

April / May / June 2011

The Downtowner

We're in it together



We all know that volunteering can be a major commitment. But do we all know that volunteering can be very rewarding? All Board, Committee and Sub-committee members serve at least one hour per month insuring Downtown West Allis stays a viable, safe and clean place to shop, visit, work and live.

The BID is looking for others to add fresh ideas and new insight. Additional committee members will insure that we meet our goal to “Build a Positive Image that Encourages Customer Growth and Community Involvement.”

Come join one or more of the following committees:

- Organizational (Marketing) Committee –Meets every second Tuesday at 8 a.m.
- Promotions Committee—Meets every second Tuesday at 12 noon
- Design Committee—Meets every second Wednesday at 8 a.m.
- Economic Development Committee—Meets every third Tuesday at 8 a.m.
- Or volunteer for a specific event or project.

What a great way to get to know more about the BID and what is happening on the street. For more information on any of the committees, contact Dianne at (414) 774-2676.

Downtown West Allis BID Volunteer/Merchant Appreciation Picnic



Downtown West Allis Business Improvement District Volunteer/Merchant Appreciation Picnic

Wednesday, May 18, 2011
 11 a.m. to 1 p.m.

Parking Lot behind BID Office
 7200 Block—South of Greenfield Avenue.
 More information will be mailed out.

2011

Board of Directors

Douglas Persich, DDS

Inc. President
 West Allis Dental Care
 (414) 258-2500

Tom Miller

Inc. Vice President
 Steakhouse 100
 (414) 727-2222

Tim Klare

Inc. & BID Treasurer
 M&I Bank
 (414) 476-0900

Don Falk

Inc. & BID Secretary
 B & K Bar Supplies
 (414) 259-9161

Chet Parker

BID President
 The Wedding Centre
 (414) 476-0240

Alex Geiger

BID Vice President
 Model Empire
 (414) 453-4610

Gloria Hawkins

Hawkins Clock Center
 (414) 258-1144

Jackie Ellington

DC Ellington Company
 (414) 453-0770

Stephanie Halfmann

Blue
 (414) 453-7223

Jim Mejchar

Citizen
 (414) 546-3820

Patrick Schloss

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

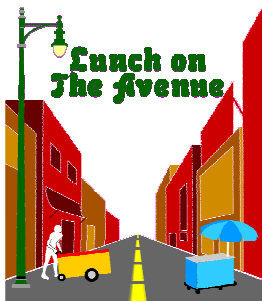
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Mission Statement: “Build a Positive Image that Encourages Customer Growth and Community Involvement”



Sunday, June 5, 2011
12 Noon to 6pm
All BID Members receive a
free 10' X 10' spot on
Greenfield Avenue



Every Wednesday in June
from 10 am to 2pm
Enjoy Lunch on the go!



Every Thursday in June!
Open until 8 pm
Stay open and enjoy a night
of entertainment!

Promotions Committee

Don Falk (Chair), Jim Mejchar, Gloria Hawkins, Chet Parker, Diane Latinovich, Stephanie Halfmann, Kurt Potochich and David Radowicz

4th Annual West Allis Ala Carte

The Downtown West Allis BID, along with the City of West Allis and the WAWM Chamber of Commerce, are working to provide another free family event for all residents of West Allis and surrounding communities.

Music provided by LeRoy Airmaster, featuring Greg Koch, and Broken will be located on our Main Stage. Our high school students will once again entertain in the City of West Allis' Centennial Plaza.

88 Keys Piano Martini Lounge will sponsor "Piano Man" Marcell at this year's Beer Tent.

The Variety Stage will feature Wildcard Gymnastics, MilTown Treblemakers and After School Special.

A wide variety of food will be available from Steakhouse 100, Mis Suenos, Bunker's and various area restaurants.

This year's Senior area will have Bingo to entertain the young and old. Special door prizes will be awarded to our

Bingo winners.

As always, the City of West Allis will be well represented by our Police, Fire and Information Technology Departments, Public Library, Historical Society and Celebrations Committee. A variety of groups and businesses will also be showcased.

If you are interested in participating, BID Members receive a free 10' X 10' spot in front of your business. For more information contact us at (414) 774-2676 or visit www.DowntownWestAllis.org for your application.

What's Happening this Summer in Downtown West Allis

Lunch On The Avenue

The DWA-BID Promotions Committee is hoping to increase foot traffic by having a few of our restaurants provide outside service. during the hours of 10 a.m. to 2 p.m.

Every Wednesday in the month of June, during the hours of 10 a.m. to 2 p.m., will be designated as **Lunch On The Avenue.**

What a great way to enjoy the sunshine, get in your exercise and enjoy a great lunch.

Downtown West Allis...After Hours

Through this venture our Promotions Committee hopes to attract those shoppers who work during the day. They will be given the opportunity to experience our unique businesses and restaurants.

Along with Lunch On The Avenue, every Thursday in June will be designated as **Downtown West Allis... After Hours.**

Activities until 8 p.m. are being considered to make these nights an all round entertaining experience.

If you are interested in participating in Downtown West Allis...After Hours or Lunch On The Avenue, please notify the BID office at 414-774-2676.

