

# The Downtowner



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

[www.downtownwestallis.com](http://www.downtownwestallis.com)

**January — March 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 Zdrozny  
*Secretary*  
Queen's Closet  
771-0033

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

## President's Report – Jackie Ellington

May I extend my most sincere tidings for a prosperous and healthy New Year to all merchants and associates of the Downtown BID. It was a long year and it was a short year. Many new things came, many old things went. To have a flourishing downtown all these things must happen.



My year as president of the BID/INC. has come to an end. I will be continuing on as the BID president and Greg Gorak will be taking on the responsibilities of the INC. president. *(Please see related article on page 10).*

I would like to extend a sincere THANK YOU to all Board Members, committee chairs and members, volunteers and loyal supporters of the BID for all their time, talent and support this past year! An extra special Thank You to Brian and Pam for putting up with my lack of knowledge and/or patience at times. They both do a wonderful job and are greatly appreciated!

I may be saying good-bye as INC. president, but I'm still a Board Member and on several committees and only a phone call away for any questions or concerns. Feel free to contact me with your input at 453-0770.

Please remember...

This is your Downtown,  
Get involved,  
Keep informed,  
Take ownership!



Thanks again and take care!  
Jackie Ellington

## 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*

**We're back!** Thank you for your patience regarding this issue of *The Downtowner*. We will be publishing *The Downtowner* on a quarterly basis. We will also be issuing monthly updates. Our organization has been busy with many activities for the betterment of our Downtown.

Let's take a look at what has happened since July of 2004:

1. In 2003 **Downtown West Allis Inc.** was formed. In 2004 the BID contracted Downtown West Allis, Inc. to manage it's operations.
2. On March 26, 2004 **Downtown West Allis, Inc.** was granted a 501(c)3 status by the State of Wisconsin. (See page 10 for more details)
3. **Donald Falk** of B&K Bar Supply was appointed as a member of our Board of Directors.
4. Two nearby Downtown neighbors, **Janet Frey and Sandy Laedtke**, have been attending our Economic Development Committee meetings sharing their perspectives of our Downtown. As we are your Downtown support organization, your input is not only encouraged, but also needed and appreciated. Call us at 774-2676.
5. Your Downtown was well represented at the **Common Council meetings**. We do this in an effort to keep our elected officials, city staff and citizens aware of our activities and the importance of a thriving downtown.
6. **Rudy Borchardt**, Property Manager at Summit Place, has also been attending some of our Economic Development Committee meetings.
7. Our Downtown has significance to our neighbors. Summit Place owner **Richard Carlson** had hosted our September Board of Directors meeting. Mr. Carlson shared his vision of the Downtown. He acknowledged West Allis is the center of the Greater Milwaukee area, with easy access to three freeways. He is suggesting the Downtown could use more nice restaurants and quality retail, along with enhanced visibility. The development of a 20-story office / apartment / retail center would provide a needed focal point to a vibrant downtown.
8. **Helmut Toldt**, Developer of the Six Points project, made it imperative to our Board of Directors that the Downtown should embrace our successes and strive to maintain and continue to develop a cohesive and appropriate business mix.
9. **State Fair Park**, our neighbor to the West, has acknowledged their patrons are wanting a venue supportive of their needs prior to and after visiting the State Fair Park's growing list of activities.
10. Fine dining is now a reality in our Downtown. **Doyle's Milwaukee Inn** opened it's doors early in November. Owner and Chef Tom Doyle, a resident and 15-year restaurateur in West Allis, bought the old "Big Boy" restaurant, 7335 W. Greenfield Ave. He used a combination of public money through W.H.E.D.A., Community Development Block Grants and private sources to finance this endeavor. Visit him during lunch or dinner. Let's show our support of this wonderful addition to our Downtown. (See article on page 7.)
11. Remember the **7200 W. Greenfield Ave. building**? It has been an eyesore for years. Ed Wistl, you'll know him as the owner of Very Best Safe & Lock and the Channel 14 studio buildings, has purchased this building. The new façade will replicate that of the original. The second and third floors will be renovated to house eight apartments. The first floor will remain a commercial storefront. Thank you Ed Wistl.

Until next time, *Brian*

## Message from the Inc. President - *Gregory S. Gorak*

First and foremost, I want my fellow residents, merchants and property owners to know that I have faith in **you**. This faith compels me to give my time and talents to my community to help make it a thriving and safe area in which to live and do business. I have faith in and am inspired by you daily with your drive, determination, resilience, commitment, and participation in **OUR DOWNTOWN!** I have been a property owner here since 1997. With each passing year, I smile more and more as I walk down **Our Avenue** and see the positive and even beautiful changes. Changes that **we** helped make happen! I am proud to tell anyone I encounter that I am an owner in Downtown West Allis! This is a great place to be. We have made it that way over the past 15 years with a handful of extremely dedicated UNPAID people. All I ask of you is pride. **Take pride in your business, your property, and your community.** Keep it clean and take the time to look at your storefront as a customer would. If you don't like what you see, call me and we'll help you make it right or better. I will be calling on many of you soon to discuss ideas for our long term growth.



Until then, Live Long & Prosper.

Greg@QuestGraphic.com

## COMMITTEES UPDATE

### Economic Development Committee

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

Our goal is to attract and retain quality businesses. Several of our BID properties have been undergoing extensive renovations. Word is getting around that our Downtown is a thriving and progressive place.

*“There’s Only One...Your Hometown Downtown  
West Allis” is ringing true!*

As a result, we have been receiving an increase in inquiries regarding available storefronts, offices and properties.

When we receive an inquiry from an existing business intending to relocate, or a prospective entrepreneur, our work begins.

