday,
11:00am—1:00am

Sunday, 11:00am—12 Midnight

Quizno's Subs

7524 W. Greenfield Avenue

256-7849

Monday through-Saturday,
11:00am—9:00pm

Sunday, 12Noon—8:00pm

Steakhouse 100

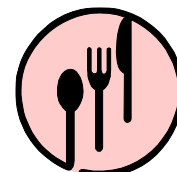
7244 W. Greenfield Avenue

727-2222

Monday through Friday,
11:00am until closing

Saturday, 4:00pm until closing

Closed Sunday



SUPPORTING WEST ALLIS SMALL BUSINESSES

West Allis business owners and residents can register now for the *Accelerated Start Smart* business planning course offered through the Wisconsin Women’s Business Initiative Corporation (WWBIC). This eight-session class is offered at no cost to West Allis business owners and residents as part of the **West Allis Small Business Development Program**, a unique partnership between the City of West Allis and WWBIC.

Each *Start Smart* session will cover a vital element in successful business planning, featuring guest speakers who are either in business themselves, or are experts on a business topic related to that session. In addition to *Start Smart*, West Allis residents and business owners may attend any of WWBIC’s many classes throughout the Metro Milwaukee area at no cost.

Accelerated Start Smart Orientation

Thursday, May 5, 2005
 Ameritech King Commerce Center
 2745 N. Martin Luther King Dr.
 Milwaukee, WI 53212
 6:00 – 8:00 PM

Accelerated Start Smart Sessions

Thursdays, May 12 – June 30, 2005
 Ameritech King Commerce Center
 2745 N. Martin Luther King Dr.
 Milwaukee, WI 53212
 6:00 – 9:00 PM



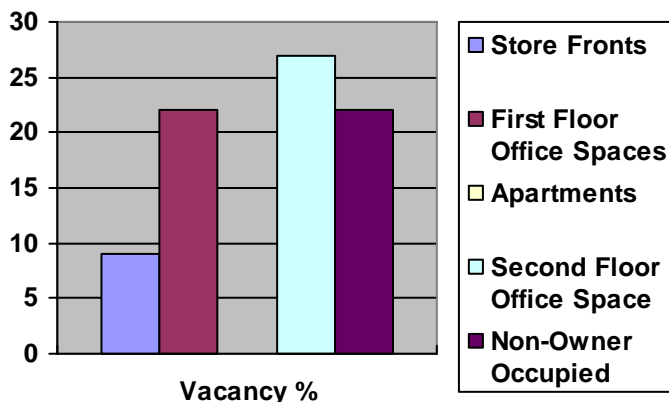
“For more than seventeen years, WWBIC has offered business education programs and access to capital for small business owners,” says Sherry Saiki, West Allis Program Director and Loan Officer for WWBIC.

“This partnership with the City of West Allis offers local business owners a variety of educational activities including classes, business assistance, one-on-one counseling with experts and networking opportunities, in addition to a direct lending program,” added Saiki.

To sign up for the *Accelerated Start Smart* Orientation or for more details about any upcoming class, please call the WWBIC offices at (414) 263-5450. Class schedules are available at the West Allis Public Library, City Hall, Chamber of Commerce or BID offices. You can also visit the WWBIC website at www.wwbic.com for more information.

To schedule an individual appointment to review your business plan or discuss a loan through the **West Allis Small Business Development Program**, call Sherry Saiki, (414) 263-5450.

**As reported at the March
 BID Board meeting:**



Remember, the Downtown West Allis Business Improvement District (BID) works on behalf of -YOU- the property/business owners to satisfy City of West Allis requirements. We are also your source of information regarding available property/store fronts/offices. Please call us with any questions. 414-774-2676

DOWNTOWN DOINGS

16th Annual West Allis Community Dinner/Dance to be held Saturday, May 7th



“Lending a Helping Hand” is the theme of the 16th Annual West Allis Community Dinner/Dance, sponsored by the West Allis Community Improvement Foundation in partnership with the West Allis Rotary Club. The event will be held on Saturday, May 7, 2005, from 6:00pm-1:00pm, at Klemmer’s Banquet Center, 10401 W. Oklahoma Ave.

Proceeds from the event will benefit West Allis Emergency Food Programs to provide emergency food for needy residents. Many times throughout the year, area families are faced with sudden and unforeseen crisis situations when they are forced to make decisions between heating their homes and feeding themselves or their children. Many local elderly residents face the decision between purchasing necessary lifesaving prescription drugs and purchasing food. These are rough decisions and ones that we would not want to be forced to make.



