

# 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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April/May/June

2007

## 2007 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

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

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

**Alex Geiger**  
Model Empire  
(414) 453-4610

**Jim Mejchar**  
Citizen  
(414) 546-3820

## President's Report

Downtown West Allis Business Improvement District is one of many Wisconsin Main Street communities. The Wisconsin Main Street Program has been helping Wisconsin communities revitalize their downtowns since 1987. Participating communities have attracted 1,775 businesses, 9,479 new jobs and \$353 million in new investment since that time. Wisconsin Main Street has produced the following list of the

### "Top 10 Challenges For Downtowns Today."

1. Retention and recruitment of retailers
2. Increased retail business competition
3. Uniform/extended store hours
4. Public/private reinvestment
5. Parking issues
6. Maintaining adequate Main Street funding (staying alive and vibrant)
7. Sprawl
8. Lack of progressive thinkers
9. Providing retail diversity
10. Building and infrastructure repair.

Each month, our Design, Economic Development and Promotions committees tackle these and many other issues that arise.

Our Economic Development Committee is constantly trying to find businesses that will mix well with our current establishments. They will be conducting Real Estate Brokers luncheons and BID member mixers to get input from others concerning new businesses that would like to relocate to Downtown West Allis. Our Website includes all buildings and offices for sale or rent. We hope this will serve as a recruitment tool for employers and business owners.

Our Design committee is currently busy with Hanging Flower Baskets, Street Signage and Parking Regulations to name a few projects. This visual expression of vitality indicates a **Healthy Downtown = Healthy Community.**

Funding is always discussed at our Promotions Committee. Downtown West Allis is the heart of the community, with banks, a post office, government buildings, etc. The job of the Promotions Committee is to get and keep local shoppers. We currently have three major events that need **sponsors** and **volunteers**. By advertising our events on the radio, newspaper and Website we hope to draw more and more people each year to these events.

I encourage each one of you to become **involved**. Take an active role and make a difference. Our committee volunteers meet once a month. We are always looking for new people with new ideas on how to improve the image of Downtown West Allis. You have a voice in how and what is accomplished.



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

## Board of Directors Continued...

**Gloria Hawkins**  
Hawkins Clock  
Center  
(414) 258-1144

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

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

**Matt McCormick**  
Quiznos Subs  
(414) 256-7849

**Mary Shanahan-  
Spanic**  
WA Community Me-  
dia Center  
(414) 321-1121

**Tony Nemec**  
Citizen  
(414) 645-6400

**Patrick Schloss**  
*Ex-Officio*  
City of West Allis  
(414) 302-8468

**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 Latinovich, Pam Zorko, Paul Kessler, Diane Brandt, Mary Shanahan-Spanic, Tony Nemecek, Mary Morris

The Promotions Point of the Main Street Program approach is to focus on retail promotions, special events, tourism, and image building. The Promotions Committee works to understand the changing market, identify downtown assets, define market niche, and create new image campaigns, retail promotions and special events. The committee accomplishes these goals through the Annual Classic Car Show, Halloween Meet & Treat and the Holiday Stroll. We have worked hard on these events. Effective marketing, strong community support and solid economic strategies are important components of the long-range plans for the continued development of our downtown.

A vital downtown is more than just a retail and service center. The health and vitality of our downtown communicates our community's larger capacity and self-respect to the outside world. Downtown West Allis offers a sense of place and community. Downtown is where people gather to shop, meet friends, and eat a good meal. Downtown also serves as a gathering place for parades, sporting activities, celebrations and events that bring people in the community together.

Our focus is to increase tourism by promoting our unique shops, restaurants, and attractions. We currently have a Downtown West Allis directory, Website and quarterly newsletter.

Our directory will be marketed to local and regional residents. Downtown West Allis is a regional center for professional services, retail and dining and we feel a directory will help illustrate that strength while providing potential customers with vital information. This resource guide includes short descriptions of each business, phone, website, email and other information to better refer customers to you, and to contact each other for assistance or networking opportunities. Anyone interested in having these directories in their business, call the BID office at 774-2676.

