

# 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

Dianne M. Eineichner, Executive Director

P:(414)774-2676 F:(414) 774-7728

**April/May/June 2009**

[www.downtownwestallis.org](http://www.downtownwestallis.org)

## 2009 Board of Directors

### **Douglas Persich, DDS**

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

### **Jim Melotte**

*Vice President*  
Avant-Garde  
(414) 607-4068

### **Tim Klare**

*Treasurer*  
M&I Bank  
(414) 476-0900

### **Chet Parker**

*Secretary*  
The Wedding Centre  
(414) 476-0240

### **Diane Brandt**

WA/WM Chamber of  
Commerce  
(414) 302-9901

### **Don Falk**

B & K Bar Supplies  
(414) 259-9161

### **Alex Geiger**

Model Empire  
(414) 453-4610

### **Gloria Hawkins**

Hawkins Clock Center  
(414) 258-1144

### **Brent Holmes**

Avant-Garde  
(414) 607-4068

### **Tom Miller**

Steakhouse 100  
(414) 727-2222

### **Jim Mejchar**

Citizen  
(414) 546-3820

### **Patrick Schloss**

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

## *Hello All:*

Many of you may already know that as of March 1, 2009, I was appointed as the Executive Director of the Downtown West Allis Business Improvement District (BID). In the 3 years that I have been with the BID as the Program Assistant, I have been very active in all of the promotional events, newsletter, website and day-to-day office management. In my new role as Executive Director, I intend on continuing these duties as well as taking an active role in the Downtown West Allis Inc.'s Design and Economic Development committees.

I know that many of you may have ideas, concerns and questions regarding the BID. I will be open to hearing from you about any of your issues. Please feel free to approach me and we can discuss your feedback.

Going forward, a part of my workweek will be spent in meetings, but I am usually available Monday through Thursday, from 9am – 5pm and Friday from 9am – 1pm. I can be reached at 414-774-2676.

Sincerely,

***Dianne M. Eineichner***

Executive Director

Downtown West Allis Business Improvement District



## **All our Meetings are “Open To The Public”**

As a reminder, all Downtown West Allis Inc. Committee and Board meetings are open to the public. Feel free to attend these monthly meetings. We encourage everyone to check the meeting dates and times and make an effort to attend.

Because committee members need to start their own business workday as soon as possible, most committee meetings are scheduled to begin at 8am and run approximately one hour.

Board members often over-lap committees. If you are not able to attend the meeting regarding your issue, you can bring it to any committee meeting and someone there will be able to follow-up or address it at the next appropriate meeting.

### **Keep these dates and time open:**

April 8th, May 13th & June 10th	Design Committee	8am
April 14th, May 12th & June 9th	Promotions Committee	12Noon
April 21st, May 19th & June 16th	Economic Development	8am
April 29th, May 27th & June 24th	Board of Directors	8am

ALL MEETINGS ARE HELD IN THE BID CONFERENCE ROOM LOCATED AT  
7231 W. GREENFIELD AVENUE, SUITE 201.

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

## COMMITTEE UPDATE

**Promotions Committee**

Don Falk / Jim Mejchar (Co-Chair), Jim Melotte, Gloria Hawkins, Brent Holmes, Diane Latinovich, Diane Brandt, Maranda Davel and Sarah Kaminski

**Committee's Goal:** Increase public awareness of Downtown West Allis and encourage neighborhood residents and tourists to patronize the businesses; organize primary fundraiser.

**The Downtown West Allis Inc. Promotions Committee is currently working on the following projects:**

- **Single Business Web page:** For businesses that do not have a website, the Promotions Committee is offering them a single business web page free of charge. Alberti's Trophies & Awards, Booked Solid, Inc., Diane's Designs, Exterior Home Innovations and Forsythe Center for Martial Arts have taken advantage of this form of advertising.
- **Website Calendar:** Downtown West Allis offers a website calendar to be used by BID merchants to advertise any upcoming special events or sales. Our website calendar will be updated on a monthly basis. BID merchants are given the opportunity to advertise using this tool, free of charge.
- **Advertising Assistance Grant Program:** This program is open to all BID merchants who would like to expand their advertising but need some financial help. Our Promotions Committee is currently working out some minor details and hope to present this program to BID merchants by the end of April. Special meetings will be held to outline the program. Promotional speakers will be on hand to give merchants different ideas in which they can advertise their business. More information will be provided through a flyer sometime mid-April.
- **Business Directories** are available: Merchants who would like to help distribute our Business Directories to their visitors or customers should contact the BID office. These directories list every business located in the Downtown West Allis Business Improvement District as well as our up coming promotional events.
- **2nd Annual Downtown West Allis Merchant Appreciation Picnic**—Wednesday, May 20, 2009: We are once again making preparations to show our support and to honor all those merchants and their employees for being part of this organization. The festivities will take place in the parking lot behind Avant-Garde. Look for your invitation in the mail late April. Hope to see you there!!
- **West Allis Ala Carte**—Sunday, June 7, 2009: If you have not reserved your spot for this event, it is not too late. We will be accepting applications through Wednesday, April 15th. As a BID member, you will receive a free 10' X 20' area on Greenfield Avenue. (Greenfield Avenue will be closed to traffic for this event.) Call now—don't miss out!!

