

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
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www.downtownwestallis.com

May—June 2006

2006 BID / Inc. Board of Directors

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

Jim Melotte
Vice President
Avant-Garde
607-4068

Timothy Klare
Treasurer
M&I Bank
476-0900

Barb Zadrozny
Secretary
Queen's Closet
771-0033

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

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

President's Report

Downtown West Allis is excited to announce that it is currently in negotiations with the City of West Allis and Milwaukee County with the intention of obtaining a Grant to help underwrite the cost of hanging flower baskets in our Downtown.

Saturday afternoon, June 10th as a part of the City of West Allis Centennial Celebration Jim Mejchar, a Downtown historian, will be conducting a walking tour of the Downtown. Meet us at City Hall, 1:00pm.

Thursday evening, June 15th we would like to invite you to attend the Centennial Celebration Parade passing through our Downtown — Greenfield Ave. The parade begins @ 6:30pm.

Sunday afternoon, June 18th Downtown will be represented at the West Allis Centennial Festival, State Fair Park 1:00–5:00pm.

For further information call us at 414-774-2676.

Dr. Douglas Persich
DWA, Inc. President
West Allis Dental Care
7130 W. Greenfield Ave.

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

Greg Gorak
Past President
Quest Corp.
475-1400

Tom Doyle
Doyle's Milwaukee
Inn
456-1000



Wisconsin Main Street's 16th Annual Awards

On April 28, 2006 in Stevens Point, WI, The Downtown West Allis Business Improvement District received the following 5 awards.

- **Don Falk**—Downtown West Allis Board Member of the Year
- **Jim Melotte and Brent Holmes**—Downtown West Allis Volunteers of the Year
- **Ed Wistl**—Honorable Mention for his 7200 W. Greenfield Avenue building
- **Brian Preiss**—3 year plaque as a Main Street manager
- **Downtown West Allis**—5 year anniversary plaque as a Main Street Community

**Mission:
STATEMENT**

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

COMMITTEES UPDATE

Economic Development Committee

Timothy Klare (Chair), Douglas Persich, DDS, Thomas Doyle, Mike Matel, Alex Geiger, Roberto Monteagudo, DDS, Sherry Saiki, Patrick Schloss (Ex Officio)

**Continue to think what you always thought....
Continue to get what you always got
Is that enough?**



By Thomas Doyle

Doyle's Milwaukee Inn

7335 W. Greenfield Ave.

It's an old saying I heard many years ago that changed my life. It made me think about things differently. While these days it's probably more fashionable speak to say 'think outside the box', an open mind approach is really what I'm talking about.

Our city is changing. Our Downtown is changing. The Wauwatosa downtown is changing too. So are Shorewood, New Berlin, Brookfield, Milwaukee, West Milwaukee, and most everywhere else. Some changes are for the better, others for the worse. As businesses relocate, often those that change for the better happen at the direct expense of others that ultimately change for the worse. The news of Blue Cross-Blue Shield relocating here is one example of positive change for West Allis. This is directly parallel to a negative change for downtown Milwaukee. And so it goes. Nobody stays on top forever.

I think West Allis, and particularly our Downtown, is on an upward swing. At the same time I cannot forget the severe downward spiral this area has seen, all beginning with the closing of Allis Chalmers. Sometimes there is nowhere to go but up.

But finally, now the change here is for real. Our avenue buildings are seeing more facelifts and makeovers than Joan Rivers and Phyllis Diller combined. The garbage in, garbage out, thrift stores that once dotted the street are now merely memories. These days economic development talk now includes restaurants, nightclubs, coffee shops, boutiques, butchers, bakers, and candlestick makers (o.k. , I made that last one up). Did someone say a Broadway type theater on the avenue? I think that might have been me, but why not?

So far, I like the direction in which we are headed. The thought of a vibrant, bustling, active and prospering downtown is a real possibility; a goal which I am convinced can be achieved. But a hit of change is needed to get us there. Change in the way we often think. Change in the way we do business.

Our city government, Common Council, planning commission, our downtown community, our Chamber of Commerce, our businesses, and our resident population at large, everyone must act together to make it happen. We should agree to make our vacant Greenfield Avenue spaces more attractive to the businesses we want to locate in our downtown. Everybody wants what we already have...location, location, location. Just ask Whitnall Summit Place. We just need to show them we have it. We should look at everything else it takes to open a small business here, sign ordinances, liquor licenses, building occupancy permits, building codes, taxicab permits, regulations, taxes, anything and everything it takes, and re-evaluate what we do to gain new business.

