

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

July—September 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



TAKE A BOW!

Successful downtown revitalization techniques of 2004 were honored at the 15th Annual Wisconsin Main Street Awards Reception, held April 22nd in Viroqua, Wisconsin. Lt. Gov. Barbara Lawton attended the awards program on behalf of Governor Jim Doyle.

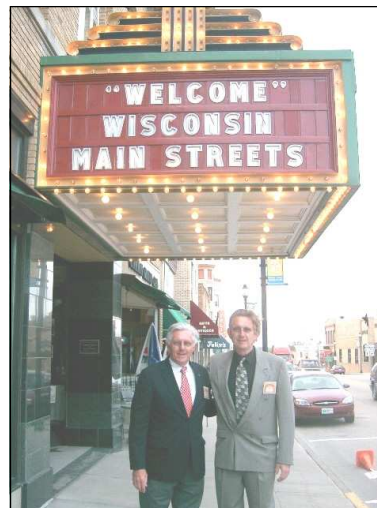
Don Falk, owner of B&K Bar Supplies located at 7100 W. Greenfield Avenue, was the statewide recipient of the **"Best Façade Rehabilitation Over \$7,500."** Don had B&K Bar Supplies' façade renovated to replicate that of that building's historic Woolworth's façade of the 1950's through 1980's.

Jackie Ellington received the **"Honorary Board Member of the Year"** award as a result of her efforts as president of the Downtown West Allis Business Improvement District during 2004.

Walter Zehm was the recipient of the **"Volunteer of the Year"** award for serving as an active member of the BID Board of Directors and the Design Committee for a number of years.

Brian Preiss was recognized with his two year **"Main Street Director Years of Service"** award.

"The Main Street Program has proven its worth as a successful downtown revitalization tool, and every year we recognize the efforts put forth by volunteers, businesses and communities to restore local economic vitality," said Department of Commerce (Commerce) Secretary Mary P. Burke. "Since the program's inception in 1988, the state's Main Street Communities have attracted 2,617 new businesses, 13,304 new jobs, and \$599 million in new



Don Falk, with his brother Jerry, in Viroqua at the Main Street Awards

Board of Directors Continued...

Don Falk
B & K Bar Supplies
259-9161

Alex Geiger
Model Empire
453-4610

Gloria Hawkins
Hawkins Clock Center
258-1144

Jim Mejchar
Citizen
546-3820

Mike Matel
Freese's Candy Shoppe
453-5353

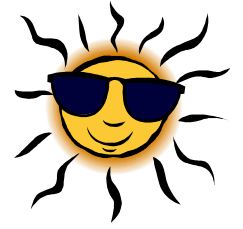
Jim Melotte
Avant-Garde
607-4068

Walter Zehm
Citizen
541-3922

Mission:

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

Executive Directors Report – Brian J. Preiss



Hello!

It's always great to have the warmth of summer to welcome us each morning. Summer weather gives us the opportunity to attend festivals, parades and all the other fun events.

The good weather factor also gets us out of our homes and offices. As our downtown is a destination for many, the good weather allows us the opportunity to spruce up our buildings, businesses and streets. Our street level plant boxes have softened up the concrete sidewalks; the trees provide shade and a look of nature to our pedestrians and motorists.

Our Downtown Community Sidewalk Sale-a-brations have allowed us to showcase our own businesses and those organizations who attend to quality of life issues for many in our community.

As an organization we have a few people, more now, than ever participate in the bulk of the workload to carry on the business of assuring our downtown is a wonderful place to visit, shop or conduct business.

As times and circumstances change in the evolution of our downtown, your opinions, comments, suggestions are always taken into account when decisions need to be made. Your presence at our committee meetings and activities is the panacea of involvement. When we work together as an organization and share the tasks, we form a synergy of trust and cooperation. Join us!

Until next time, *Brian Preiss*

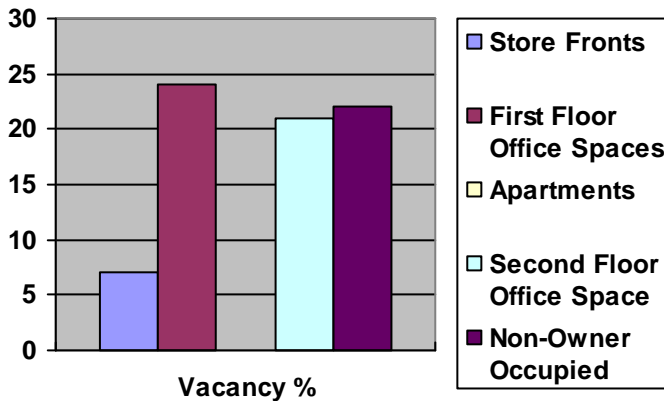
INC. President's Report – Gregory S. Gorak

Hello and Happy Summer to all.