Your contributions to this year’s fundraising event can help to lessen the burden of these crisis situations and ensure that nutritious food is available to those in need. The Emergency Food Programs will be operated through the West Allis Health Department in conjunction with community-based agencies.

The evening includes the wonderful sounds of Dick Strauss, dinner and special “*Taste of West Allis*” *Sweet Table*, and a Silent Auction (MasterCard and Visa accepted). Tickets are \$40/person, or \$300 for a table of 8, and are available at West Allis City Hall, the West Allis / West Milwaukee Chamber of Commerce, or mail your reservation to the Foundation at 7525 W. Greenfield Avenue, West Allis, WI 53214. Reservation deadline is April 28th.

Donations of items and services are also being sought from area businesses and individuals for the silent auction component of the West Allis Community Dinner/Dance on May 7th.

In the past, donations for the auction have included dinner-for-two from restaurants, gift certificates, floral arrangements, bowling passes, business advertising, jewelry and other items and services.

For information or to submit an auction contribution, please call auction coordinator, Jeanette Wardinski, at 414/302-8292.

Please plan to Lend a Helping Hand with a donation to the auction and by attending the West Allis Community Dinner/Dance on Saturday May 7th!

41st ANNUAL PARADE IS RETURNING TO WESTERN DAYS, ALONG WITH PRCA RODEO

The West Allis Charities, Inc., host and sponsor of the West Allis Western Days Family Jamboree, gratefully announced on Thursday, March 31st that the Braeger Co. had agreed to sponsor the 41st Annual Western Days Parade, to be held on Thursday, June 16th at 7:00p.m. Owner Todd Reardon pledged \$30,000 to save this year’s parade, which will kick off at 78th and Greenfield Avenue.

Western Days Family Jamboree will be held from Thursday, June 16th through Sunday, June 19th at Wisconsin State Fair Park. (Gate 6, I-94 & 84th Street)



The Professional Rodeo Cowboys Association (PRCA) will be bringing the live excitement of a sanctioned rodeo competition to West Allis for four (4)

performances June 17th—June 19th at the State Fair Coliseum.

Sponsored by West Allis Charities as part of the Annual Western Days fund raising event, all proceeds will go to support community projects and scholarships.

Advance General Admission Tickets are now available at several locations for only \$12.00, also at www.wistatefair.com

Visit the West Allis Charities website www.westerndays.com for continuing updates on the Rodeo & Western Days.

The 41st Annual Western Days Parade will take place along Greenfield Avenue on Thursday, June 16th



DOWNTOWN DOINGS

Do You Know About our Downtown Dough?



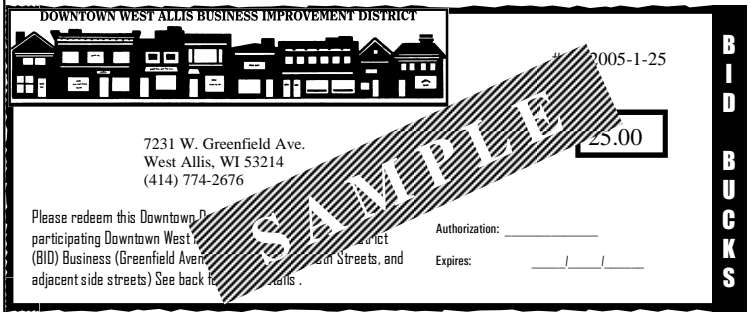
This “dough,” which we affectionately call BID BUCKS, is a monetary equivalent noted on the certificate. The sample to the right is what it looks like... → → →

These BID BUCKS are valid to be used for purchases of goods or services at any Downtown West Allis business and are reimbursed by the BID to the business owner. Only authorized BID BUCKS should be honored.

BID BUCKS are utilized as prizes during BID events as incentive to patronize our BID members businesses in beautiful and historic Downtown. Use of BID BUCKS is subject to terms and limitations of the Downtown West Allis Business Improvement District. The BID BUCKS certificates are not redeemable for cash. Purchases must equal certificate dollar value. Must be used on or before date of expiration.

For reimbursement from the BID after customer purchase, Downtown West Allis BID Member Business can simply submit the BID BUCKS certificate for face value reimbursement at the BID Office, 7231 W. Greenfield Avenue in Suite 201.

As a business operator, please accept this certificate, BID BUCKS, as cash. If you have any questions about this, please feel free to contact Pam or Brian at the BID office at 774-2676.



BID BUCKS



JIM MEJCHAR RETIRES

Jim Mejchar, President of the West Allis / West Milwaukee Chamber of Commerce for the past nine years, retired on Friday, April 15th.

Over the past several of years, Jim has made great strides integrating efforts of the Chamber, City and our BID, as a key member of the BID/ Inc. Boards of Directors.