During our initial discussion our intent is to qualify these prospects as to their suitability within our present and projected business mix.

When suitability is determined we perform the role of a liaison between the prospect, building owner and the City. Our objective is to enable a smooth transition from prospect to the opening of their business.

A prominent business recruitment tool is the availability of Community Development Block Grant Funds through the City. A portion of these funds are used to expand businesses & create employment opportunities for low-moderate income individuals in the community.

Relocation Assistance Grants are awarded to those businesses who have applied for and fulfilled the stated requirements.

#### **RELOCATION ASSISTANCE GRANTS**

**Paid in 2004: \$16,529**

- 1.) *B&K Bar Supply, 7100 W. Greenfield Ave.*
- 2.) *West Allis Community Media Center, 7210 W. Greenfield Ave.*
- 3.) *Liberty Tax Service, 7420 W. Greenfield Ave.*
- 4.) *Salon Dovini & Mortgage Werks, 7036-7038 W. Greenfield Ave.*
- 5.) *West Allis Antique Center/Sue Lynne’s Crafts, 7123 W. Greenfield Ave.*



#### **MORE TO COME IN 2005!**

*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*

### Design Committee

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

Investment in building facades and signage improvements in our downtown has surpassed expectations.

***We're not done yet!***

When a property owner intends to renovate a façade or a business is contemplating new signage, they contact our office. We discuss their needs and inform them of the process. If needed, we supply them with names of building and/or signage contractors. The Design Committee reviews the proposals and determines if they will be submitted to the Development Department for Plan Commission review. If not, we ask the prospect to resubmit appropriate proposals.

As mentioned in the Economic Development Committee column, we have the availability of Community Development Block Grant funds. A portion of these funds are used to prevent and eliminate a blighted appearance of our Downtown.

Signage and Façade Improvement Grants are awarded to applicants who have applied for and completed the stated requirements.

#### **SIGNAGE GRANTS paid in 2004: \$26,000**

*Milwaukee Sewing Machine, 7224 W. Greenfield Ave.*  
Installation of two retractable awnings on front of building.

*B & K Bar Supplies, 7100 W. Greenfield Ave.*  
Installation of a “wrap around” sign and striped awning. A replica of the sign and awning that graced the Woolworth’s building from 1946 through 1988.

*Liberty Tax, 7420 W. Greenfield Ave.*  
Free swinging projecting sign.

*West Allis Community Media Center (Channel 14), 7210 W. Greenfield Ave.*

Hand painted, illuminated framed flat sign and a free swing projecting sign.

*Cook’s Specialty, 7321 W. Greenfield Ave.*

Awning and projecting sign on front of building.

*Alberti’s Trophies & Awards, 7334 W. Greenfield Ave.*

New awning on front of building.

*7040 W. Greenfield Ave.*

New awning on front of building.

Continued on Page 4

**COMMITTEES UPDATE**

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**



Doyle's Milwaukee Inn

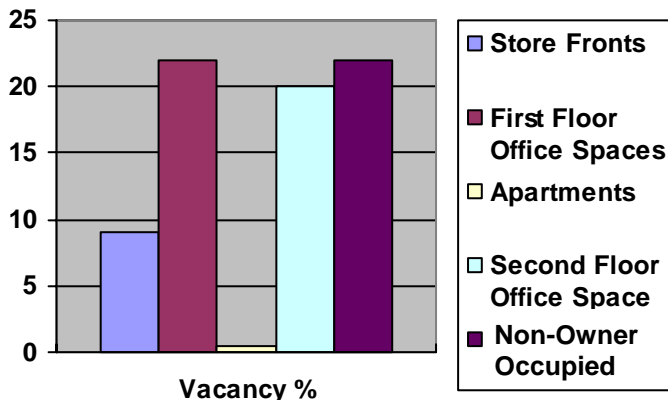


Cook's



West Allis Dental Care

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



**Design Committee**

Continued from Page 3...

- Catholic Books & Gifts, 7346 W. Greenfield Ave.*  
Flat, illuminated sign on front of building.
- West Allis Dental Care, 7130 W. Greenfield Ave.*  
Flat sign and awning on front of building.
- Why USA/Complete Realty, 7340 W. Greenfield Ave.*  
Flat, illuminated sign on front of building.
- Doyle's Milwaukee Inn, 7335 W. Greenfield Ave.*  
Illuminated flat projecting sign on front of building, canopy over the front entrance.
- Diane's Design, 7342 W. Greenfield Ave.,*  
Flat, illuminated sign on front of building.
- Booked Solid, 7037 W. Greenfield Ave.*  
Window lettering on new store front.  
7334 W. Greenfield Ave.  
Sign removal from front of building.
- USA Nails, Salon Dovini, Mortgage Werks, 7028-34 W. Greenfield Ave.*  
Window signage and awning on front of building.

**FACADE IMPROVEMENTS INVESTMENT IN 2004: \$156,000**

**FACADE IMPROVEMENT GRANTS AWARDED IN 2004: \$61,000**

- West Allis Community Media Center (Channel 14), 7210 W. Greenfield Ave.*
- Liberty Tax Service, 7420 W. Greenfield Ave.*
- John's Shoe Service, 7506 W. Greenfield Ave. 7040 W. Greenfield Ave.*
- West Allis Dental Care, 7130 W. Greenfield Ave.*
- Avant-Garde, 7219 W. Greenfield Ave.*
- Booked Solid, 7035 W. Greenfield Ave.*
- Doyle's Milwaukee Inn, 7335 W. Greenfield Ave.*

**MORE TO COME IN 2005!**

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



## COMMITTEES UPDATE

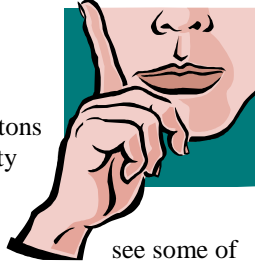
## Promotions Committee

## Pami's Ponderings...

The last half of 2004 brought tons of excitement and great activity to your downtown (which is why we were so tied up to get a newsletter out recently). Here you'll see some of the thrilling highlights of the 14th Annual Classic Car Show, our NEW Halloween Meet-N-Treat, Window Decorating, Holiday Stroll and Holiday Party. We give our thanks, more than words can express, to all of you who sponsored and volunteered for these events and promotions last year! These downtown events truly would not be possible without your help and support!

