

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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October / November / December 2008

2008

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WACMC
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James Mejchar

Citizen
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Patrick Schloss

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

Summer's passing and winter's right around the corner...

Efforts of the BID's Board of Directors and Committees members have and will continue to enhance the viability of our Downtown.

Recent Enhancements include:

- **Hanging Basket** project was revitalized. These baskets, with fresh colorful, silk flowers will be present throughout the Downtown from Memorial Day through early fall of each year.
- **Website updates** have made navigation more 'user-friendly.' Added features such as: calendar of events, properties for sale / rent along with improved aesthetics will aid visitors in seeking your business.
- **West Allis "Ala Carte"** was added as a new summer kick-off promotional event. 'Ala Carte' offers food, live music and community spirit. Support of the City of West Allis, West Allis Charities and the WAWM Chamber of Commerce have assured us this event will be an annual happening in our Downtown.
- **Surveys**, with the intent of gathering demographic and advertising data were distributed to various businesses. The data collected indicated most of our customers were as a result of 'walk-ins' and 'word of mouth.'
- **"Welcome To The Neighborhood" gift bags** were assembled and delivered to new residents of the "Six-Points" area. These gift bags included free samples, coupons and gift cards from most of our Downtown businesses. Based on need, we are considering doing this on a quarterly basis.
- **Downtown West Allis Marketing brochures** were produced and distributed to some of our retail businesses. These brochures contain name, address, phone number and website for each business located in Downtown West Allis. Upcoming promotional events were also included in the brochure.
- Four new **Cigarette Receptacles** have been placed at Bus Stops along Greenfield Avenue.
- Earlier in the year **Retail Forums** were organized and held bi-monthly. The intent of these meetings were to allow our retail businesses the opportunity to collect marketing advise presented by our Wisconsin Main Street program along with sharing ideas and concerns. These Retail forums have set the stage for the development of a Marketing Committee.

Future Enhancements:

- **New street signs**, exclusive to our Downtown, will be installed in October. These signs will promote and identify our Downtown as a special place in West Allis.
- An **Advertising Assistance Grant Program (AAGP)** is being developed to help you, the business owner, with your advertising campaigns.
- Maintenance of the **Street Level Planters** and **Snow Removal** have been addressed with solutions at hand.
- We will continue to actively recruit **New Businesses** and work with building owners to improve the aesthetics of their storefronts and offices.
- We are actively promoting our Downtown through **several advertising mediums**.

Your feedback, ideas and involvement continue to be valuable in the short-term and long-term planning of Downtown West Allis. I invite and encourage you to join us for our next Board of Directors' meeting that is scheduled Wednesday, October 29th at 8am in the BID office.

See and hear first-hand the developments and progress happening in Downtown West Allis.

Douglas J Persich

Downtown West Allis, Inc - President

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, Diane Latinovich, Diane Brandt
Mary Shanahan-Spanic, Kim Deegan, Maranda Davel and Mary Morris

**18TH ANNUAL
DOWNTOWN WEST ALLIS
CLASSIC CAR SHOW
SUNDAY, OCTOBER 5, 2008
10AM—3PM**



2007 Best of Show Winner
1967 Chevrolet Chevelle



A special **THANKS** to our generous sponsors:

* Avant-Garde * Auto Zone * Hoefs Family Auto *

- * McAdams Cars.com * West Allis Dental Care * The Landmark Senior Apartments * B & K Bar Supplies *
- * Alberti's Trophies & Awards * Booked Solid, Inc. * Bunker's Nostalgic Lounge * Freese's Candy Shoppe *
- * Model Empire * Quick Cuts * West Allis NOW * PyraMax Bank * Hal's Harley Davidson *
- * Solidstate TV * Hawkins Clock Center * Van's Men's Shoe Shop * Wistl Management *
- * West Park Place * West Allis Community Media Center * TBG Networks *



**DOWNTOWN
WEST ALLIS
MEET & TREAT**



**Saturday, October 25th
10am—12 Noon**

Sponsored By:

- Anchor Bank
- Byte Harmony
- B & K Bar Supplies
- Model Empire
- Bunker's Nostalgic Lounge
- Hawkins Clock Center
- Freese's Candy Shoppe
- Hal's Harley Davidson
- Hoefs Family Auto
- McAdams Cars.com
- PyraMax Bank
- The Landmark Senior Apts.
- West Park Place
- Wistl Management
- WA Community Media Center

If you and/or your business are interested in participating in this activity, please call the BID office @ (414) 774-2676 no later than Wednesday, October 15th.

COMMITTEES UPDATE



CHRISTMAS *on the* **AVENUE**
Back to Tradition *Downtown West Allis*

Saturday, December 6, 2008

Parade: 11am (Sponsored by: WA Charities) Parade route: 81st & Greenfield, proceed east to S. 66th Street.