88NINE Radio Milwaukee

Take two nationally respected rock critics, the latest music news, exclusive interviews and performances, add a huge pile of records old and new, and the result is **Sound Opinions**, the world's only rock & roll talk show, airing Sunday evenings at 6 p.m.

Now add **Downtown West Allis Business Improvement District** as their underwriter and the package is complete.

Tune into 88nine Radio Milwaukee starting Sunday, May 8th for great music and to get the latest happenings in Downtown West Allis!

Economic Development

Tim Klare (Chair), Tom Miller, Alex Geiger, Doug Persich, Chet Parker, Cody Pyfer, Kurt Potochich and Patrick Schloss



Downtown West Allis Shopping / Parking Reminders

From the West Allis Police Department:

- Lock your Vehicle
- Take your Keys
- Hold onto your Purse/Wallet (keep it close to your body)
- Put Packages and Electronics (GPS, etc.) in the Trunk

* For detailed information see www.westalliswi.gov—City Channel 25 Video, Senior Safety “Security”.

THIEVES LOOK FOR EASY TARGETS...DON'T BE ONE!

Organizational Committee

Chet Parker (Chair), Jackie Ellington, Stephanie Halfmann, Kurt Potochich, Gloria Hawkins and Beverly Johnson



Let's Increase our Fans On Facebook!

14 DWA-BID businesses communicate events and sales through Facebook. You can do it too!!

We are looking for ways to help these businesses and our Downtown West Allis BID increase their fan base. Starting in May, the first Friday of every month will be designated as “FOLLOW FRIDAYS.”

Monthly postings on Facebook and Twitter will

invite our followers to encourage their friends and families to become fans and follow us. Each month a lucky follower (not a business) will receive \$10 BID Bucks plus a donated prize from one of our Facebook businesses.

This is a great way to reach out to the community.

For more information visit call Dianne at (414) 774-2676.

Coupon Flyers

The next Downtown West Allis BID coupons will be in full color, printed on glossy

Downtown West Allis BID Crime Prevention Meeting.

Downtown West Allis business merchants, property owners and volunteers are invited to attend our next Crime Prevention Meeting. It is scheduled for:

Thursday, June 23, 2011

8:30 a.m.

Steakhouse 100 (7246 W. Greenfield Avenue)

Bring your questions and concerns...

Graffiti....

Most graffiti is innocuous scribbling but any way you look at it, the presence of graffiti degrades our neighborhoods. Allowing graffiti sends a message that this type of behavior is acceptable and encourages other offenders to degrade the community with more graffiti or other vandalism.

We encourage you to file a Police report by calling 302-8000. After a Police report has been made out, remove the graffiti as soon as possible. Help is available through the City of West Allis Crime Prevention. Call 414-302-8050 for more information.



NOW OPEN!
State Farm
Agent: Alex Toole
7343 W. Greenfield Ave.
414-777-7667

“Local Shops Are For Everyone...

Most people can get to their local shops easily.

This is especially important for the elderly, young people and others who rely on public transportation.”

Barbara Wold
 International Speaker,
 Author and Business Strategist



Congratulations to Bunkers Nostalgic Lounge for receiving the 2010 WAWM Chamber of Commerce Business Of the Year.



Ground Hog Day Snowstorm. The National Weather Service recorded over 60" of snow fell in the Milwaukee area this winter season.

It's not what you look at that matters, it's what you see.

Henry David Thoreau

Design Committee

Alex Geiger (Chair), Jackie Ellington, Chet Parker, Kurt Potochich and Steve Schaeer

5 New Brick Planters

Our Design Committee is once again working with MATC Masonry teacher, Tom Pscheid. This year Tom and his students will construct 5 brick planters that will join the original brick planter located on the 7100 Block of Greenfield Avenue.

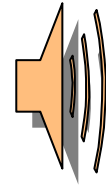
We will be looking for business volunteers along this block to help with watering, weeding and maintaining the flowers after they have been planted. Please call the BID office if you are interested. Any help in keeping these planters fresh and healthy will be greatly appreciated.

Hanging Baskets

Dick Shepard, owner of Granny's Florals and Gifts, will once again work at keeping our hanging silk flower baskets looking natural and attractive. Look for the new baskets to be going up in May.



DWA—BID Looks for a New Sound



The Design Committee is currently working with the City of West Allis in getting a new sound system installed in our Downtown. Music and information will be broadcast over this system.

Stay tuned for upcoming developments.

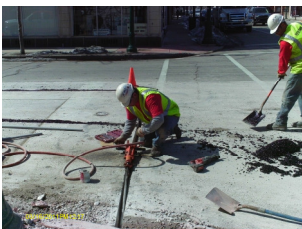
Greenfield Avenue gets an upgrade.

Wisconsin DOT installed "Walk" buttons on our traffic lights for pedestrian traffic and underground sensors for vehicle traffic on all our side streets.

These improvements will improve the flow of traffic during the I-94 construction.

Contact Chris St. Claire, City of West Allis engineer, at 414-302-8378, with your questions or concerns.