Look for new changes to our Website "[www.downtownwestallis.com](http://www.downtownwestallis.com)" this spring. It is anticipated we'll have some additional information on each of the businesses in the district. Updates to our properties site as well as more links to other sites will be added. The redesign will make it easier to keep up to date and is intended to have additional information and be more "user-friendly."

Become a part of Downtown West Allis with true **support**, and **contribute** to the continued growth and development of our community. Please review the enclosed sponsorship information, in this newsletter, and show your continued commitment to Downtown West Allis while reaping the awards of the significant media and advertising exposure. The continued growth of the downtown area, as noted in the brochure, is critical to all of us. Contact the BID office with any questions or comments. Thank you for your time and commitment.

Don Falk & Jim Mejchar  
Committee Chairs



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

### WEST ALLIS COMMUNITY IMPROVEMENT FOUNDATION SEEKS DONATIONS FOR SILENT AUCTION

Donations of items and services are being sought from area businesses and individuals for the **West Allis Community Dinner/Dance and Silent Auction, to be held on Saturday, May 12, 2007, 6-11 pm.**

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

The Dinner/Dance and Silent Auction, sponsored by the West Allis Community Improvement Foundation in partnership with the West Allis Rotary Club, will be held at **Summit Place, 6737 W. Washington St. in West Allis.** The event benefits the Greater Milwaukee Free Health Clinic, located in West Allis, and event proceeds will be used to purchase needed medical equipment and supplies.

The Greater Milwaukee Free Clinic (GMFC) has been operational since December 1995 as an ALL VOLUNTEER medical clinic providing free medical care and pharmaceuticals to low income, working, uninsured persons who cannot afford health care and who do not qualify for governmental poverty programs. The number of patients visiting the clinic has increased 47% in the last three years, and GMFC anticipates serving over 2,100 patients this year. This is evidence that the uninsured population is increasing and in desperate need of health care. The Clinic is a non-government supported organization that has been funded largely by individuals, religious organizations, foundations, and the community.

The evening will feature buffet dinner by Rupena's Summit Café, "Taste of West Allis" sweet table, dancing to the great sounds of One More Time, exciting Silent Auction, and much more.

Tickets are \$45 per person or \$400 for table of 10 and are available at West Allis City Hall, the West Allis-West Milwaukee Chamber of Commerce, or mail your reservation to the Foundation at 7525 W. Greenfield Ave. Ticket deadline is May 1.

For more information or to submit an auction contribution, call Auction Coordinator, Jeanette Wardinski, at 414/302-8292.

## COMMITTEES UPDATE

**Design Committee**

Alex Geiger (Chair), Jim Melotte, Jackie Ellington, Steve Schaeer,  
Brent Holmes, Matt McCormick, Jim Hoerig, Matt McCormick

As spring approaches we invite you to take notice of the changes that are happening in Downtown West Allis. It is the mission of the Design Committee to maintain and improve the visual historic appearance and functionality of our Downtown.

Whether it's assisting building owners with renovation plans, planting flowers or helping with some of the great downtown events throughout the year, the Design Committee is there to help.

As you may or may not know, signage within a downtown Main Street Program area contains guidelines different than the rest of the City. It is the responsibility of the Design Committee to ensure that the businesses who locate in these areas understand this need and the benefit of controlled signage. Buildings are located close to the street or easily within view, so numerous or garish signage isn't necessary. See the improvements of Greenfield Avenue; and, likewise, notice the things that still could use some attention.

Soon, hanging baskets, with beautiful cascading flowers, will line our street, but many other projects are in the works. Street signage, parking regulations, street level planters, cleaning our sidewalks, removing graffiti and cleaner alleyways are just to name a few.

Let us know what you think by attending a Design Committee meeting.

Alex Geiger  
Committee Chair

Join us at our next Design Committee meeting! The Design Committee meets the 2nd Wednesday every month at 8:00am at the BID office.