Holiday Activities: 12:30pm - 3:30pm (Downtown West Allis BID)

Award Ceremony: 3:45pm (City Hall)

Community Sing: 4pm (City Hall)

Tree Lighting: 4:30pm (City Hall)

Hospitality and/or Activity Host: Will you be a Hospitality Host who will provide treats such as hot chocolate, cider, cookies, etc. or an Activity Host that will treat visitors with a storyteller or children's games or crafts? We are looking for Downtown West Allis businesses to host an activity for visitors to enjoy and be entertained between 12:30pm (Parade ends) and 3:30pm (Awards Ceremony). Our committee has many suggestions and would love to share them with you.

Window Decorating Contest: We encourage you to decorate your storefront and windows for the hundreds of visitors the parade will bring. We ask that your decorating be completed by 9:00am on Friday, November 28th. This year's theme is "It's A Holly, Jolly Christmas!"

No time to decorate your windows? The Promotions Committee has invited West Allis / West Milwaukee Middle School Students to create holiday decorations for your storefront windows. If you are interested in having students supply the decorations for your windows, call the BID office. Judging will take place the following week and prizes will be awarded Saturday, December 6th at City Hall Courtyard at approximately 3:45pm after our Christmas On The Avenue festivities.

Coloring Contest: This year, again, we will be hosting a coloring contest for all West Allis – West Milwaukee elementary age students. We are asking our business owners to display the children's artwork in their storefront windows. The artwork will be on display from November 17th through December 6th. After that time, you may take them down and someone will pick them up.



The Promotions Committee is looking for Downtown merchants to sponsor and/or participate in this event through different activities, such as children's games, story teller, crafts, raffle baskets or hospitality hosts. Please take an active role in this holiday event by getting involved. For more information or suggestions on how to get involved, contact the BID office @ (414) 774-2676 or email us at promotions@downtownwestallis.org.

COMMITTEES UPDATE

Design Committee

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

Current Projects:

- Last month in this newsletter, we presented a prototype of our **new street signs**. We are happy to say these signs have been ordered and will be installed by late October.
- The weeds have been pulled and fresh wood chips has been added to our **street-level planters**. We have contracted for services to maintain our planters on a regular basis. We have been analyzing alternatives that present a viable permanent solution to the inherent problems of these planters.
- We have chosen a contractor to be on call for the **removal of snow** accumulated on our curbs and sidewalks.

Ongoing Projects:

The following buildings owners are in the process of improving their facades:

- **Caradaro Club 1417 S. 70th Street**
- **7201 W. Greenfield Avenue**

The Design Committee is always looking for new members to volunteer their ideas and suggestions. Please join us at our next Design Committee meeting scheduled Wednesday, October 8th at 8am in the BID office located at 7231 W. Greenfield Avenue. All are welcome!!

Alex Geiger

Design Committee Chair

Economic Development Committee

Timothy Klare (Chair), Alex Geiger, Doug Persich, Chet Parker, Sherry Saiki, Diane Brandt, Tom Miller and Patrick Schloss (Ex-Officio)

Welcome to the neighborhood:

Van's Men Shoes. Owner, Larry Reese, has purchased and moved into 7316 W. Greenfield Avenue. **From dress, casual or fashion they have the style and fit for you!** For a complete look at what Van's has to offer check out their website: www.menshoenet.com.

**The following businesses have relocated within Downtown West Allis:**

- **American Family Insurance** owner, Jim Lucchesi has relocated his business to 7149 W. Greenfield Avenue earlier this year.
- Keri & Tom Pearson have moved their business, **Solidstate TV** to 7117 W. Greenfield Avenue this past month.
- **WAWM Chamber of Commerce** now operates out of the 7447 W. Greenfield Avenue location. Executive Director, Diane Brandt, and her team now have additional space to display any information you may have for your business. Give her a call or just stop in.



We wish all these businesses continued success in their new locations.

If you know of anyone who would like to open a business within Downtown West Allis, call our BID office @ (414) 774-2676 for more information.

Tim Klare

Economic Development Committee Chair



Community News

**Community Alliance
Against Drugs
Run / Walk**

Saturday, October 4, 2008
9:00 am starting time

Nathan Hale High School
11601 W. Lincoln Avenue

\$4 - per CAAD member.

\$6 - non CAAD Member

Membership includes a shirt,
refreshments and bakery item

Call Stacy @ 414-302-8050 for
more information.

**Meet 'n Treat in
West Allis
Sunday, Oct. 26th
1-3 p.m.**

Extra care should be taken by
all vehicular traffic during this
time to provide safety for
children while they are out
meeting and treating.

As a reminder, all residents are
encouraged to light their porch/
post light if they are participat-
ing in Meet 'n Treat. Parents
and children are asked to re-
spect those places where the
light is not lit by not stopping
at that location.