Meet this years DWA Summer Cleaning Crew.



Wisconsin DOT Crews work on Greenfield Avenue installing pedestrian "Walk" buttons on the traffic lights and underground sensors for cross traffic.

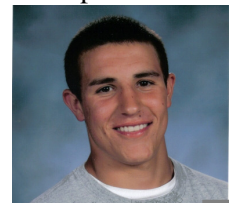


Tammy North started as a volunteer delivering newsletters and posters. Her dedication to our downtown has made her a perfect candidate for working for the BID by keeping the area clean and weed free.

You will be seeing Tony Gumina again this year. He has proved he can get the job done!

If you see either of these individuals out on the street, give them a pat on the back and say 'Hi!'

If you see anything that needs to be addressed, call the BID office at 414-774-2676 and we will pass it along to either Tammy or Tony.



Congratulations to WaterStone Bank as they celebrate their 90th Anniversary!!

To celebrate WaterStone's 90th anniversary, the Bank is giving away a total of **\$90,000** to a few lucky local charities during the month of April...and the community gets to choose!

Because WaterStone sponsored both our Ala Carte and Classic Car Show, **Downtown West Allis** is eligible to participate in their anniversary

extravaganza.

The lucky charity that receives the *most votes* during April will receive \$30,000! The four charities with the next highest number of votes will each receive \$15,000.

There is *no limit* to the number of votes an individual may place from April 1 through April 31, 2011.

Starting Friday, April 1, 2011, we encourage all our business and property owners, volunteers and their friends and families to help us be one of the top

winners.

Each day in April, log onto www.WSBonline.com and vote for Downtown West Allis, Inc.

Make Downtown West Allis number 1!!



www.WSBonline.com

The 3/50 Project

3

What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50

If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue. Imagine the positive impact if 3/4 the employed population did that.

68

For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

The number of people it takes to start the trend...you.

1

Pick 3. Spend 50. Save your local economy.

www.the350project.net



Downtown West Allis Business Improvement District is a Main Street Community.
www.commerce.state.wi.us

Why Main Streets Matter

We all know where our Main Streets are, but do we know what they are and why they matter? Whether they are named First Avenue, or Water Street or Martin Luther King Boulevard, what they represent is universal. Main Street is the economic engine, the big stage, the core of the community. Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work and play.

- From the National Trust for Historic Preservation.

Community News

West Allis Community Dinner/Dance

Saturday, May 7th
6 p.m. - 11p.m.

Knights of Columbus Hall
1800 S. 92nd Street

All proceeds benefit The Sisterhood of WAWM and West Central Interfaith.

Tickets are available at West Allis City Hall or call 414-302-8292.

2011 West Allis Fire Department Open House

Saturday, May 5th



10 a.m. - 1 p.m.
WAFD Station 2
2040 S. 67th Pl.

This is a wonderful family outing. For more information contact: 414-302-8900

West Allis Memorial Day Parade

Monday, May 30, 2011
Parade: 10 a.m.
Memorial Service: 11 a.m.
Veterans' Memorial Park
70th & National

For more information contact: 414-302-8833

**DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT**

7231 W. Greenfield Avenue
Suite 201
West Allis, WI 53214

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We're On The Web &
FaceBook
www.DowntownWestAllis.org

Don't forget:

April:

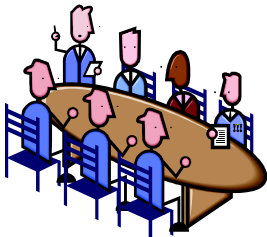
- 1: April's Fool Day
- 12: Organizational Meeting @ 8a.m.
- 12: Promotions Meeting @ 12Noon
- 13: Design Meeting @ 8 a.m.
- 13: *COTA Meeting @ 4 p.m.
- 19: Economic Meeting @ 8a.m.
- 27: Board of Directors Meeting @ 8a.m.

May:

- 7: WA Community Dinner Dance
- 10: Organizational Meeting @ 8a.m.
- 10: Promotions Meeting @ 12Noon
- 11: Design Meeting @ 8 a.m.
- 18: **DWA-BID Picnic 11 am—1 pm**
- 17: Economic Meeting @ 8a.m.
- 25: Board of Directors Mtg @ 8a.m.
- 30: Memorial Day Parade @ 10a.m.

June:

- 5: **4th Annual West Allis Ala Carte**
- 14: Organizational Meeting @ 8a.m.
- 14: Promotions Meeting @ 12Noon
- 15: Design Meeting @ 8 a.m.
- 21: Economic Meeting @ 8a.m.
- 22: Ex. Board Meeting @ 8 a.m.
- 29: Board of Directors Meeting @ 8a.m.



All meetings are held in the DWA—BID office, located at 7231 W. Greenfield Avenue Suite 201.

*** (Christmas On The Avenue) is being held at B & K Bar Supplies, located at 7100 W. Greenfield Avenue.**

Do you have something you want to share in the "The Downtowner?" Articles for the July/August/September 2011 newsletter are due by Friday, June 17, 2011. Email your article to director@downtownwestallis.org, fax to (414) 774-7728 or call us at (414) 774-2676.