While Jim is retiring from his full time position as President of the West Allis/West Milwaukee Chamber of Commerce, we are pleased that he plans to remain actively involved in the community. We are excited that he will continue to serve as Chairperson of our BID's Promotions Committee.

We love Jim & wish him much relaxation in his retirement!

Don't forget to:



Visit our website!

www.downtownwestallis.com



DOWNTOWN DOINGS



FACE PAINTING AT KIM'S COSTUMES

Kim is pleased to announce that the Snazaroo makeup company will be presenting a class on *face painting* on **Monday, May 16th**. Beginner classes will begin at **5:00pm** and experienced at **6:00pm**. Pre-registration is requested by calling 453-3976. Kim can also be reached by e-mail at Kim@kimscostume.com.

Kim's Costumes is located at 7211 W. Greenfield Avenue.

TAKE THREE!

The BID has membership with our local community access television station Channel 14, the West Allis Community Media Center.



As members of the WACMC, we can take advantage of workshop offerings and send three people on behalf of the BID to complete the classes. The training received during the workshops is *invaluable!*

All segments of the video workshops are needed to complete training. (Please see article of dates & training descriptions below.)

These three spaces will be available to our BID members on a first come, first served basis, so please call Pam or Brian today! 774-2676.

GOVERNOR JIM DOYLE VISITS DOWNTOWN WEST ALLIS

West Park Place hosted Governor Jim Doyle on Thursday, April 7th for a presentation/press conference on nursing homes and retirement communities.

Amidst the television cameras of our local media and West Park Place residents, in attendance were City of West Allis influentials: Paul Ziehler, City Administrator; Fire Chief Steven Hook; Jim Mejchar, West Allis/West Milwaukee Chamber of Commerce President, to name a few.

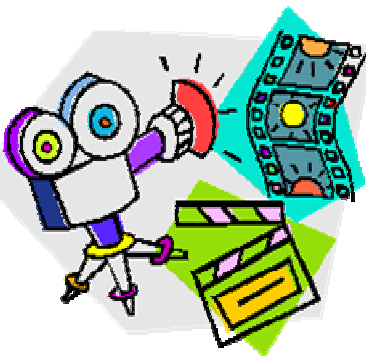


Pictured are Brian Preiss, BID Executive Director with Governor Doyle and Mary Morris of West Park Place.

The West Allis Community Media Center has released the Summer 2005 Training Schedule for Channel 14 Video Workshops, to be held at 7210 West Greenfield Avenue, as follows:

Producer's Class – Wednesday, May 4th, 2005 at 6:30pm-9:30pm:

This introductory class teaches the basics of producing a video production at WACMC. No experience necessary!



Portable Field Production – Monday, Wednesday, Thursday, May 16th, 18th and 19th at 6:30pm-9:30pm: Learn how to create video projects with portable equipment—cameras, tripods, lights and microphones. Learn production aesthetics.

Studio Workshop – Monday, Tuesday, Wednesday, June 13th, 14th and 15th at 6:30pm-9:30pm: A hands-on class to develop and master studio crew position—camera, audio, lights, graphics and directing.

Remote Studio Workshop, Linear Edit Training, Non-Linear Edit Training – Scheduled as needed: Learn how to set up and operate WACMC's fabulous remote studio and be able to cover community events with multiple cameras. Learn tape based post production editing to mix video, audio and graphics into an entertaining program. Learn computer based post production editing, creating programs to be aired on DVD!

Call 414-321-1121 today to register! Join the West Allis Community Media Center today and utilize their professional facilities!

WEST ALLIS EVENTS

West Allis Historical Society Spring General Meeting

Monday, April 18th at 7:00pm ★ West Allis Historical Society Museum, 8405 W. National Avenue
For more information call 541-6970.



Chamber of Commerce Business After Five

Wednesday, May 4th, 5:00pm—7:00pm ★ Santo Alioto's Ball Club & Best Western Woodview Inn
5501 W. National Avenue, West Milwaukee

The West Allis / West Milwaukee Chamber of Commerce invites you to join us for fun, networking, food & beverages for only \$5 and your business card.

For more information call the Chamber office at 302-9901.

West Allis Farmers Market

At the Farmers Market, located at 65th & National.
Starts the 1st Saturday in May through Saturday after Thanksgiving.
Tuesday, Thursday & Saturday, 1:00pm-6:00pm
For more information call 302-8652.



16th Annual West Allis Community Dinner / Dance

Saturday, May 7th at 6:00pm
Klemmer's Banquet Center, 10401 W. Oklahoma Avenue
See related article on page 7!