Also in this section, you'll find a list of 2005 planned events and promotions so you can prepare accordingly for your advertising budgets, in store promotions and overall participation.

Plus, we're excited to announce that **Jim Mejchar** has agreed to be 2005 Chair of the BID Promotions Committee!



We also have several new Promotions Committee members who are filled with enthusiasm for 2005. They are: **Tom Doyle**, Doyle's Milwaukee Inn; **Diane Brandt**, Icon Insurance; **Eric Smith**, Metspek Internet Services; **Brent Holmes**, Avant-Garde; **Kim Huber**, Kim's Costumes; and **Gail Mears**, Liberty Tax Services.

They join current Promotions Committee members: **Jackie Ellington**, D.C. Ellington; **Alex Geiger**, Model Empire; **Mike Matel**, Freese's Candy Shoppe; **Barb Zdrozny**, Queen's Closet; **Greg Gorak**, Quest Corporation; **Don Falk**, B & K Bar Supplies; **Sandy Grady**, Staff One; **Gloria Hawkins**, Hawkins Clock Center; and **Joe Tairi**, Mortgage Werks.

**With such a great group of dynamic people,  
2005 is sure to be the BEST year of Promotions  
Downtown West Allis has EVER seen!**

Again, many thanks for a terrific 2004! To get involved with these dynamic people and events, please call me (Pam) at 414-774-2676 or e-mail me at [promotions@downtownwestallis.org](mailto:promotions@downtownwestallis.org).

## 14th Annual Downtown West Allis Classic Car Show

Eleven car owners brought home twelve trophies after the 14<sup>th</sup> Annual Downtown West Allis Classic Car Show held the first Sunday of October in beautiful Downtown West Allis. More than 150 classic cars, trucks and motorcycles were on display. Classic car gurus voted for winners in Classes A through D (with stock and modified divisions in each class). The vehicle exhibitors also selected the prestigious "Best of Show" car, which will appear on all printed promotional items for next year's event. The "People's Choice" winner was selected by votes from the general public attending the show.

( Judging results for the top trophy winners were as follows: (

Best of Show: Frank Bell, Salem. 1956 Chevy 150 2-door  
People's Choice: Bob Jacobs, West Allis. 1971 Chevy Corvette  
Best Classic Truck: Bruce Hazleton, Burlington. 1954 Chevy Sedan Delivery  
Best Motorcycle: Dan Loose, Milwaukee. 1997 Harley Davidson Softail Custom



2004  
Best of  
Show  
Winner,  
Frank Bell

CLASS A: 1900-1949

Stock: Jim Kummer, Wind Lake. 1939 Ford

CLASS B: 1950-1963

Stock: Doug Tonyan, Twin Lakes. 1955 Buick Super

CLASS C: 1964-1970

Stock: Leonard Rubach, Elkhorn. 1965 Chevelle SS

CLASS D: 1971-1984

Stock: Mike French, Burlington. 1971 Torino GT

Modified: Steve Ferkans, Sussex. 1946 Chevy Sedan

Modified: Bruce Hazleton, Burlington. 1954 Chevy Sedan Delivery

Modified: Jerry Buchkowski, West Allis. 1967 Chevy Camaro

Modified: Jim Sinclair, New Berlin. 1971 Chevy Nova SS

Everyone in attendance was also able to enjoy music by The Avengers, martial arts demonstrations by the Forsythe Center of Martial Arts, coffee and muffins to benefit the West Allis Community Media Center (Channel 14 on local access television), pumpkin patch and moonwalk, as well satisfying their hunger while supporting the Little League of West Allis.

Many thanks to our valued sponsors who helped to make this 14<sup>th</sup> Annual Classic Car Show possible: **HUB South, McAdams Car Co. Ltd., West Allis Dental Care, L.L.C., Model Empire, Freese's Candy Shoppe, Alberti's Trophies and Awards, Benno's Bar and Grill, Booked Solid, Forsythe Center of Martial Arts, Working Together and B & K Bar Supplies.** Many thanks also to our volunteers, West Allis business owners and residents who spent the day assisting with the event!

## BUSINESS SPOTLIGHT

**Metspek Internet Services.....443-9675**  
**7238 W. Greenfield Avenue**



Metspek Internet Services, located in the Quest Building, has been part of Downtown West Allis since 2002. Confident that "image is anything," they provide "internet services for today's business."

Metspek is focused on the small to mid-size business market because many want a website but have no idea where to go or what it takes to have a website. There are many questions that a business will have for which Metspek has the answers. Metspek provides low cost, easy-to-use website solutions. Everything is under your control and is as easy as sending email. If you can point and click, then you are on your way to having your own website!

Eric Smith, President and Founder of Metspek, started with his first hand-coded site in 1994, Eric has stayed abreast of the quickly changing world of the Internet. Eric also has a storied background in both printing and marketing, giving he, and you, a leg up when designing your website. As a longtime resident of West Allis, Eric maintains that the local market "close to home" is the most important. "Having someone local that you can easily contact can be very comforting to many," says Eric, "especially those who would like someone who has 'been there before' and can help you to avoid many common pitfalls."

