

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

Brian J. Preiss, Executive Director - Dianne M. Eineichner, Program Assistant
P:(414)774-2676 F:(414) 774-7728 www.downtownwestallis.com

January/February/March 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

President's Report

In the last newsletter, I wrote about changes happening around our Downtown West Allis area. Today, I would like to reflect on 2006 and thank all those that helped change, build and improve the viability of our Downtown.

The Downtown West Allis Business Improvement District committees are the driving forces behind making our Downtown area prosper. I would like to thank **Tim Klare**, who chairs the Economic Development Committee, **Alex Geiger**, chairman of the Design Committee and **Don Falk/Jim Mejchar**, co-chairs for the Promotions Committee. These gentlemen, along with their committee members, make our Downtown "One of a Kind."

On Saturday, September 16th, we had our first Downtown West Allis Walking Tour. Information was gathered, posters and brochures were designed and printed and our very own Executive Director, **Brian Preiss**, walked up and down Greenfield Avenue relaying the history of these buildings to all who gathered. A special thanks to **Jim Mejchar, Barb Hart, Mark & Jackie Ellington, Jim Melotte, Brent Holmes, Brian Preiss and Dianne Eineichner** for putting together this unique and surely not our last Downtown West Allis Walking Tour.

The first Sunday in October has always been the Classic Car Show for our Downtown West Allis businesses. 2006 was truly a successful year. We had over 200 cars registered and made approximately \$3,600 in profit. A Big Thanks to **Brent Holmes** and **Alex Geiger** for chairing this event. Their guidance and organizational skills made this event run quite smoothly.

Despite the cold, windy weather and no advertising, **Pam Zorko** was able to, again, organize our Meet & Treat. With approximately 150 children battling the weather, this annual tradition was a great way to give exposure to our Downtown West Allis businesses and have fun doing so. Thanks again, Pam.

Lastly, our 2006 Holiday Stroll was chaired by **Jackie Ellington**. With over 100 families attending this event, they were able to enjoy the ice sculptures, carolers, refreshments and Santa. Thanks to all the business that sponsored the ice blocks and handed out refreshments. And again thanks to Jackie for pulling off another successful event.

Our committees and sub-committees work hard each year promoting the businesses of Downtown West Allis with surrounding communities. Your support and commitment to the Downtown West Allis Business Improvement District helps your business and other businesses thrive. Please consider joining one or more of these committees in 2007. Have a safe, healthy and prosperous new year.



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

Board of Directors Continued...

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
Shope
(414) 453-5353

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

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

16th Annual Car Show held on October 1, 2006 was a huge success. There were over 200 registered cars participating in our event.

A big thank you to our sponsors:

Avant-Garde

McAdams Car Co. Ltd.

West Allis Dental Care

B & K Bar Supplies

Booked Solid

Knight Vision

Model Empire

HUB South

Natural High's Supplement Warehouse

Alberti's Trophies and Awards

Benno's Genuine Bar & Grill

Freese's Candy Shoppe

Milwaukee Mile



2006 Best of Show Winner
Mike Chucka with his 1970 Mustang

2006 Halloween Meet & Treat – October 28, 2006

A cold and windy Saturday did not stop the West Allis youngsters and their families from coming to our Downtown for fun and treats. There were approximately 100 children dressed in all types of costumes from scary vampires to Sponge-Bob. A BIG thanks to all the businesses that participated in this event.

2006 Holiday Stroll – December 2, 2006



Despite the snowstorm the day before, this event went without a hitch. We had 12 ice block carvers entertain us with their techniques, St. Paul's Lutheran Church Choir singing Christmas carols, free Holiday Bus rides and of course Santa Claus. Based on the number of children visiting Santa, we had approximately 100 families joining us here in Downtown West Allis. Thank you to all the businesses that participated as Hospitality Hosts. Your thoughtfulness added an extra something to this event.

Winners of the 2006 Window Decorating Contest were:

- Best Theme (Christmas In Your Heart) – ***Benno's Genuine & Bar Grill***
- Best Traditional/Classic – ***DC Ellington Company***
- Most Unique – ***Avant-Garde***
- Most Unusual – ***Kim's Costume***

- WE ENCOURAGE ALL BID BUSINESSES TO GET INVOLVED IN OUR ACTIVITIES THROUGH SPONSORSHIP AND VOLUNTEERING. WE ALL BENEFIT FROM THESE EVENTS.