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

Peace and prosperity, *Greg Gorak*

***As reported at the June
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



COMMITTEES UPDATE

Economic Development Committee

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

When a Business Improvement District does what it needs to do attract good business, good businesses are attracted.

Our April-June Newsletter included a list of five vacant storefronts.

The following is an update of these five storefronts etc.:

1. **7040 W. Greenfield Ave.** *Sini-Sini Tanning Salon* has occupied the entire 1st floor. (See article on page 5.)
2. **7239 W. Greenfield Ave.** The owner is in the process of considering tenant options. Interior painting and decorating are ongoing. Exterior renovations should be well on their way by the end of the year.
3. **7223 W. Greenfield Ave.** *The Republican Party* has set up a home for their Milwaukee County and State of Wisconsin operations.
4. **7149 W. Greenfield Ave.** *Kim's Costume Shop* and *White Buffalo Intertribal Store* will be sharing the space.
5. **7105 W. Greenfield Ave.** The former Fairgrounds Espresso. Approximately 3,600 square ft. of first floor space available.
6. **7235 W. Greenfield Ave.** *Singer Sewing Machine* has gone out of business as a result of the death of business owner Joseph Bugarino. The Singer Sewing Machine business has occupied this address for over 50 years. *Home Gameroom Supply* will be moving from its present location of 7249 W. Greenfield Ave. to become the new occupant.
7. **7334 W. Greenfield Ave.** A new owner plans to begin renovations within a month.

If you have an interest in any of the above vacancies, please contact our office at 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.
3. *WHY USA Realty* 7340 W. Greenfield Ave.

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 held 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**



"Looking good" was a familiar comment expressed by attendees at our first *Downtown West Allis Community Sidewalk Sale-a-bration* on June 10th. (See Promotions on page 4 for more details).

Attention to our downtown's aesthetics has been a focus this summer.

Cigarette butts have plagued our sidewalks for years. A dramatic reduction of cigarette butts was accomplished through a cooperative effort between business owners and the BID office regarding a split in the purchase of cigarette receptacles.

With the beautiful weather upon us, you now have an area dedicated to your comfort. We have purchased a **picnic table and trash container**. A few years ago the City had built a patio area behind the Quest building to the North of the alley and parking stalls. We pictured this area as an oasis for our downtown workforce. Now you have the appropriate furniture to accommodate your visit. (See photo on page 6.)

Plants: A group of 21 volunteers displayed their horticultural skills Saturday morning, May 14th. Our Committee and past West Allis Citizen of the Year, Pat Wolfe, orchestrated the effort. They determined the suitable plants for each side of Greenfield Avenue, a diagram was drawn up, flowers were purchased and delivered Saturday morning at 8:00am. The crew went to work. By 10:30am, 30 planter beds had been given the gift of life. *Thank you to all who helped!* (See photo on page 6.)

Brent Holmes of Avant-Garde submitted a proposal and was awarded the contract for watering the flower beds during the 2005 growing season.

We consider the planting a success. Recent monitoring of the plant beds has indicated where adjustments need to be made for future years. Your maintenance of the planter beds and feedback are greatly appreciated!

SIGNAGE GRANTS Paid so far in 2005:

- ◆ 7334 W. Greenfield Ave. Removal of old Alberti's sign.
- ◆ 7335 W. Greenfield Ave., *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.
- ◆ 7046 W. Greenfield Ave., *For Mom & Me.*: Installation of flat sign.

SIGNS ON THE HORIZON:

- *Kim's Costume/White Buffalo*
 - *Salon Dovini*
- *West Allis Liquor & Tobacco*
 - *Sini Sini Tanning*
 - *Diane's Designs*

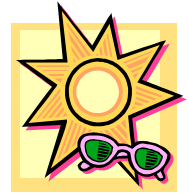
Are you interested in how our Downtown looks? Then join us at our next Design Committee meeting! The Design Committee meets the 2nd Wednesday every month at 8:00am at the BID office, 7231 W. Greenfield Avenue.

