

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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October/November/December 2006

2006 BID / Inc. Board of Directors

Doug Persich,
DDS
President
West Allis Dental
Care
(414) 258-2500

Jim Melotte
Vice President
Avant-Garde
(414) 607-4068

Timothy Klare
Treasurer
M&I Bank
(414) 476-0900

**Barb
Zadrozny**
Secretary
Queen's Closet
(414) 771-0033

**Jackie
Ellington**
BID President
D.C. Ellington
(414) 453-0770

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

President's Report

Look Around You... Things are Changing

Neighborhoods are the heart of the city, and West Allis is no exception. From the Pioneer District, to Six Points, to the Burnham-Becher, Greenfield Avenue, and Parkway areas, West Allis is a mix of homes, businesses and improvements.

- **Summit Place** office complex is 460,000 square feet of built-out space. To date, over \$30 million of private and public dollars have been invested. Within the next two years the complex is projected to have 650,000 square feet of office space, including three major corporate headquarters, over 50 tenants, \$52,500,000 in new investment and 3,350 newly created jobs.
- **Six Points Crossing Neighborhood** project is a mix-use development within the Farmers Market Neighborhood. This development will include 650 housing units and 47,000 square feet of prime retail space.
- **The Birkshire** development, located on the northeast corner of S. 65th Street and W. Greenfield Avenue, was a 1.3 acre, \$7 million project. It has 80 units of senior living and is home to State Farm Insurance Company and Q Real American Food Restaurant.
- **The Belmont** project will begin in the fall of 2006. This \$11 million mixed-use development will be built north of W. Greenfield Avenue. It will include 42 condominium units (including six penthouse condominiums on the fourth and fifth floors), with prices ranging from \$164,000 to \$350,000, and 22,000 square feet of street-level retail space.
- The City of West Allis has completed its \$2 million renovation of the historic **Farmers Market**. The facility has stayed much the same, but the Mediterranean-style roof, landscaping, rain garden, lighting, benches and architectural entrances have improved one of the longest running markets in the metro area.
- **Pioneer Neighborhood**, located at S. 80th Street and National Avenue, is one of West Allis' oldest neighborhoods. This 4.8 acre property is currently being planned for residential and neighborhood commercial uses to commensurate with the needs and character of the current neighborhood. The estimated proposed range for this project is \$18 to \$24 million in value.
- **Crosstown Connector Trail** involves the acquisition and development of 12,400 feet of WE Energies right of way as well as various on and off-street improvements to create an east-west bicycle and pedestrian trail/route. The proposed trail will extend five miles across the entire City east to west, connecting and intersecting other bikeways and trails. It will pass by several schools, some of the City's largest employers, several buildings and gathering places and five of the City's nine Tax Incremental Districts.

As you can see things are really changing and improving all around us. Let's change too!!!

*Dr. Douglas Persich
DWA, Inc. President
West Allis Dental Care*

Board of Directors Continued...

Don Falk
B & K Bar Supplies
(414) 259-9161

Alex Geiger
Model Empire
(414) 453-4610

Gloria Hawkins
Hawkins Clock
Center
(414) 258-1144

Jim Mejchar
Citizen
(414) 546-3820

Mike Matel
Freese's Candy
Shoppe
(414) 453-5353

Greg Gorak
Quest Corp.
(414) 475-1400

Tom Doyle
Doyle's Milwaukee
Inn
(414) 456-1000

**Mission:
STATEMENT**

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

COMMITTEES UPDATE

Promotions Committee

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

16th Annual Classic Car Update:
Sunday October 1st.
10am- 3pm

1. Hundreds of Classic Cars
2. Hundreds of spectators
3. Food, Music and Hands-on Exhibits
4. All of our businesses benefit through exposure.



Halloween Meat & Treat: Saturday October 28th
10am-12noon

Want to participate, call the BID office.

Holiday Stroll: Saturday December 2nd 10am-2pm
 Hospitality Host and Ice Sculpture Sponsors needed.

HELP: Our Promotions Committee is in need of your ideas, skills, talents and time. Please consider joining our Committee. Everything we do benefits you. Meetings are always the second Tuesday of the month at 12noon. Lunch is served. Please call me with suggestions or questions.

Brian Preiss
 414-774-2676.