Casino Night

Saturday, Nov. 1st - 7pm to 10pm

Tanner-Paull—6922 W. Orchard Street

\$20 gets you \$ to gamble

Free Beer & Sodas

Door Prizes, Raffles, Silent Auction & Bake Sale
Open to the Public.

**CHRISTMAS TREE
LIGHTING**

Saturday, Dec.6th @ 4:00 p.m.
City Hall.

Come join us for Christmas carols, a community
sing along, and lighting of the Christmas Tree.

**HOLIDAY FOOD
COLLECTION**

BENEFITS FOOD PANTRIES

Once again, the City is sponsoring a holiday food
pantry collection as part of its Christmas Tree
Lighting Program. West Allis children are invited
to drop off a non-perishable food item at:

- City Hall
- West Allis Library
- Fire Station #1 (7300 W. National Ave.)
- Fire Station #2 (2040 S. 67 Pl.)
- Fire Station #3 (10830 W. Lapham St.)

Each child should put their name in the entry box
for a chance to have it drawn as the child who will
light the Christmas Tree with the Mayor on
Saturday, Dec. 6th.

*Join in the fun and help a needy cause. Items
will be accepted October 6th -November 7th*

**COMMUNITY BREAKFAST OF
THANKS & GIVING**

Monday, November 24th @ 7:15am

Klemmer's Banquet Center, 10401 W. Oklahoma Ave.

Sponsored by: The WA Community
Improvement Foundation

This year's guest speaker is Rev. Peter Skanse, Pastor of West Allis
Wesleyan Church. This event is an expression of the community's spirit
of thanks and giving and is an opportunity to help the less fortunate in our
community. Proceeds from the breakfast are donated to West Allis food
pantries.

Tickets are \$15.00 each will be available after October 15th @ West Allis
City Hall or from any of the Foundation's directors.

Call 414/302-8292 for further information.

2010 CENSUS

The United States Census
Bureau will open a Local
Census Office in West
Allis next year. The
Census Bureau will be
recruiting for multiple
types of positions to assist
with the census operations.
If you are interested in
applying for these
positions, visit the Census
Bureau's website at [http://
www.census.gov.rochi/
www/empty.html](http://www.census.gov.rochi/www/empty.html) or call
their toll-free number
@ 1-800-470-8896.

New Year's Eve Family Activity Night

Wednesday, Dec. 31st – 7:00 pm to Midnight

WA Central High School, 8516 W. Lincoln Ave.

Sponsored by: WA/WM Community Alliance Against Drugs

Activities include:

- Basketball, volleyball, rock climbing wall, giant slide,
- First-run movies
- Swimming Pool (family swim: 7:30 – 10:30 p.m.)
- Ping pong tables, board games
- Activities for young children, full-size video game.
- Variety of food items available at reasonable cost.

Members of C.A.A.D. admitted free.

Annual family memberships are \$20.

Non-member cost is \$5/person.

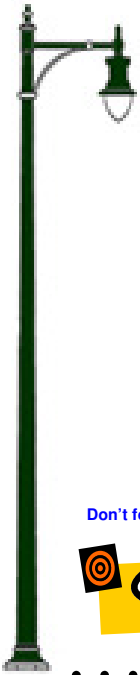
For further information, call the Police Department at 414/302-8050 or the
Community Alliance Against Drugs information line at 414/302-8062

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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DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



Visit our website!

DowntownWestAllis.org

Upcoming Events and Meetings

October

Sunday, October 5th
Wednesday, October 8th
Tuesday, October 14th
Tuesday, October 21st
Saturday, October 25th
Sunday, October 26th

18th Annual Downtown West Allis Classic Car Show: 10am-3pm
Design Committee meeting: 8am
Promotions Committee meeting: 12Noon
Economic Development Committee meeting: 8am
Downtown West Allis Halloween Meet & Treat: 10am-12noon
City of West Allis Meet 'n Treat: 1pm-3pm.



November

Tuesday, November 4th
Tuesday, November 11th
Wednesday, November 12th
Tuesday, November 18th
Tuesday, November 24th
Wednesday, November 26th
Thursday, November 27th

General Election
Promotions Committee meeting: 12Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
WA Community Breakfast of Thanks & Giving (Klemmer's Banquet Center)
Board of Directors meeting: 8am
Thanksgiving Day!



December

Sunday, December 6th
Tuesday, December 9th
Wednesday, December 10th
Tuesday, December 16th
Thursday, December 25th
Wednesday, December 31st
Wednesday, December 31st

Christmas On The Avenue: 11am-4pm
Promotions Committee meeting: 12Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Happy Holidays!!!
Board of Directors meeting: 8am
New Year's Eve Activity Night 7pm (Central High School)



Next Issue

The next issue of "The Downtowner" will be distributed the beginning of January. If your business has any information you would like to have 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, December 12, 2008.