

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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January / February / March

2008

2008 BID / Inc. Board of Directors

Douglas 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

President's Report

"The best place at the moment."

If you think about all of the growth and excitement happening in the Downtown and the area around us, you know that we are in the best place at this moment.

West Allis is a community with many important values. It represents a community with strong principles of family and work. West Allis residents treasure their homes and work to maintain them and their neighborhoods. Businesses prosper and provide employment for residents as well as for the larger metropolitan area. As West Allis moves toward the future, it continues to be the best place to live, work and operate a business.

In 2007, Downtown West Allis has had its share of business moves, with several new firms opening their doors, one business deciding to relocate, and in some cases even changing their business names. New businesses moving into our Downtown in 2007 include: **121 Workout, Blenkinsop, Equity 1 Mortgage, Information Technology Professionals, Internal Medicine Associates, Kashka's, KD Mercantile, Spirit Of Healing, TBG Networks and Bunkers Lounge.** This past year, **Bethesda Lutheran Services** decided to move from 7143 W. Greenfield Avenue to the 7441 W. Greenfield Ave location, site of the former Very Best Safe & Lock. Meanwhile, Doyle's Milwaukee Inn has been reopened as **Tommasino Italia**, Essential Home Improvements is now **EHI Roofing & Siding Service** and Quest Corporation is now **Quest Graphic, LLC.** All three businesses have remained in their present locations.

Not only are things moving forward in our Downtown, they are also moving forward in our surrounding areas.

- Construction on **Centennial Plaza** has recently halted due to the winter weather and accumulated snow. As soon as weather permits, construction will continue. Centennial Plaza is anticipated to be completed in the spring of 2008.
- **The Belmont condominiums**, under construction along W. Greenfield Ave. between S. 63 St. and S. 64 St., is now taking reservations. The condominium complex includes 42 condominiums, 47,000 sq. ft. of first-floor retail space, and underground parking. Occupancy is scheduled to begin in the fall.
- **The Six Points Neighborhood**, now under construction in the block between W. Greenfield Ave. and W. National Ave., and S. 65 St. and S. 66 St., is taking apartment reservations. This phase one of three includes 196 market rate apartment units, 7,500 sq. ft. of retail space, a community building with a work-out room, and is conveniently located across the street from the West Allis Farmers Market.

The Downtown West Allis Business Improvement committees are working hard and doing their best in this moment to get the word out about our wonderful Downtown so that we remain the best place for the next moment.

Happy Holidays.

Douglas Persich, DDS - DWA, Inc. President

Board of Directors Continued...

Gloria Hawkins

Hawkins Clock
Center
(414) 258-1144

Kashka Niebojewski

Kashka's
(414) 777-1505

Chet Parker

The Wedding Centre
(414) 476-0240

Tom Miller

Steakhouse 100
(414) 727-2222

Mary Shanahan -Spanic

WA Community
Media Center
(414) 321-1121

Jim Mejchar

Citizen
(414) 546-3820

Patrick Schloss

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

Mission

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

COMMITTEES UPDATE

Economic Development Committee

Timothy Klare (Chair), Douglas Persich-DDS, Alex Geiger, Sherry Saiki, Chet Parker, Tom Miller & Patrick Schloss

Retail continues... “The Corner Bazaar”

Milwaukee Federation of WELS Churches, has leased the space formerly occupied by Owl Imports, 7546 W. Greenfield Ave. “The Corner Bazaar” will open as a destination for shoppers from around southeastern Wisconsin looking for unique, handcrafted pieces that are funky, fun and creative – good for gift giving or decorating one’s home.

They will be rotating a line of general merchandise (including clocks, music boxes, collectible figurines and books, both new and used) with a twist. The hot trend in merchandising are eco-friendly and world products that are recycled, recyclable, or ethnic in nature. World products will also allow our store to market and educate shoppers as to the mission of The Corner Bazaar, which is providing a revenue stream to the Milwaukee Federation of WELS Churches’ mission and outreach efforts in southeastern Wisconsin and the world.

Local and regional crafters and artists are being sought to sell their pieces either by consignment or in a wholesaler/retailer relationship. A small section of the store will be devoted to providing a place for shoppers to relax, browse through our books and other materials and enjoy a cup of coffee or tea and a cookie. Patti Wenzel, manager/merchandiser promises an eclectic, fun and funky store anchoring the western end of the West Allis Business Improvement District.

Bunkers is a 60's - 70's lounge that caters to fun loving adults. We feature small plate appetizers, large sandwiches and rotating nightly specials. Due to the growing health concerns, Bunkers has decided to buy locally, whenever possible, to ensure quality and consistency.