West Allis Arts A'Fair and Downtown West Allis Walking Tour

- A BIG THANK YOU to the following business owners for opening their doors on Saturday, September 16th and welcoming in artists from around the Milwaukee area. Even though things did not go as planned, it was truly a great learning experience. For their time and generosity, a big **Thank You** goes out to:
- **Alberti's, Avant-Garde, B & K Bar Supplies, DC Ellington, Diane's Design, Liberty Tax, Salon Dovini, WA-WM Chamber of Commerce and West Allis Community Media Center**



The DWA BID would like to also thank our special friends Harry Russell, Jerry Sher, Jerry Falk, Jerry Weinberg and Evelyn Falk for their time, stories and information regarding our Downtown West Allis Walking Tour. Their reminiscence added a special interest to our tour.

Economic Development Committee

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

Sorry, No Vacancy

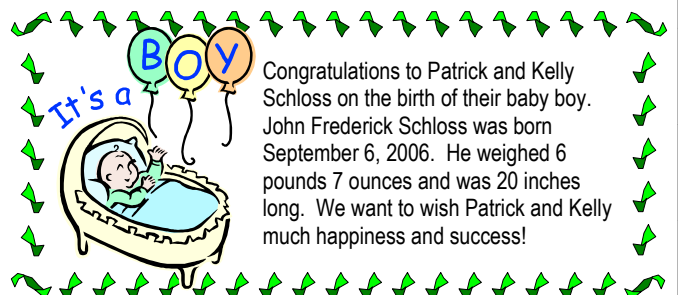
Those words are music to the hotelier's ears. When a hotel has no rooms available it means business is booming. I wish I could post that sign here in Downtown West Allis. Unfortunately business here is not booming. Our BID district strip has numerous vacancies. Like many small businesses in southeastern Wisconsin, growth here has become stagnant. Longer term area development plans are in the works, new Condominiums, Six Points, Summit Place, a Milwaukee Mile hotel. Our area's future appears promising.

For many small businesses downtown however, the future is now. It is not a given that shop owners and retailers that are here today, will remain tomorrow. A vibrant, bustling downtown, full of activity should be the goal of every business in our district. We need to make our downtown a destination for consumers from all over the southeastern region.

This is certainly not an easy task, but it is definitely one worth undertaking. Communities like Delafield, Delavan, Hartford, Bay Shore and others all have new development, but they seek the one thing that we have right before us...an actual Downtown! We must all work to help find the right business tenants to fill our vacancies and compliment the other existing businesses here. We do that, and all of our businesses will prosper.

While we seek to fill our current vacancies, I encourage all the businesses to please support each other. Do your banking here, buy your gifts here, have your eyes checked here, and get your teeth, nails and hair done here. If you need printing done, have it done here. And tell your friends. Of course, if you're hungry...make it a point to have your lunch or dinner or catering here too! Our downtown survival is not a show on television; it's reality that starts with each and every one of us, right here in downtown.

Thomas Doyle
 Doyle's Milwaukee Inn
 Committee Member



COMMITTEES UPDATE

Design Committee

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



Before

7213 W. Greenfield Ave.



After

We are in the process of covering the street level planters with shredded wood chips for the remainder of the fall and winter seasons. The intention is to protect the existing plants from the effects of the ice melting salt.

Watch for activity on our light poles. The Milwaukee County Grant, that will help assist with our 'Hanging Basket Project', should arrive soon. Then, brackets will be attached to our light poles with flowers a-blooming early next spring.

Design Committee Chairman Alex Geiger- Model Empire

Sixteen years and moving on
Queen's Closet a staple of the downtown for 16 years is closing its doors at the end of September.
The reduction in business and changes in life's circumstances for Queen's Closet owners, Barbara Zadrozny and Nancy Dubis, prompted them to take this very difficult but appropriate step for their future lifestyle goals.
We regret that Barb will be stepping down from her position as secretary of both Boards, but wish her and Nancy the very best in whatever lies ahead.
We look forward to seeing them both strolling our Downtown frequently!!

Executive Directors Report

Brian J Preiss

Recently one of our BID businesses had been burglarized. In response to this we are including a summary of the West Allis Police Department Crime Prevention Bureau presentation regarding Robberies. Thank you Lt. Brian Mason & Lt. Rob Navarrette for providing the information to us.

