

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

October / November / December 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

As most of you know the summer months always bring new and exciting challenges.

Early this summer our BID experienced some criminal activity. Through the efforts of business owners the BID Design Committee and the West Allis Police Department we were able to identify trouble spots.

Corrective measures were taken to eliminate the circumstances responsible for the enticement of these criminal activities. We would like our downtown to be a friendly and inviting place for our merchants and customers.



The City of West Allis Police Department's Crime Prevention Unit is offering Quarterly Business Owner/Managers Meetings. These meetings will allow the Police an opportunity to listen to the concerns of our businesses and offer suggestions for crime prevention.

The first meeting was held July 18th. The second of these meetings is scheduled for Wednesday, November 7th, at the Police Satellite Station (70th and National) approximately 8:00 - 9:00. You will receive conformation of this meeting in the near future.



Thank you to those of you who have cooperated with our Design Committee's suggestions for improvements regarding the aesthetics of your building and property. Take your efforts up a notch towards keeping your street and alley frontage clear of litter and debris.



Remember, our downtown is the centerpiece for the many developments listed below:

- PyraMax Bank recently broke ground on 80th & National.
- Hong Thai had a Grand Opening. This was the same great ethnic restaurant that was located at 65th & National.
- Six Point Farmers Market Development—Toldt Development started work on a 3rd building that will have 40 apartments.
- Hotel development at State Fair Park, adjoining the Milwaukee Mile.

Let's make our downtown a place we can all be proud of.

Douglas Persich, DDS - DWA, Inc. President
West Allis Dental Care



COMMUNITY BREAKFAST OF THANKS & GIVING

Sponsored by the West Allis Community Improvement Foundation
Community Breakfast of Thanks & Giving
Monday, November 19, 2007— 7:15AM

Klemmer's Banquet Center, 10401 West Oklahoma Avenue.

Tickets will be available after October 15th at West Allis City Hall or from any of the Foundation's directors. Call (414) 302-8292 for further information.

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
Quizno's Subs
(414) 256-7849

**Mary Shanahan-
Spanic**
WA Community
Media 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

Economic Development Committee

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

New Names, Faces, Places & Business Updates

In case you have not taken notice, recently Downtown West Allis has had a few businesses move into the area.

- **K. D. Mercantile**, located at 7143 W. Greenfield, offers historical reenacting items. Check out their website www.historicaltimekeepers.org.
- **Internal Medicine Associates** is accepting new patients at it 7200 W. Greenfield location. Their hours are Monday, Tuesday, Wednesday & Friday 9am—5pm.
- Look for **Bunkers Lounge** to be opening early November!

Please welcome these new businesses to Greenfield Avenue.

*Tim Klare—M & I Bank
Committee Chair*

Design Committee

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

The Design Committee is currently working on the following projects:

- **Street Cleaning:** Currently we have a gentleman come twice a week to sweep and pick up trash along Greenfield Ave. We also have individuals pulling weeds and picking up cigarette butts on a weekly basis.
- **Street Names and Parking Lot Direction Signs:** Our committee is researching different signage designs and costs.*
- **Stand Alone Planters:** We are in the process of looking at designs and prices for this project.*

*Look for these new projects to be implemented in the Spring of 2008.

*Alex Geiger - Model Empire
Committee Chair*

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 Nemeec, Mary Morris, Chris Brown & Kim Deegan

**17th Annual Downtown
West Allis Classic Car Show
Sunday, Oct. 7th
10am—3pm**



**2006 Best of Show Winner
Owner - Mike Chucka**

Thanks To Our Generous Sponsors!!!

- * Avant-Garde Body Piercing * Hoefs Family Auto * McAdams Cars * HUB South *
* West Allis Dental Care * The Landmark * Alberti's Trophies & Awards * B & K Bar Supplies * West Park Place *
* Benno's Genuine Bar & Grill * Booked Solid * Freese's Candy Shoppe * Model Empire * Quick Cuts * TBG Networks *

COMMITTEES UPDATE

Downtown West Allis Meet & Treat

Saturday, October 27, 2007

10:00 AM - 12 Noon

- Come in costume for treats from the Downtown West Allis merchants!
- Donations of non-perishable food items will go to the St. Aloysius' Food Pantry.
- Registration and food item drop-offs at various locations along Greenfield Ave.
- Open for ages infant – 12 year olds. (Accompanied by an adult)

If you or your business is interested in participating in this activity, please call the BID office @ 774-2676.