We should be the most proactive community in the State when it comes to attracting new business. Doing this will reap rewards unlike most of us have ever seen. We can decide right here and now what businesses we want in our downtown. We can pick and choose. We can get them here by making them offers they cannot refuse. Offers that they won't get from those other "inside the box" thinking communities. We can attract them here not by continuing the thinking we currently have, but by changing our thinking across the board, We must learn to say yes, where we have always said no. When we do...it will be enough.

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.

COMMITTEES UPDATE

Promotions Committee

Don Falk / Jim Mejchar (Co-Chair), Jim Melotte, Jackie Ellington, Gloria Hawkins, Brent Holmes, Eric Smith, Diane Brandt, Oz Karlsvik, Melissa Duerlinger, Fred Gur, Pam Zorko

DO YOU KNOW THE HISTORY OF YOUR BUILDING?
IF SO, GIVE US A CALL!

Because of the 100th anniversary of the City of West Allis, we are planning to do historical displays pertaining to the downtown area. We need your help.

We are looking for old photos, artifacts, or anything that would be of historical interest.

We plan to have displays set up at the many activities, starting with the City Dinner Dance on April 29th. This year gives us opportunities to really promote our historic Downtown.

On Saturday, June 10th at 1:00pm, we will be conducting a Historical Walk of our Downtown.

Contact the BID office at (414) 774-2676 if you have any questions.

Thank you in advance,
 Jim Mejchar
 Co-chair - Promotions Committee
 Citizen / Volunteer

Get your motor running, head out to the Avenue...for the 16th Annual Classic Car Show!

We're all revved up about the **16th Classic Car Show**, which will be held on **Sunday, October 1st** 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 Classic Car Show one to remember!

The Promotions Committee meets the second Tuesday of each month at 12Noon at the BID Office, 7231 W. Greenfield Ave. Please call Dianne @ 774-2676 prior to the meeting to let us know you plan on attending.

Design Committee

Alex Geiger (Chair), Jim Melotte, Jackie Ellington, Steve Schaer, Brent Holmes, Jim Hoerig



The Design Committee has been working on trying to come up with a new look for the flowers and the existing planting beds.

Some of the ideas are:

- Hanging Baskets
- Self standing flower pots
- Fencing around the planting beds

We are hoping to really freshen up the street. If you have any ideas please come to our next meeting on Wednesday, May 10th.

Design Committee Chairman

Alex Geiger

Model Empire

7116 W. Greenfield Ave.

A prototype of the fencing around the planting beds. Hopefully we will see these in our Downtown West Allis in the near future.



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.

Upcoming Events and Meetings

May

Tuesday, 9th
Wednesday, 10th
Tuesday, 16th
Wednesday, 24th
Monday, 29th
Monday, 29th

Promotions Committee meeting at 12 Noon
Design Committee meeting at 8:00AM
Economic Development Committee meeting at 8:00AM
Board of Directors meeting at 8:00AM
City of West Allis Memorial Parade at 10:00AM (thru Downtown)
Memorial Service at Veteran's Park (70th & National) at 11:00AM

June

Saturday, 10th
Tuesday, 13th
Wednesday, 14th
Tuesday, 20th
Thursday, 15th
Sunday, 18th
Wednesday, 28th
Wednesday, 28th

Downtown Historical Walking Tour at 1:00PM
Promotions Committee meeting at 12 Noon
Design Committee meeting at 8:00AM
Economic Development Committee meeting at 8:00AM
Centennial Celebration Parade at 6:30PM (thru Downtown)
West Allis Centennial Festival at State Fair Park-1:00PM
INC. Board of Directors Meeting at 7:30AM
Board of Directors meeting at 8:00AM

Next Issues

The next issue of "The Downtowner" will be distributed at the beginning of July. If your business has any information you would like to be included in "The Downtowner", please contact Brian or Dianne at 774-2676. You can also submit your article via fax at 774-7728 or e-mail at promotions@downtownwestallis.org. The deadline is Friday, June 16, 2006.



*The Downtowner is published Quarterly for the Downtown West Allis Business Merchants.
Brian J. Preiss, Executive Director • Dianne Eineichner, Program Assistant*

7231 West Greenfield Avenue
Downtown West Allis, WI 53214



Don't forget to:

Visit our website!

www.downtownwestallis.com