COMMITTEES UPDATE



Promotions Committee

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



One HOT Sale-a-bration!

Friday, June 10th marked the first of this Summer's three **Community Sidewalk Sale-a-brations** here in Downtown West Allis. It was fun, it was good...and all due to the hard work and efforts of our dedicated Sale-a-brations Team: Don Falk (Chairperson) of B & K Bar Supplies; Brent Holmes & Jim Melotte of Avant-Garde; Jackie Ellington of D.C. Ellington Co.; Kim Huber of Kim's Costumes; Joe Tairi of Mortgage Werks; Jim Mejchar, retired Chamber President; and Brian Kerhin of Byte Harmony. **Many thanks also to our sponsors who made this possible:** Avant-Garde, B & K Bar Supplies, West Allis Dental Care, Booked Solid, Essential Home Improvements, Kim's Costumes, AnchorBank, Associated Bank, Byte Harmony, Diane's Designs, For Mom & Me, Freese's Candy Shoppe, Hawkins Clock Center, International Clown Hall of Fame, Liberty Tax Service, Natural High Sports Supplements, M&I Marshall & Ilsley Bank, Model Empire, Queen's Closet, Quiznos, Solidstate TV Service, D.C. Ellington Company, Game Castle and West Park Place! **See you at our next Community Sidewalk Sale-a-bration on July 8th!**



Downtown Don takes aim to put out the "fire" of the Survive Alive House sponsored by the West Allis Fire Dept.



The James Elbert Band entertains the crowd with their "rockin' bluez for the soul" on 72nd Street South of Greenfield Ave.



Dick Shepard of Granny's Floral & Gifts gets some sun while he sells his wares. His merchandise filled two vendor spaces.

Mark Your Calendars Now for our upcoming Promotional Events for Downtown West Allis!



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

Get your motor running, head out to the Avenue...for the 15th Annual Classic Car Show!

We're all revved up about the **15th Classic Car Show**, which will be held on **Sunday, October 2nd** from **10:00AM—3:00PM**



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 the help of each and every one of you to 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

WELCOME TO THE NEIGHBORHOOD!

**Sini Sini Tanning Salon.....258-5797
7040 West Greenfield Avenue**

Sini Sini Tanning Salon recently opened its doors here in Downtown West Allis at 7040 W. Greenfield Avenue. The art deco style décor, upbeat vibe, and clean, friendly atmosphere welcomes customers to indulge in the ultimate tanning experience.

Sini Sini has regular and high pressure beds for the “traditional” tanners, and also has the Magic Tan Spray Booth for those who want a UV-free tan that lasts 5-7 days. It’s the latest thing that all the Hollywood stars are using and is great if you need a natural looking tan right away, but didn’t have the time to develop one. The salon also carries top of the line products that make your skin feel wonderful.

Sini Sini offers competitive prices for anyone’s budget including single sessions, memberships and packages.

Hours of operation are Monday-Friday 9am to 8pm and Saturday and Sunday from 10am to 3pm.



Please welcome Shelby Visintin and her staff at Sini Sini Tanning Salon to Downtown West Allis! Sini Sini can be reached at 258-5797

**White Buffalo Intertribal Store...546-4428
7143 West Greenfield Avenue**

As you walk into the *White Buffalo Intertribal Store*, you notice how beautifully American Indian items are displayed in part of the 7143 W. Greenfield building that White Buffalo now shares with Kim’s Costumes. There is a pleasant scent in the air and music is always playing. This is the comfortable atmosphere that makes it easy and enjoyable for you to shop while you visit.

The White Buffalo Store originally was opened in May 1993, on Becher Street, by

Tony LaFountain (1935-1997). His Cherokee name was *Une.ga ya'nssi'* or “White Buffalo” hence, the name for the store. Sam, Mr. LaFountain’s widow, purchases merchandise from various regions in North and Central America, with most items coming from the Great Lakes area. Sam states that teaching about American Indian culture is a very important aspect of the store. Informing the general public about American Indian ways is essential since “the most violent element in society is ignorance” (Emma Goldman).