Sponsored By:

Alberti's Trophies & Awards
 Avant-Garde
 B & K Bar Supplies
 Benno's Genuine Bar & Grill
 Booked Solid
 Hoefs Family Auto
 McAdams Auto
 Model Empire
 TBG Networks
 West Allis Dental Care
 West Park Place

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Alberti's Trophies & Awards
 B & K Bar Supplies
 Benno's Genuine Bar & Grill
 Booked Solid
 City of West Allis
 Freese's Candy Shop
 Hoefs Family Auto
 McAdams Auto
 Model Empire
 TBG Networks
 WA-WM Chamber of Commerce
 West Allis Dental Care
 West Park Place
 Natural High Supplement Warehouse
 Diane's Designs

Window Decorating Sponsorship

Kashka's



Saturday, December 1, 2007

Parade-11:00AM (Sponsored by WA Charities & Wauwatosa Savings Bank)
Holiday Activities-1PM-4:00PM (Greenfield Avenue)
Award Ceremony-3:45PM (West Allis City Hall Courtyard)
Community Sing-4:00PM (West Allis City Hall Courtyard)
Tree Lighting-4:30PM (West Allis City Hall Courtyard)

For many years, the City of West Allis' Christmas Parade, Tree Lighting and the Downtown Business Improvement District's Holiday Stroll have been held on separate days. On Saturday, December 1, 2007, these activities will be combined to create a daylong celebration in the spirit of the holiday season.

Enjoy Breakfast with Santa and the Christmas Parade followed by our ice-sculpting competition, strolling singers, in-store sales, games, craft fairs, bake sales, refreshments and of course a visit with Santa. **The Landmark** will sponsor free bus transportation throughout the Downtown area.

Our Committee is looking for Downtown merchants to participate in this event through different activities, such as children's games, story teller, crafts, raffle baskets, in-store discounts or hospitality hosts. Please take an active role in this holiday event by getting involved.

This combination of organizations and activities should make for a fun-packed day. For more information or suggestions on how to get involved contact the Downtown West Allis BID office @ (414) 774-2676.

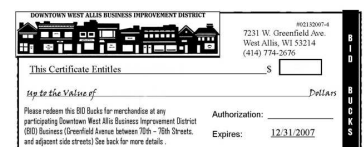


BID BUCKS - Last Minute Stocking Stuffers

Below is an email we received a few weeks back:

Hi! In December (2006) my daughter Jaimie Sutton won the Downtown West Allis Holiday Stroll Coloring Contest. She got First Place in the 2nd Grade division. She was so excited. Well today we took her \$10 gift certificate and spent it at the Booked Solid book and magazine store. She has not put her Hannah Montana magazine down since we got home. We had a great experience at this store and just wanted to thank you and everyone for this certificate. She was excited and reminded me that she has never won anything in her whole life. Considering she is 8 now, that is pretty big! Hahaha Thank you very much for everything. Jaimie Sutton & Susan Luther-Sutton

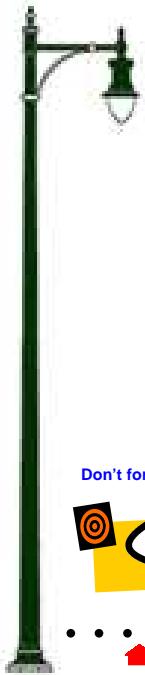
Anyone interested in purchasing BID Bucks please contact the BID office at (414) 774-2676.



7231 West Greenfield Avenue
Downtown West Allis, WI 53214

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

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Avant-Garde Body Piercing*



Don't forget to:



Visit our website!

www.downtownwestallis.com

Upcoming Events and Meetings

October

Sunday, October 7th
Tuesday, October 9th
Wednesday, October 10th
Tuesday, October 16th
Saturday, October 27th
Sunday, October 28th
Wednesday, October 31st

17th Annual Downtown West Allis Classic Car Show: 10:00am-3pm
Promotions Committee meeting: 12 Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Downtown West Allis Meet & Treat: 10:00am-12Noon
City of West Allis Meet & Treat: 1pm
Board of Directors meeting: 8am

November

Tuesday, November 13th
Wednesday, November 14th
Monday, November 19th
Tuesday, November 20th
Thursday, November 22nd
Wednesday, November 28th

Promotions Committee meeting: 12 Noon
Design Committee meeting: 8am
West Allis Community Breakfast of Thanks & Giving
Economic Development Committee meeting: 8am
Thanksgiving Day!
Board of Directors meeting: 8am



December

Saturday, December 1st
Saturday, December 1st
Tuesday, December 11th
Wednesday, December 12th
Tuesday, December 18th
Tuesday, December 25th
Wednesday, December 26th
Tuesday, December 31st

West Allis Charities Christmas Parade: 11am
Downtown West Allis "Christmas On The Avenue": 1pm-4pm
Promotions Committee meeting: 12 Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Christmas Day!
Board of Directors meeting: 8am
New Year's Eve Activity Night: 7pm @ WA Central High School



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 14, 2008.