

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

July/August/September 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

GET TO KNOW YOUR BLOCK CAPTAINS

Improving the image of Downtown West Allis is an ongoing objective for the BID. In the past few weeks, articles in local newspapers have generated some negative publicity for our area. As business owners, we must learn from our mistakes and improve the communication along Greenfield Avenue. One great way to improve communication is to call the BID Office at 774-2676 or talk to your Block Captain. Our Block Captain program was established a few years back and is a great way to talk to other business owners, express your concerns or relay any information.

Our Block Captains are:

Danielle Haber (*Booked Solid*) 774-7210 (70th & 71st streets and 7000 block of Greenfield Ave.)

Don Falk (*B & K Bar Supplies*) 259-9161 (east side of 72nd street and 7100 block of Greenfield Ave.)

Brent Holmes (*Avant-Garde*) 607-4068 (west side of 72nd and 7200 block of Greenfield Ave.)

Gloria Hawkins (*Hawkins Clock Center*) 258-1144 (74th street and 7300 block of Greenfield Ave.)

Jackie Ellington (*DC Ellington Co.*) 453-0770 (7400 & 7500 blocks of Greenfield Ave.)

Please contact your Block Captain with any information, good or bad, that can be shared with the rest of our community. The more we are informed, the better we become.

With the unseasonably warm weather, we are seeing an increase in the amount of pedestrians on the street. Let's **ALL** make an effort to clean up our businesses in the front and rear to make Downtown West Allis more appealing for our patrons. Encourage your tenants and employees to use the proper disposal methods. Help keep the area around your business clean.

The BID has two gentlemen who work about 10 hours a week to help keep our sidewalks, alleyways and garbage receptacles clean and empty. Say hello to them when you see them on their rounds.

The Promotions Committee is eagerly working on this year's events. Positive changes to both the Classic Car Show and the Holiday Stroll are being planned. Please show your support of these events by volunteering or becoming a sponsor. For more information, call the BID office at (414) 774-2676.

*Douglas Persich, DDS
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 Nemece, Mary Morris, Chris Brown

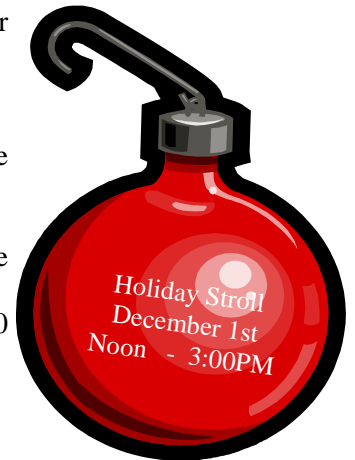


Our Promotions Committee is actively organizing the 2007 Promotional Events for the Downtown West Allis Business Improvement District. This year we are proud to announce that Greenfield Avenue will be closed to traffic during our 17th Annual Downtown West Allis Car Show. What a great opportunity to expand this event even more! With over 200 participants last year, we are hoping to add more classic cars, food vendors, games and fans. There are many advertising and marketing opportunities with this established event. From t-shirts to goody bags, what a great way to promote our downtown. Many of the participants are from local communities and return each year to show their cars. The Classic Car Show is a great opportunity to present a positive message and image of our friendly Downtown.

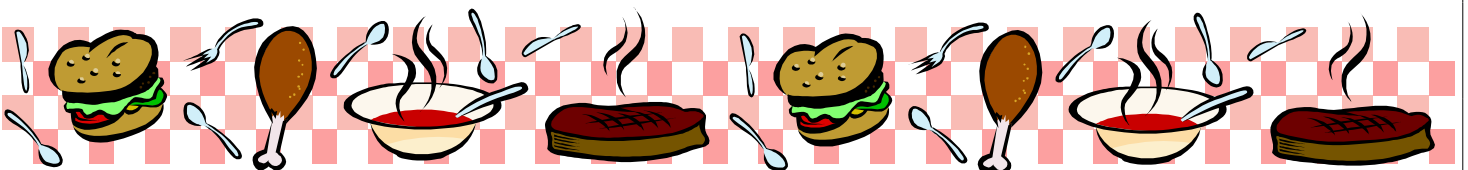
What better way to get people in the holiday mood than by participating in our traditional Holiday Stroll following the Annual Christmas Parade. Yes, this year we are proud to announce that the West Allis Charities will be holding their Christmas Parade on Saturday, December 1st, followed by our Holiday Stroll activities. Having friends and families here for the parade is a great opportunity for us to promote our Downtown.

Please consider how you can promote your business at either of these events and support the continued efforts to welcome visitors and customers to our Downtown.

If you have any questions regarding promoting your business or sponsoring one of these events, call the BID office at (414) 774-2676 or attend one of our Promotion Committee meetings. The Promotions Committee meets the second Tuesday of each month at 12:00 Noon at the BID Office, 7231 W. Greenfield Ave.



*Don Falk & Jim Mejchar
Committee Chairs*



34th Annual Chicken Barbeque



Help support the West Allis Police Reserve Unit, an all volunteer unit for their 34th Annual Chicken Barbeque Fund Raiser to be held in conjunction with the "National Night Out" activities on Monday, July 30, 2007 starting at 4:00pm with the "Drive-Thru" set up and at 5:00pm for the "Sit-Down Dinner" until 7:30pm or until dinners are sold out. The event will take place at the newly remodeled West Allis Farmer's Market, 6500 W. National Avenue., in West Allis.