Metspek Internet Services offers a complete web package, including Website Design, Website Hosting, Secure E-Commerce, Email Service, Shopping Cart, Domain Registration, Flash Intros, Appointment setting, Online Calendars, UPS/FedEx tracking, easy editing and more!

For all your programming needs, no matter what the size, complexity or programming language of your project, Metspek's network of professionals can provide the best solution for the best price.

Visit [www.metspek.com](http://www.metspek.com) today and try it totally free for 15 days. You will be able to set up your site right there! *There is no catch!* 100% money back guarantee if you are not happy with their easy and amazing sites! They have pricing models to fit any budget!

*They can be reached at 443-9675 or  
 online at [design@metspek.com](mailto:design@metspek.com).  
[www.metspek.com](http://www.metspek.com)*

### Our New E-Mail: We are .org!

We've moved away from the **.com** e-mail addresses to **.org**. Byte Harmony is helping us to migrate our organization from a commercial (.com) presence to a non-profit community service type organization (.org). This will be a gradual change where old addresses and contact methods will continue to be useable as we transition to the new identity.



Please see related BID/INC. article on page 10.

Brian's new e-mail address is:  
[director@downtownwestallis.org](mailto:director@downtownwestallis.org)

Pam's new e-mail address is:  
[promotions@downtownwestallis.org](mailto:promotions@downtownwestallis.org)

### VISIT OUR NEW WEB SITE!

The New Year will soon bring the unveiling of our long-awaited new Downtown West Allis web site, designed by Metspek Internet Services. This will be a tool to keep all BID members, and the community up-to-date on activities going on in the district. It will also serve as a quick resource of available properties. Check it out today at [www.downtownwestallis.com](http://www.downtownwestallis.com).

We're looking for your ideas as to what we can add to the web site to make it most useful for you and meet the needs of our downtown.

*Please contact us with your feedback!*



## WELCOME TO THE NEIGHBORHOOD

**Byte Harmony.....443-9594**  
**1410 South 72nd Street**

Byte Harmony,  
 “Milwaukee’s  
 Premier IT  
 Consulting  
 Firm,”



embraces their motto of “creating harmony between people and systems.” Byte Harmony provides local services of networking, system security, data storage, wireless networking, hardware and software sales. Their internet services consist of data center hosting, application and website development.

Byte Harmony understands that an IT staff, even on a part time basis, can be too much of a load for some businesses to bear. Byte Harmony helps businesses function with all the resources available to a company with a full time IT staff, at a fraction of the cost.

When Byte Harmony founder Brian Kerhin began servicing his first client in 1997, he found companies drowning in a sea of technology solutions. He created Byte Harmony to help guide businesses down the technology path to achieve the highest return on their investment.

Today Byte Harmony supports many different computer systems, taking pride in their ability to consistently select the best systems to suit your business needs.

Their goal is to build long term relationships with their clients. As a result, they provide discount options so companies both large and small can get the most value for their business dollar.

Byte Harmony’s most visible recent project in our downtown has been the West Allis/West Milwaukee Chamber of Commerce web site. You can see the site by visiting [www.westallis.org](http://www.westallis.org).

Learn more about Byte Harmony and what they can do for you. Their hours are 8:00 a.m.—5:00 p.m. Monday through Friday. They also offer 24 hour emergency service, online billing and payments.

*Please welcome Brian Kerhin and his staff  
 at Byte Harmony to Downtown West Allis!  
 They can be reached at 443-9594 or  
 online at [contact@byteharmony.com](mailto:contact@byteharmony.com).*

[www.byteharmony.com](http://www.byteharmony.com)

**Diane’s Designs.....774-7500**  
**7344 W. Greenfield Avenue**

Living a dream is the success story of a truly remarkable business located in our downtown. Diane’s Designs, located on the north-east corner of 74th and Greenfield, offers you thirty years of business experience, including extensive services in all avenues of gift giving and jewelry and watch repair. The owner and founder, Diane Latinovich, upholds prestigious ideas in service:

- ◆ taking care of you
- ◆ guaranteeing new ideas
- ◆ expert and trusted workmanship
- ◆ fast and personal service
- ◆ the desire and ability to please you!

Diane’s Designs is a unique shopping experience offering gift ideas for all occasions with selections for your friends, family, and even your pets. Diane specializes in repairing and restoring a treasured heirloom or refashioning it into something that is more “*You*.” Diane’s selection of both 14K and sterling silver includes pendants, earrings, chains, fashion rings, engagement and wedding rings, hand blown glassware, remembrance and family tree plaques, watches, class rings, and crystal figurines.

Diane also offers you the opportunity to design your own jewelry or just repair an old favorite. There is no job too small. Minor repairs on watches, batteries, sizing and stone setting are done right on the premises. In a world where service seems to have taken a back step, Diane’s Designs is moving forward...*making service and YOU a number one priority!*



Stop by and see all the fabulous and exquisite finds of Diane’s Designs. Store hours are Monday through Thursday 9:30 a.m. to 5:30 p.m., Fridays 9:30 a.m. to 8:00 p.m. and Saturdays from 9:30 a.m. to 4:00 p.m.