The White Buffalo Store offers a wide selection of American Indian items such as jewelry, fry bread mix, herbs and teas, Bison (buffalo) meat, area rugs, books, framed and unframed art, some craft supplies, music, greeting and Holiday cards and much more.

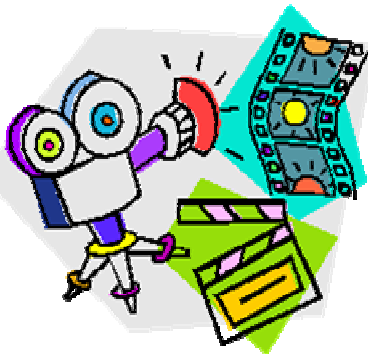
We look forward to a prosperous adventure on Greenfield Avenue! Thanks for all the welcomes and good luck wishes!

Please welcome Sam LaFountain to our Downtown! She can be reached at White Buffalo by calling at 546-4428

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 – Tuesday, July 12th, 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, July 18th, 19th and 20th 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, August 22nd, 23rd and 24th 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

Downtown West Allis Community Sidewalk Sale-a-bration!

Friday, July 8th at 10:00am—6:00pm ★ Friday, August 19th at 10:00am—6:00pm
Greenfield Avenue between 70th & 76th Streets

Special sales, farmers market, face painting, car wash, Battle of the Bands, moon walk, fun, food and music!

For more information call 774-2676 or visit www.downtownwestallis.com



American Cancer Society—Relay for Life in West Allis

Friday, July 15th at 6:00pm through Saturday, July 16th at 10:00am
Nathan Hale High School, 11601 W. Lincoln Avenue



A unique celebration of life in honor of survivorship and in memory of those lost their lives to cancer.

Everyone is welcome to join the party-like atmosphere of this fun-filled overnight activity to raise money in the fight against cancer.

Relay for Life team members take turns around the track all night long.

From the opening lap at 6:00pm, led by cancer survivors, to the emotional luminaria ceremony, through the triumphant final lap, the Relay for Life is something participants will always remember.

To pledge, join a team, donate for a luminaria, or more information call Jim at 546-3820.



West Allis/West Milwaukee Chamber of Commerce Annual Golf Outing

Wednesday, August 10th ★ Western Lakes Golf Club

Registration is at 9:00am with shotgun start at 11:30am. Lunch served from 10:30am—2:30pm.

Dinner and awards 5:30pm. Registration forms and payments due by July 25th.

For additional information call 302-9901.

A few photo highlights...



Volunteers from “Working Together” contributing to our planting process on Saturday, May 14th.

West Allis Central High School band performs at the Memorial Day Parade.



Our new picnic table and trash container put to use.



BID CALENDAR

JULY

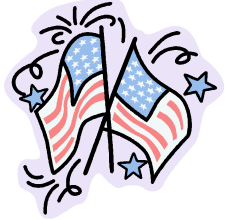
Friday, July 8th: Downtown West Allis Community Sidewalk Sale-A-Bration
10:00am-6:00pm

Tuesday, July 12th: *Promotions Committee meeting at 12 Noon (Lunch: Heather Caldwell)*

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

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

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



AUGUST

Tuesday, August 9th: *Promotions Committee meeting at 12 Noon*
(Lunch: Brent Holmes)

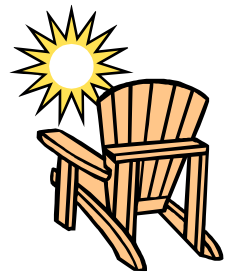
Wednesday, August 10th: *Design Committee meeting at 8:00AM*

Tuesday, August 16th: *Economic Development Committee meeting at 8:00AM*

Friday, August 19th: Downtown West Allis Community Sidewalk Sale-A-Bration
10:00am-6:00pm

Wednesday, August 24th: *INC. Board of Directors Meeting at 8:00AM*

Wednesday, August 31st: *Board of Directors meeting at 8:00AM*



SEPTEMBER

Tuesday, September 13th: *Promotions Committee meeting at 12 Noon*
(Lunch: Kim Huber)

Wednesday, September 14th: *Design Committee meeting at 8:00AM*

Tuesday, September 20th: *Economic Development Committee meeting at 8:00AM*

Wednesday, September 28th: *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
(October, November, December)

is Friday, September 16th 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

7231 West Greenfield Avenue
Downtown West Allis, WI 53214