Cost of dinner is \$7.25 and includes: 1/2 Spit Roasted Chicken, Baked Beans, Potato Salad and Roll or Bread catered by American European Foods. Tickets are available at the West Allis Police Dept., 11301 W. Lincoln Avenue from 7:00am to 6:00pm or at the event starting at 4:00pm.

For those that prefer not to partake in other "National Night Out" festivities, a section of 65th Street off of National Avenue will be blocked off for drive-thru orders and pick-up. Look for posted signs.

COMMITTEES UPDATE

Economic Development Committee

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

New Names, Faces, Places & Business Updates

The Downtown West Allis Business Improvement District would like to acknowledge and welcome the following businesses that have joined our Downtown West Allis Business Improvement District since the beginning of 2007:

121 Workout, located at 7028 W. Greenfield, opened its doors in January of 2007. Owner Mike Walker offers 28 years of educational and on-site training experience. He assures his clients that they will participate in the safest and most effective training programs available.

Kashka's provides custom dressmaking, tailoring and alterations. It is located at 7334 W. Greenfield and joined the merchants of Greenfield Avenue in April of 2007. Owner Kashka works with pride and professionalism. Her 20 plus years of experience give her the knowledge of what a customer wants and how to provide it. No matter what kind of garment you need, Kashka's has your look.

TBG Networks, located at 7343 W. Greenfield, opened its doors in January of 2007. Owner Toomas Mitt brings over two decades of computer experience to the table. Tom has grown up with the small computer industry. He has helped small businesses design, implement and support their computer systems and networks. Toomas and his staff are ready to help you with your computer needs.

Equity 1 Mortgage, located at 7235 W. Greenfield set up their business on May 25, 2007. Owner Steven March offers a full service mortgage broker with an experienced staff, offering expertise in every area of mortgage lending.

Spirit of Healing is located at 7037 W. Greenfield Avenue. Owner Virginia Brink opened her establishment earlier this year. The goal set forth by the founding members of this business was to help people regain their health through educational consultation, full spectrum bodywork, and superior cleansing programs.

Blenkinsop is located at 7143 W. Greenfield Avenue. Owner William Blenkinsop offers 'In Home Services' for repairs or tune-ups to your sewing machine and serger. William also offers knife and scissors sharpening.

Troy and Jennifer Grzybowski have purchased Quest Corporation assets and have been operating as **Quest Graphics, LLC** since April 17, 2007. Quest Graphics continues to operate as a full commercial printing company, specializing in 1-to-6 color sheet fed offset printing and 1-to-8 color flexographic printing. With over 80 years of combined experience in the printing industry, Quest Graphics does not strive to meet your needs; we strive to exceed them.

Information Technology Professionals, LLC, located at 1377 S. 72nd Street, is our newest addition to Greenfield Avenue. Contact person Joseph Ulm is a Certified Independent Consultant (CIC) for LexisNexis Practice Management software, including Time Matters, Billing Matters and Billing Matters Plus.

Please welcome these new businesses to Greenfield Avenue.

Design Committee

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



Next time you walk our Greenfield Avenue....look up! The new hanging baskets have added a nice touch to our existing light poles. Comments from the business merchants in our BID have been very positive. The decorative banner pole end caps have also been repaired. Look for our banners to be changed on a seasonal basis. Thanks to the many people who helped plan and organize this project. The new baskets and colorful banners truly enhance the look of our Downtown BID.

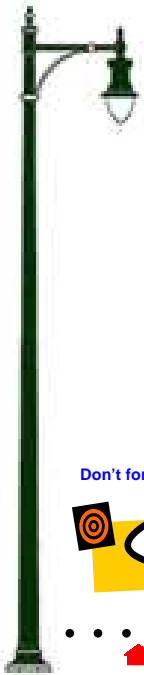
Let us know what you think by attending a Design Committee meeting. We meet the 2nd Wednesday of each month at 8:00am in the BID office.

*Alex Geiger - Model Empire
Committee Chair*

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

July

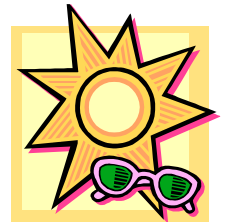
Monday, July 2nd
Tuesday, July 3rd
Wednesday, July 4th
Tuesday, July 10th
Wednesday, July 11th
Tuesday, July 17th
Wednesday, July 25th
Monday, July 30th

West Allis 4th of July Celebration @ 7pm
Celebration Breakfast - City Hall Courtyard @ 9am
Celebration continues - State Fair Park @ 7pm
Promotions Committee meeting @ 12 Noon
Design Committee meeting @ 8am
Economic Development Committee meeting @ 8am
Board of Directors Meeting @ 8am
National Night Out Family Activity - Farmer's Market @ 5pm

August

Thursday, August 2 - 12th
Wednesday, August 8th
Tuesday, August 14th
Tuesday, August 21st
Wednesday, August 29th

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



September

Tuesday, September 11th
Wednesday, September 12th
Saturday, September 15th
Tuesday, September 18th
Friday, September 21st - 23rd
Wednesday, September 26th

Promotions Committee meeting @ 12 Noon
Design Committee meeting @ 8am
West Allis Arts A'Fair - West Allis City Hall @ 10am
Economic Development Committee meeting @ 8am
Harvest Fair - State Fair Park
Board of Directors meeting @ 8am



Next Issue

The next issue of "The Downtowner" will be distributed at the beginning of October. 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, September 14, 2007.