Bunkers

We feature a varied selection of Martini's, hand-muddled cocktails, Ice Cream drinks and wines. The music is from the late 50's to the early 80's; with an emphasis on Motown and classic rock. Bunkers is smoke-free during dining hours (4-10pm). Plenty of parking behind the Post Office.

7420 W. Greenfield Ave. 414-258-1982

Police Reserves

Once again West Allis Police Reserve presented a professional and polished image during this year’s “Christmas On The Avenue” Celebration. Mark Ellington, Police Reservist commented, “One of the duties of our force is to assist with parades and keep our children safe.” Big thanks to our Police Reserves for all their dedication and community caring! To show our appreciation for their efforts, the DWABID had supplied food and refreshments at the Reserve’s October meeting and donated \$100 to their general funds. Submitted by Mike Beaumont.



Design Committee

Alex Geiger (Chair), Jim Melotte, Jackie Ellington, Steve Schaer, Don Minch & Brent Holmes

Welcome to the new era of signage in West Allis.

After two and a half years of preparation, this July, the City of West Allis has put into law a new city wide Sign Ordinance.

Downtown West Allis is comprised of many unique buildings incorporating a good percentage of structures built in the early 1900’s. These buildings share historic character situated in a pedestrian friendly business district. Therefore a sign code specific to the Downtown West Allis Business Improvement District has been established. Our Design Committee played an important role during the development of this sign code.

Sandwich Board Signs had been addressed during the development of the sign code. They are now are now permitted in the Downtown. Please contact Brian Preiss at the BID office with questions.



COMMITTEES UPDATE

Promotions Committee

Don Falk / Jim Mejchar (Co-Chair), Jim Melotte, Jackie Ellington, Gloria Hawkins, Brent Holmes, Kashka, Diane Latinovich, Mary Shanahan-Spanic, Chris Brown, Kim Deegan, Paul Kessler, Diane Brandt & Mary Morris

Promotions: **Ask and you shall receive!**

(Maybe not the first time. But, if the request will benefit many, persistence pays off.)

17th Annual Classic Car Show, Sunday, October 7, 2007:

For a number of years the BID inquired about the closure of Greenfield Avenue during the Classic Car show. This year the City of West Allis honored our request. The result was a resounding success, with a template in place for the future. Closing Greenfield Ave to thru traffic resolved; registration concerns, safety issues for our car owners and visitors, allowed for the inclusion of more vendors (DWABID business and Community groups), and most important, creating an environment conducive to showcasing your business.



Halloween Meat & Treat, Saturday, October 27, 2007: 2007 was the fourth anniversary of this event. We had planned for continued growth of this event. We reaped what we had sowed. This year we had more businesses and visitors taking part in this event.

Christmas on the Avenue, Saturday, December 1, 2007

was created through a collaborative effort of DWABID, West Allis West Milwaukee Chamber of Commerce, West Allis Charities and the City of West Allis. The Christmas season in West Allis, for many years, began mid November with the West Allis Charities Christmas Parade. The first Saturday in December has always been the date for the Downtown West Allis Holiday Stroll. Scheduling the Christmas Parade on the same day as the Downtown West Allis Holiday Stroll was the result of the collaboration mentioned above. The result was again a resounding success. We expect to grow this event, again introducing more potential customers to your business. Now, the official kick off of the Christmas season is the first Saturday in December.



Proceeds from Promotions held in Downtown West Allis are directed towards programs that will eliminate blight and provide low to moderated income jobs.

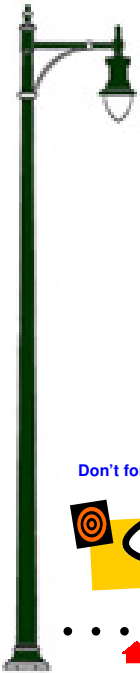
Thank you to all our 2007 Sponsors and the West Allis Police Reserves!

7231 West Greenfield Avenue
Downtown West Allis, WI 53214

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Downtown West Allis Business Merchants.*

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DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



Visit our website!

www.downtownwestallis.com



Upcoming Events and Meetings

January

Tuesday, January 1st
Tuesday, January 8th
Wednesday, January 9th
Tuesday, January 15th
Wednesday, January 30th

News Year Day!!
Promotions Committee meeting: 12 Noon @ West Park Place
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Board of Directors meeting: 8am



February

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

Promotions Committee meeting: 12 Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Spring Primary/Presidential Preference Primary Elections
Board of Directors meeting: 8am



March

Tuesday, March 11th
Wednesday, March 12th
Tuesday, March 18th
Wednesday, March 26th

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 14, 2008.