**Economic Development Committee**

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

**Downtown Vacancies Put On Hold**

A common theme is resonating throughout the downtown district regarding the recruitment and development of new business. Hold on, hold out. No, were not talking here about the NFL style "I need more money" kind of hold out many of us sports fans are used to. This is a good kind of hold out. Property owners along the street are anticipating the completion of the many new developments occurring around the area, and are "holding out", seeking the right businesses that will compliment the current business mix. This is a significant change from the "just get it rented" attitude many owners were pressured to have in the past.

Summit place is continuing to attract new business. Six points construction has begun. Even Towne Center is showing signs of progressing too. Add in the numerous new condominium construction and you have some serious change in action.

This all adds up to renewed efforts not only to recruit business to fill the vacancies, but efforts to fill the spots with "good" business tenants that will add variety and appeal to our existing business. Kudos to these owners, they are not just doing it, they are doing it right!

Thomas Doyle  
Committee Member

A special **thank you** to the following individuals that donated food and/or raffle prizes to our 2007 Holiday Party:

Despite the weather, a fun time was had by all!!



Alex Geiger (Madel Empire)  
Chris Brown (West Park Place)  
Danielle Haber (Booked Solid)  
Diane Brandt (Icon Insurance)  
Dianne Eineichner (BID)  
Diane Latinovich (Diane's Designs)  
Dick Shepard (Granny's Floral)  
Don Falk (B & K Bar Supplies)  
Doug Persich (WA Dental Care)  
Eric Smith (Metspeck)  
Gail Mears (Liberty Tax Service)  
Gerise LaSpisa (WA/WM Chamber)  
Gloria Hawkins (Hawkins Clock)  
Jackie & Mark Ellington (DC Ellington)  
Jim Lecher (HUB South)

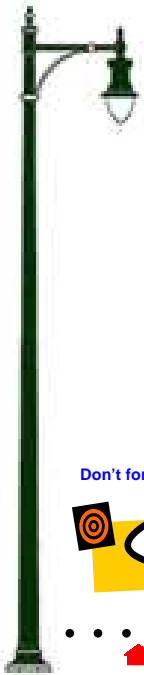
Jim Melotte & Brent Holmes (Avant-Garde)  
Kelly Schloss (Anchor Bank)  
Mary Morris (The Landmark)  
Matt McCormick (Quizno's Subs)  
Mayor Jeannette Bell (WA City Hall)  
Mike & Wendy Matel (Freese's Candy)  
Mike Walker (121 Workout)  
Paul Kessler (Milwaukee Journal Sentinel)  
Sam LaFountain (White Buffalo)  
Steve Olewinski (WA Police Reserves)  
Tom Doyle (Doyle's Milwaukee Inn)  
Tom Miller (Steakhouse 100)



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

## Upcoming Events and Meetings

### April

Tuesday, April 3rd  
Tuesday, April 10th  
Wednesday, April 11th  
Tuesday, April 17th  
Saturday, April 21st  
Sunday, April 22nd  
Wednesday, April 25th

Spring Elections  
Promotions Committee meeting @ 12 Noon  
Design Committee meeting @ 8am  
Economic Development Committee meeting @ 8am  
Great American Clean-up  
Earth Day  
Board of Directors Meeting @ 8am

### May

Tuesday, May 8th  
Wednesday, May 9th  
Saturday, May 12th  
Tuesday, May 15th  
Monday, May 28th  
Wednesday, May 30th

Promotions Committee meeting @ 12 Noon  
Design Committee meeting @ 8am  
Community Dinner/Dance - Summit Place @ 6:00pm  
Economic Development Committee meeting @ 8am  
City of West Allis Memorial Day Parade - 10:00 am (Through Downtown West Allis)  
Board of Directors meeting @ 8am

### June

Tuesday, June 12th  
Wednesday, June 13th  
Tuesday, June 19th  
Wednesday, June 27th

Promotions Committee meeting @ 12 Noon  
Design Committee meeting @ 8am  
Economic Development Committee meeting @ 8am  
Board of Directors meeting @ 8am

## Next Issue

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 414-774-2676. You can also submit your article via fax at 414-774-7728 or e-mail at [promotions@downtownwestallis.org](mailto:promotions@downtownwestallis.org). The deadline is Friday, June 15, 2007.