*Please welcome Diane Latinovich and her staff  
 at Diane’s Designs to Downtown West Allis!  
 Diane can be contacted by calling 774-7500 or by  
 e-mailing her at [Didesigns@gmail.com](mailto:Didesigns@gmail.com)*

## WELCOME TO THE NEIGHBORHOOD

**Doyle's Milwaukee Inn.....456-1000**

**7335 W. Greenfield Avenue**



*Doyle's*

**Milwaukee Inn**

On the block for just over three months, Tom Doyle, owner and head chef of Doyle's Milwaukee Inn, has already been highlighted as "Good Food, Shorter Waits" in the *Shepherd Express*, "West Palace" in *Milwaukee Magazine* and "Real Milwaukee Value" by Dennis Ghetto in the *Milwaukee Journal Sentinel*.

Tom and his wife Carol, along with their two children, are longtime residents of West Allis. They have relocated Doyle's Milwaukee Inn to Greenfield Avenue after 13 years of business on 60th Street.

Tom's mission is to offer all his guests the finest cuisine possible, featuring a wide array of classic steaks, fresh seafood and true European specialties prepared in authentic fashion. Doyle's Milwaukee Inn menus, extensive selections of fine wines, beers and spirits, together in a warm and inviting atmosphere reminiscent of Old Milwaukee will provide for a dining experience to be enjoyed and remembered.

Doyle's Milwaukee Inn serves lunch from 11:30am to 3:30pm Tuesday through Friday. Six course dinner service is from 5:30pm to 10:30pm Tuesday through Saturday. Early dining is from 2:30pm to 4:30pm Tuesday through Friday. **Call 456-1000 for reservations.**

Happy Hours can be enjoyed Tuesday through Friday from 4:00 to 6:00pm and Thursday through Saturday from 10:00pm to Midnight. Doyle's Happy Hours feature 2-for-1 pricing, hot appetizers and cool jazz.

Sunday dinner, served Sundays from 11:00am to 8:00pm, is Doyle's tribute to times gone by when Moms and Dads, Grandmas and Grandpas, Brothers, Sisters, Aunts, Uncles, cousins and friends often came together for Sundays and holidays to create, share and enjoy a fine meal. Sunday dinner features ample portioned roasted meats & fresh fish selections. Homemade breads, salads, potatoes, fresh vegetables and side dishes are also included so everyone leaves fully satisfied...just like the holiday dinners you remember.

For that very special occasion, elevate your dining experience with a reservation at Doyle's Chef's Table. Enjoy a degustation menu created specifically for your event, featuring nine selected courses in a tasting format. Available every day, seating is limited to a minimum of six guests. Arrangements may be made for larger groups.

Reservations can be made for any visit by calling 456-1000.

*Please welcome Tom Doyle, his wife Carol and his staff at Doyle's Milwaukee Inn to the heart of historic Downtown West Allis! Visit Doyle's Milwaukee Inn for lunch, dinner or a special occasion and call 456-1000.*

**WHY USA/Complete Realty.....476-3765**

**7340 W. Greenfield Avenue**

WHY USA has over 100 offices from coast to coast and has become one of the fastest growing real estate organizations in the country. (the name is an acronym for "We Hear You America"). Tom Pendergast, owner and broker, has recently moved from 88th and Greenfield to our beautiful downtown.

In 1988, WHY USA realized the importance of getting the homeowner involved in the real estate process NOT as a discount broker program, but as a way to sell a home faster, market a home better, give agents more time, and retain the traditional listing system. Thus, the **\$990 Program** WHY USA competitive marketing concept was launched.

WHY USA has achieved a national reputation as the leader in "Alternative Real Estate". The WHY USA System involves a four step plan to sell homes faster, at a higher price and at a lower commission. The company offers all traditional real estate services, including promoting its properties through MLS and offering a full "cooperative" commission to other local real estate agencies. WHY USA also offers valuable extra services to enhance its full service program, four ways to attract MORE BUYERS and two ways for sellers to save money with commissions as low as \$990!

WHY USA estimates that in only 13 years, it has already saved home sellers throughout the country over 50 million dollars in real estate commissions. Now home sellers in the Greater Milwaukee area are able to take advantage of this savings opportunity.

The WHY USA System for selling homes has been featured nationally in MONEY Magazine, Real Estate Today, the Real Estate Professional, Kiplinger's book Buying and Selling a Home, on the Financial News Network, National Public Radio and by many other prominent media sources.

WHY USA offers home sellers complete full service, access to buyers looking alone and with real estate agents, as well as the opportunity to save.

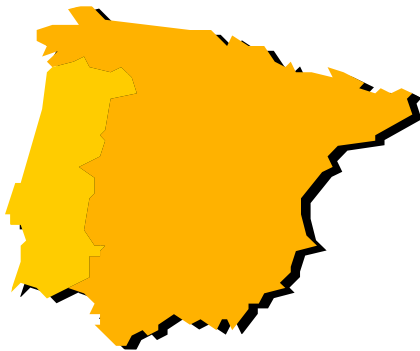
*Please welcome Tom Pendergast and his staff of WHY USA/Complete Realty to our Downtown! Tom can be reached at 476-3765 or by e-mailing him at [tpendergast@whyusa.com](mailto:tpendergast@whyusa.com)*

## DOWNTOWN DOINGS

## Doyle's Milwaukee Inn Presents... World Cuisine

A Doyle's Milwaukee Inn tradition, quarterly special theme dinners featuring authentic cuisines from selected countries, cities or ethnic regions from around the world.

**Wednesday, March 30th, 2005 at 6:00pm**



This Event Featured  
Theme *Savoring  
Spain & Portugal*

### Menu:

*The Tapas...* A tasting selection of Spanish style ham, sausage, olives, cheeses & marinated fish.

*Gazpacho Andaluz...* Spain's most famous soup, a flavorful blend of fresh vegetables highlighted by fresh ripe tomatoes in a cool and spicy tomato-vegetable puree. This course is complemented perfectly with a traditional coarse country peasant bread.