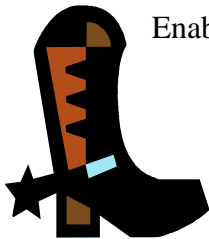
West Allis Charities Western Days Parade

Thursday, June 16th at 7:00pm
Greenfield Avenue

Horses, carriages and community groups are only some of the units you'll find in one of the world's largest non-motorized parades.

Enabling this 41 year tradition to return to the streets of West Allis is Braeger Co.

For parade route and more information visit www.westerndays.com



West Allis Western Days Family Jamboree

Thursday, June 16th through Sunday, June 19th
Wisconsin State Fair Park—Gate 6 (I-94 & 84th Street)

A variety of live music daily, great food, rides and retail vendors.

Large family area featuring petting zoo, timber show, log rollers, demonstrations, Great Cats of the World & more!

Admission is \$5.00 a person at the gate & \$4.00 in advance.

For hours and more information visit www.westerndays.com

West Allis Historical Society Ice Cream Social

Sunday, June 26th, 1:00pm—4:00pm
West Allis Historical Society Museum grounds, 8405 W. National Ave.

For more information call 541-6970.



BID CALENDAR

APRIL

Tuesday, April 12th: *Promotions Committee meeting at 12 Noon (Lunch: Pam & Brian)*

Wednesday, April 13th: *Design Committee meeting at 8:00AM*

Tuesday, April 19th: *Economic Development Committee meeting at 8:00AM*

Wednesday, April 20th: *Classic Car Show Sub-committee meeting at 8:00AM at Jim and Brent's Avant-Garde*

Thursday, April 21st: *Community Sidewalk Sale-A-Bration Sub-committee meeting at 8:00AM at Joe Tairi's Mortgage Werks*

Wednesday, April 27th: *Board of Directors meeting at 8:00AM*



MAY

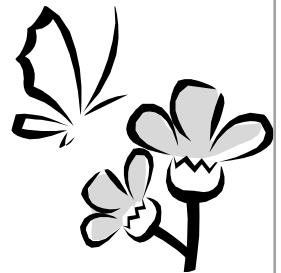
Tuesday, May 10th: *Promotions Committee meeting at 12 Noon (Lunch: Eric Smith)*

Wednesday, May 11th: *Design Committee meeting, at 8:00AM*

Tuesday, May 17th: *Economic Development Committee meeting at 8:00AM*

Wednesday, May 18th: *INC. Board of Directors Meeting at 8:00AM*

Wednesday, May 25th: *Board of Directors meeting at 8:00AM*



JUNE

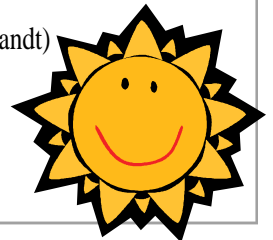
Wednesday, June 8th: *Design Committee meeting, at 8:00AM*

Friday, June 10th: **Downtown West Allis Community Sidewalk Sale-A-Bration**
10:00am-6:00pm

Tuesday, June 14th: *Promotions Committee meeting at 12 Noon (Lunch: Diane Brandt)*

Tuesday, June 21st: *Economic Development Committee meeting at 8:00AM*

Wednesday, June 29th: *Board of Directors meeting at 8:00AM*



All Board & Committee meetings are open to the public, held at the BID office, 7231 W. Greenfield Avenue, unless otherwise noted. We encourage you and your staff to attend whenever possible to help you "stay in the loop."



Visit our new web site and please give us your feedback...

www.downtownwestallis.com

SUBMIT YOUR NEWS ITEMS!

Did we miss anything that you would like your fellow BID members to know about? Let us know so we can include your information in your next newsletter. *Share your news:* a change in your product lines or services, new staff, upcoming event notices, merchant news, etc. Or draft an article to update your fellow businesses on a topic of general business interest, submit a question you'd like answered or topic for newsletter forum, etc. And if you have a photo or artwork/logo to accompany a news item, please make it available for possible inclusion. Help to shape this newsletter into a more effective communication tool for all readers throughout Downtown West Allis! To submit any of these items, please call Pamela at 774-2676 or fax at 774-7728 or e-mail at promotions@downtownwestallis.org

**DEADLINE for any and all submissions for the next Quarterly newsletter
(July, August, September)**

is Friday, June 10th by 5:00 p.m.

No Late Submissions will be accepted!

Thank you for your cooperation!



DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



*The Downtowner is published Quarterly for the Downtown West Allis Business Merchants.
Brian J. Preiss, Executive Director • Pamela J. Zorko, Promotions Coordinator/Program Assistant*

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