If you would like more information or have any questions please call the West Allis Police Department @ 414-302-8054.

DAILY PRECAUTIONS

- Arriving at work... be aware of your surroundings, conditions and unauthorized individuals.
Develop precautionary procedures.
Review policies on a regular basis

PRECAUTIONS BEFORE A ROBBERY... REDUCING THE OPPORTUNITY

- Know the location of ALL alarm buttons, cameras, etc.
Do you have a 6' marker?
Keep currency out of public view.
Keep cash drawer at a minimum.
Make sure all bait money is in your drawer.
Lock your cash drawer when you leave the work area.
Be aware of suspicious behavior inside and outside.
Report your observations.
Trust your 6th Sense.
Being set up? Call the Police Department.
Occasionally test your skills.

DURING A ROBBERY

- Remain Calm. It will be over in 1 minute or less.
DO NOT TAKE ANY RISKS.
Do what you are told by the robbers.
DO NOT make furtive movements. The robber's finger will be on the trigger... ADRENALIN!!!
Verbalize but DO NOT volunteer information.
DO NOT look into the robbers eyes... you should be paying attention to details.
Set off the alarm and camera as soon as safety permits.
Include bait money/dye packs.
Hold-up note? Keep it!
Observe what the robber touches.

EVIDENCE, EVIDENCE, EVIDENCE

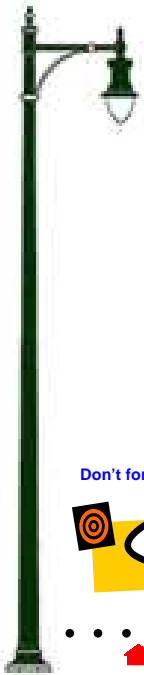
AFTER THE ROBBERY

- LOCK ALL DOORS.
Activate EVERY alarm and call 9-1-1
Determine if there are injuries.
Designated person should wait inside the business waiting for police to arrive.
NO ONE ELSE ENTERS or EXITS.
If possible from a safe vantage point... get the robber's direction of travel and mode of travel.
Protect evidence.
Stay in your work area until police arrive.
NEVER FOLLOW or PURSUE the suspect.
Post a "Temporarily Closed" sign.
Determine names and addresses of potential witnesses that have to leave.
KNOW POLICE PROCEDURE

7231 West Greenfield Avenue
Downtown West Allis, WI 53214

*The Downtowner is published Quarterly for the
Downtown West Allis Business Merchants.*

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



Visit our website!

www.downtownwestallis.com

Upcoming Events and Meetings

October

Sunday, October 1st
Tuesday, October 10th
Wednesday, October 11th
Tuesday, October 17th
Wednesday, October 25th
Saturday, October 28th
Sunday, October 29th

16th Annual Classic Car Show 10am—3pm
Promotions Committee meeting @ 12 Noon
Design Committee meeting @ 8am
Economic Development Committee meeting @ 8am
Board of Directors Meeting @ 8am
Downtown West Allis Meet & Treat 10am—12Noon
City of West Allis Meet & Treat 1pm—3pm

November

Tuesday, November 7th
Wednesday, November 8th
Tuesday, November 14th
Tuesday, November 21st
Thursday, November 23rd
Wednesday, November 29th

Fall General Election
Design Committee meeting @ 8am
Promotions Committee meeting @ 12 Noon
Economic Development Committee meeting @ 8am
Thanksgiving Day
Board of Directors meeting @ 8am

December

Saturday, December 2nd
Tuesday, December 12th
Wednesday, December 13th
Tuesday, December 19th
Monday, December 25th
Wednesday, December 27th

Downtown West Allis Holiday Stroll 10am—2pm
Promotions Committee meeting @ 12 Noon
Design Committee meeting @ 8am
Economic Development Committee meeting @ 8am
Christmas Day
Board of Directors meeting @ 8am

Next Issue

The next issue of "The Downtowner" will be distributed at the beginning of January. If your business has any information you would like to be included in "The Downtowner", please contact Brian or Dianne at 414-774-2676. You can also submit your article via fax at 414-774-7728 or e-mail at promotions@downtownwestallis.org. The deadline is Friday, December 15, 2006.