*Paella a la Valenciana...* A hearty rice dish of white beans, green beans, tomatoes, shellfish, and in this Valencia version, chicken and rabbit.

*Escalivada...* A colorful salad with roots from the Catalonia region (Barcelona), Escalivada means to "grill or roast." Here we roast eggplant with sweet peppers, onions, garlic and olive oil.

*Lomo de Cerdo con Higos...* The combination of fruit and meat are found often in this cuisine, and the pairing here of roast pork with sweet figs are particularly delicious. Roast potatoes compliment.

*Cazuela de Esparragos Trigueros...* Because of its high cost, asparagus has always been associated with fine dining in Spain. Here asparagus is combined with eggs baked in ramekins, for a soufflé-like presentation.

*Pudim Flan Melocoton...* Flan is the most popular dessert in almost every taberna and tasca in Spain and Portugal. We kick things up with the addition of port wine and peaches for which the Aragon region is famous.

Complete menu cost is \$40 per guest. Wine pairing option featuring Spanish Sherry & regional wine flights at \$15 additional per guest. Advance reservations with deposit or credit card required. **Call 456-1000 for reservations today!**



## RODEO IS RETURNING TO WESTERN DAYS

The Professional Rodeo Cowboys Association (PRCA) will be bringing the excitement of 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 the following locations for only \$12.00:

West Allis/West Milwaukee Chamber of Commerce; M & I Bank - 70th & Greenfield; Wells Fargo Bank - 62nd & National; and at Majdecki's Sentry - 10280 W. National Ave. Or on-line at [www.wistatefair.com](http://www.wistatefair.com)



A limited number of reserved seats are available for \$20 only at the online site. Check the website

[www.westerndays.com](http://www.westerndays.com) for continuing updates on the Rodeo & Western Days.

Many sponsorship opportunities are currently available by contacting Pat Morris at 321-1232. The Western Days Rodeo Committee will be contacting local businesses for program ads, banner placement in the Coliseum and other opportunities to support this event.

**The Annual Western Days  
Parade takes place along  
Greenfield Avenue on  
Thursday, June 16th**



## DOWNTOWN DOINGS

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

*As our Downtown evolves, and our customer traffic grows, we are taking positive and progressive measures on your behalf.*



**Main Street Technical Visit: Tuesday & Wednesday, March 1st & March 2nd.**  
One of the “perks” of our Main Street Designation are “Technical Visits.”

Lyn Falk, President of Retail Works, a Nationally recognized image development & design firm, will be presenting her time-tested and successful ideas regarding store front merchandising. She will also address our present business mix and share her thoughts regarding improvements. We scheduled her visit for March 1st and 2nd. You will be receiving additional information. Or, feel free to call Brian at 774-2676 or e-mail him at [director@downtownwestallis.org](mailto:director@downtownwestallis.org).

BID/Inc.? What happened and What does this mean?

As a Business Improvement District matures, its attributes undergo scrutiny and changes are inevitable.

Since our **Business Improvement District's** inception in 1989, our budget has been limited to the special assessment of property within the Business Improvement District's boundaries as authorized in the original Operating Plan. Each year we submit an Operating Plan to the City of West Allis, including a budget outlining how the assessment dollars are to be spent. Within the Operating Plan we address how we will accomplish our stated tasks of development, redevelopment, maintenance, operation and promotion of our BID. Our operating costs are rising, along with increased services provided to the BID. We have not increased our budget nor raised the assessments. To meet our present and projected needs, other methods of funding needed to be addressed.

Downtown West Allis, Inc. was formed to manage the operations of the Downtown West Allis Business Improvement District. DWA, Inc. is able to earn income through donations and or proceeds collected through promotional events i.e. the Classic Car Show.

As our Downtown evolves, our fund raising capabilities must be enhanced. An important designation regarding our fund raising capabilities is receiving a 501(c)3 designation.

In May of 2003 we began the application process. On March 26, 2004 we were granted exempt status from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)3.

**Benefits of 501 (c) 3 status:**

1. This is the purest type of non-profit and all donations are tax deductible by all types of persons, entities, etc.
2. This type of entity cannot lobby politicians.
3. Grant-making organizations require a 501(c)3 determination letter.
4. Tax exempt status enables organizations to obtain a bulk mailing permit at low nonprofit rates.
5. Official tax-exempt status provides proof to donors that their contributions are tax deductible, eliminating questions in the event of an audit.
6. You need 501(c)3 status to apply for a permit to run charitable gaming fund-raising events.
7. You typically have to produce a determination letter to avoid paying certain sales taxes on purchased goods.



*Please contact Brian Preiss, Executive Director of the BID/Inc. with questions or comments on this article.*

COMMITTEES UPDATE

Promotions Committee

Continued from Page 5...

1st Annual Downtown West Allis Halloween Meet-N-Treat

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Over two hundred costumed creatures scattered throughout our Downtown for two hours of a howling good time on Saturday, October 30th, 2004 for our first ever Halloween Meet-N-Treat. With over 20 BID merchants participating (most of whom ran out of candy because so many kids were here) this event is sure to become a new tradition for our Downtown to look forward to every year!

Many thanks to those merchants who participated in this event!

Pictured at right: Cory Gareis, son of Staff One's Pam Gareis, was excited about winning his BID Bucks during the scavenger hunt drawing. Cory's Michelangelo Teenage Mutant Ninja Turtle costume was made by his Grandmother, who escorted him throughout the Meet-N-Treat event.