Just a reminder:

Downtown West Allis Annual Holiday Party

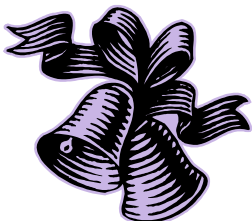
Tuesday, February 13, 2007

5PM - 7PM

The Landmark - 1441 S. 68th Street

More information will be sent at a later date.

Please consider contributing a raffle item or food donation.



The Promotions Committee meets the second Tuesday of each month at 12 Noon 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.

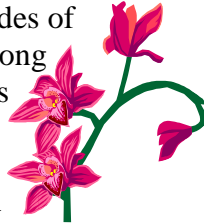
COMMITTEES UPDATE

Design Committee

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

Hanging Flower Baskets

Colorful flowers cascading down the sides of baskets, hanging from the light poles along Greenfield Avenue, will be a reality this spring. The Design Committee has been working diligently this last year to design and fund this project intended to brighten our streetscape.



Brackets have been ordered and the baskets are being designed. Recently we received a \$7,500 grant from Milwaukee County along with a \$5,000 donation from one of our prominent business owners. BID funds will be used to pay the balance of the cost.

Just a reminder, with the winter season already thrust upon us, *please keep the sidewalk in front of your business snow and ice free.* This will help with the appearance of your building and maintain the safety of your customers.

Economic Development Committee

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

A Few Prime Spots

The goal of our Economic Development Committee is to attract and retain good businesses that compliment our existing mix of businesses.

Storefronts available in our Downtown include:

- 7001 W. Greenfield Ave.,
- The Walsh Building 7200 W. Greenfield Ave.,
- 7211 W. Greenfield Ave.,
- 7223 W. Greenfield Ave.
- 7239 W. Greenfield Ave.
- The Gur Building, 7334 W. Greenfield Ave.,

The successes we have had during the past few years have been noticed. We are considered a "place to be." We are surrounded by much activity. The State Fair Park development on Greenfield Avenue will soon include a hotel. Blue Cross Blue Shield has occupied a building in the Summit Place, along with many other businesses. The Six Points Project has broken ground. We are in the middle of all this activity. We need to be prepared to serve the needs of our neighbors.

There have been many inquiries regarding these available storefronts. When the right business comes along they will become an asset to our Downtown.

Everyone in the BID is encouraged to call our office with ideas regarding a good business mix. In other words who do you know that would like to open a business in our Downtown?

Have a great Holiday Season!

Executive Directors Report

A Wonderful Year

2006 was a great year for the Downtown West Allis Business Improvement District. As you read the Newsletter the reasons are apparent. Taking a look back to where we have been, gives us a better understanding of what we need to do to get where we want to be.

Our designation as a Main Street Community allows us the opportunity to take part in an assessment of our organization every couple of years. We were fortunate to have the Main Street Assessment Team visit our downtown in early November.

We were evaluated using the Main Street Four Point approach to management. Upon completion of the assessment we received a report in a format of Observations and Recommendations.

In 2007, we will evaluate the report and implement a plan to continue our successful practices and improve in areas where needed.

This report is available for your review. Please call and I will make it available to you.

Happy Holidays! *Brian*

Do you know that you could be cited, fined and charged if your snow or ice is not removed by 6:00pm following a snowstorm?

Need Someone To Help Shovel You Out?

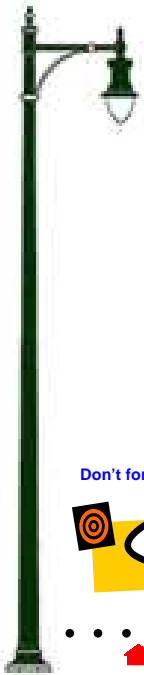
Justin Mears
(son of Gail Mears @ Liberty Tax)
is looking for snow removal jobs!

Reasonable Rates
Call Gail @ 405-1614

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

January

Tuesday, January 9th
Wednesday, January 10th
Tuesday, January 16th
Wednesday, January 31st

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

February

Tuesday, February 6th
Tuesday, February 13th
Wednesday, February 14th
Tuesday, February 20th
Wednesday, February 28th

Promotions Committee meeting @ 12 Noon
Holiday Recognition Party - The Landmark (5pm-7pm)
Design Committee meeting @ 8am
Economic Development Committee meeting @ 8am
Board of Directors meeting @ 8am

March

Tuesday, March 13th
Wednesday, March 14th
Tuesday, March 20th
Wednesday, March 28th

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 April. 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, March 16, 2006.