Window Decorating Contest

Snow caps off to those BID members who participated in the 2004 Downtown Window Decorating Contest, which was held the day of the West Allis Charities annual Christmas Parade. The parade theme was "Joy to the World."



Congratulations to the following businesses, who received framed award certificates:

- Most Unusual: Avant-Garde
Best Theme: Benno's Genuine Bar & Grill
Most Classic: Hawkins Clock Center
Best Window Painting: Queen's Closet
Most Unique: The Wedding Centre

Many thanks to our panel of judges: Fire Chief Steven Hook; Downtown West Allis resident & neighbor, Janet Frey, and Alisa Chojnacki, Miss West Allis Chamber of Commerce 2004.

Annual Holiday Party



"This was the BEST ONE EVER."

Words we've heard over and over again since our fantabulous Holiday Party at West Park Place on Wednesday, January 12th.

Thank you to all of you who donated such great prizes for the attendees drawing!

Special thanks to Jackie Ellington for her coordination of our party! Also, many, many thanks to Mary Morris and Sharon Marek and their staff at West Park Place!

COMMITTEES UPDATE

Continued from Page 11...

Promotions Committee



**Downtown West Allis HOLIDAY STROLL**

**Sponsored by the Merchants of Downtown West Allis,  
Was held on Saturday, December 4, 2004 from 10:00am-2:00pm**



Our FREE annual family fun event included something for everyone: professional ice sculpting, visits with Santa, Santa's Toyland, carolers, free trolley rides, cookies and hot chocolate, and even reindeers Comet and Cupid made an appearance! Fun was had by all who attended...see the pictures below. We extend many thanks to the all of the BID businesses who were sponsors and hospitality hosts! Also, special thanks to those volunteers who made this annual event possible! *Be sure you join us at our 2005 Stroll, Sat. Dec. 3rd!*



*The live reindeer, sponsored in part by Quest Corporation, are the most popular feature of the Holiday Stroll every year. (Well, next to Santa, of course!) Thank you to M & I Bank for the use of their side lot/courtyard. This was the perfect area for kids and families to visit these animal celebrities*

16 Professional & Award-Winning ice carvers were out on the Avenue for the 2004 Winter Fun Ice Sculpting Competition. Our Holiday Stroll was the season kick-off for the carvers who showcased their talents to all visitors of the Downtown.

**Winning Ice Sculptures**

1st Place: Artist—Dan Ingebrightson  
Sponsor: Chamberlain's Flowers & Gifts



2nd Place: Artist— Nick Marincic  
Sponsor: Queen's Closet



3rd Place: Artist— Mark Maysik  
Sponsor: West Allis Tobacco & Liquor

**Many thanks to all of our ice block sponsors!**

*M & I Bank, B & K Bar Supplies, Model Empire, Chamberlain's Flowers & Gifts, West Allis Dental Care, Quest Corporation, Anchor Bank, Queen's Closet, West Allis/West Milwaukee Chamber of Commerce, Freese's Candy Shoppe, Doyle's Milwaukee Inn, West Park Place, Benno's Genuine Bar & Grill, Liberty Tax/DC Ellington Co., West Allis Liquor & Tobacco, Milwaukee Sewing Machine and the City of West Allis.*



*Thank you to B & K Bar Supplies for sponsoring the Madrigal Singers from Pius XI.*



**Fun and Frolic at the 2004 DWA Holiday Stroll!**

**DOWNTOWN DOINGS**

**2005 BOARD ELECTIONS**

At the December Board Meeting, officers and board members were elected to serve the BID/INC. for 2005. These individuals will be serving you as officers on the Downtown West Allis Business Improvement District Board of Directors:

- BID President:** Jackie Ellington  
D.C. Ellington Company  
7412 W. Greenfield Ave.  
453-0770
- INC President:** Greg Gorak  
Quest Corporation  
7328 W. Greenfield Ave.  
475-1400
- Vice President:** Doug Persich, DDS  
West Allis Dental Care  
7130 W. Greenfield Ave.  
258-2500
- Secretary:** Barb Zadrozny  
Queen's Closet  
7343 W. Greenfield Ave.  
771-0033
- Treasurer:** Tim Klare  
M & I Bank  
7000 W. Greenfield Ave.  
259-7046

*Please give these Board Members your support as we applaud their efforts to go the extra mile for all of us in Downtown West Allis!*

**WELCOME BACK DON FALK!**

We send our thoughts and prayers to Don Falk, owner of B & K Bar Supplies, 7100 W. Greenfield Ave., for continuing his recovery.

**15 YEAR ANNIVERSARY!**

Queen's Closet celebrated 15 years in business on Saturday, January 29th at their store located at 7343 W. Greenfield Avenue. Cake, coffee and other treats were a part of the 15th Year celebratory activities between



10:00am and 3:00pm, where customers and neighbors came to show their continued

patronage and support. Congratulations to Queen's Closet and their staff! Thank you for being a part of Downtown West Allis!

**S.A.F.E. PROGRAM FOOD DRIVE**



A joint effort between Second Harvest, the West Allis/West Milwaukee Recreation Department, and our neighbors at 7032 W. Greenfield Ave., Salon Dovini, was an important community service effort in the SAFE Program Food Drive, held between December 13th—December 21st.

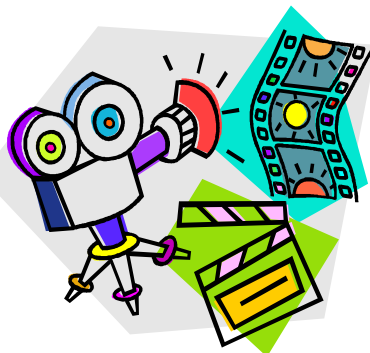
Students brought in non-perishable food items to benefit the less fortunate in our community. For every four non-perishable food items each student brought in, their name was entered in a drawing to win two Jason Mraz concert tickets and memorabilia. The SAFE Program that brought in the most items won a pizza party.

The Recreation Department's SAFE program (Safe Afterschool Fieldhouse Experience) offers parents an after school program where children can play and learn in a supervised and structured environment.

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

*Producer's Class – Thursday, March 10th, 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, Tuesday, Wednesday, March 14th, 15th and 16th 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, Thursday, April 11th, 12th, and 14th 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 take advantage of their new facilities!*

COMMITTEES UPDATE

Promotions Committee



Mark Your Calendars Now for this year's Downtown West Allis Promotions Events!

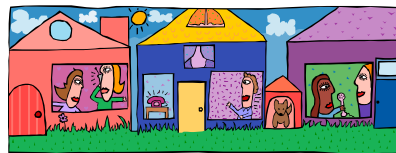
- Friday, June 10th: Community Sale Day
- Friday, July 8th: Community Sale Day
- Friday, August 12th: Community Sale Day
- Sunday, October 2nd: Classic Car Show
- Saturday, October 29th: Halloween Meet-N-Treat
- Saturday, December 3rd: Holiday Stroll



NEW THIS YEAR: Downtown West Allis Summer Community Sale Days!

Community days will include merchants sidewalk sales, farmers market, community groups and organizations, demonstrations and entertainment! All this to bring the customers and the community to our beautiful and historic Downtown!

Community days will be held on the second Friday of every month:
Friday, June 10th (Friday before Western Days)
Friday, July 8th (Friday after Independence Day)
Friday, August 12th (2nd Friday of Wisconsin State Fair)



A few reasons we hold promotions are to get people into the area (hopefully to make a purchase), to create an impression (so they come back to shop or set up shop!) and/or to make money (so we can continue to bring more people into the area). ☺



DOWNTOWN DOINGS

Avant-Garde Grand Opening

Brent and Jim held the Grand Opening of their new studio addition this past November, complete with radio coverage by KISS 103.7FM and customer specials galore!



BID AROUND THE TOWN

YOU Can Be Represented! BID at the Business to Business EXPO on Wednesday, March 2nd

Your BID is going to be representing YOU at the West Allis/West Milwaukee Chamber of Commerce's Annual Business to Business Networking Exposition on Wednesday, March 2nd from 11:00am to 2:00pm.

We will be renting a table to display our BID members to attendees of the Expo. Please consider donating an item representative of your business for us to include in the BID door prize drawing.

Your contribution will be helpful in representing the camaraderie of the Downtown West Allis BID members. It will also promote of your business to the many attendees of the Expo. Please contact Pam today to donate! Call 774-2676 or drop an e-mail at promotions@downtownwestallis.org

To reserve your own table space at the Expo, you will receive discounted booth rental fees as a BID member. Please contact Sue at 302-9901 for an Exhibit Space Agreement Form.

# WEST ALLIS EVENTS

## West Allis/West Milwaukee Chamber of Commerce Annual Dinner

Wednesday, February 16th at 5:30pm ★ Knights of Columbus, 1800 South 92nd Street  
Citizen of the Year, *Jim Mejchar*, and Business of the Year, *Whitnall Summit*, will be recognized at this fun event!

## West Allis/West Milwaukee Community Night '05

Saturday, February 26th at 7:30pm at the Admirals

Join your friends & neighbors in watching the Milwaukee Admirals vs. the St. John's Maple Leafs

Purchase your tickets at the West Allis/West Milwaukee Chamber of Commerce, West Allis

City Hall OR the Recreation Department. All Tickets \$15.

Proceeds go to the West Allis/West Milwaukee Education Foundation.



## Business to Business Exposition

Wednesday, March 2nd, 11:00am to 2:00pm ★ Wisconsin Exposition Center at State Fair Park

Don't miss this annual networking opportunity produced by our Chamber of Commerce!

*For tickets and more information about these events,  
call Jim or Sue at the Chamber office at 302-9901*

# FEBRUARY

**Tuesday, February 8th:**  
*Promotions Committee meeting*  
at 12 Noon (Lunch: Joe)

**Wednesday, February 9th:** *Design Committee meeting*, at 8:00AM



**Monday, February 14th**  
**Happy Valentine's Day!**

**Tuesday, February 15th:** *Economic Development Committee meeting*, 8:00AM.

**Wednesday, February 16th:** West Allis/West Milwaukee Chamber of Commerce Annual Dinner

**Wednesday, February 23rd:** *Board of Directors meeting*, 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."*

# MARCH

**Wednesday, March 2nd:**  
Business to Business Networking Exposition, 11:00am-2:00pm at the Wisconsin Exposition Center of State Fair Park.

**Tuesday, March 8th:** *Promotions Committee meeting* at 12 Noon (Lunch: Tom)

**Wednesday, March 9th:** *Design Committee meeting*, at 8:00AM

**Tuesday, March 15th:** *Economic Development Committee meeting*, 8:00AM at the BID office

**Thursday, March 17th**  
**Happy St. Patrick's Day!**



**Wednesday, March 23rd:** *Quarterly INC. Board of Directors Meeting*, 8:00AM.

**Wednesday, March 30th:** *Board of Directors meeting*, 8:00AM.

## 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](mailto:promotions@downtownwestallis.org)

*DEADLINE for any and all submissions for the next Quarterly newsletter*

*(April, May, June)*

*is Friday, March 11th by 5:00 p.m.*



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, Program Assistant/Promotions Coordinator*

7231 West Greenfield Avenue  
Downtown West Allis, WI 53214