**If you have questions on any of the above, please call the BID office @ (414) 774-2676**



***The Promotions Committee meets on the second Tuesday of each month at 12 Noon in the BID office located @ 7231 W. Greenfield Avenue, Suite 201. All are welcome to attend!!!***

**April 14th  
May 12th  
June 9th**

**July 14th  
August 11th  
September 8th**

**October 13th  
November 10th  
December 8th**

## COMMITTEE UPDATE

**Design Committee**

Alex Geiger (Chair), Jim Melotte, Brent Holmes and Steve Schaer

**Committee's Goal:** Administer the Signage Assistance and Façade Improvement Grant Programs and raise awareness about design and its contribution to businesses in order to beautify the community.

**The Downtown West Allis Inc. Design Committee is currently working on the following projects:**

- The Design Committee and the City of West Allis are working with the Masonry Department and students of MATC in constructing brick **flower boxes**. These boxes are to be placed in strategic locations along Greenfield Avenue. Much consideration is being given to the location so as not to block foot traffic, bus stops and businesses. These boxes are intended to add color along the avenue but not clutter the avenue.
- The Design Committee has received a number of complaints regarding **excessive signage** in the windows of Downtown West Allis BID businesses. We are asking all business merchants to comply with the City Ordinance: (See Below). As of May 1, 2009, the Design Committee will be actively reviewing compliance with this ordinance. Committee members will be doing walk-arounds to evaluate all signage. Those businesses not in compliance will be sent a letter giving the business owners 60 days to comply. After 60 days, if the business doesn't comply, a letter will be sent to the City of West Allis and the City will then take whatever action it deems appropriate.
- The Design Committee is working with the **"Students Saving The Earth"** organization from Nathan Hale High School. Our goal is to have these students partner with the BID to help clean up the area along Greenfield Avenue. We hope to start this partnership mid-May. Also, Downtown Business Owners: **We can use your help!!** Weeds and trash along the sidewalks and buildings were a problem last summer and we are not sure we will have the manpower to keep up! If everyone can step outside your business for five minutes each week and pull any weeds or pick up any trash around your storefront, we would greatly appreciate it!! Thanks for your help

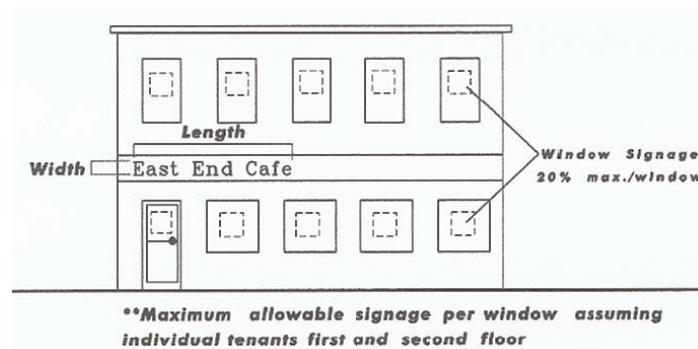
Taken from the City of West Allis website: [www.ci.west-allis.wi.us/pdf\\_libraries/Development/Planning/Signage\\_Ordinance\\_-\\_Downtown\\_C-1\\_District.pdf](http://www.ci.west-allis.wi.us/pdf_libraries/Development/Planning/Signage_Ordinance_-_Downtown_C-1_District.pdf)

"Window" means an opening in the wall of a building for admission of light and air that is usually framed by casements or sashes containing transparent material (usu. glass).

"Window area" means the transparent portion of a window within a frame.

"Window sign" means any sign painted upon or attached to or displayed in a window or door in such a manner as to permit viewing from the exterior of the building or structure.

- **Window signs.** Window signs are permitted subject to the following regulations:  
Area. In no instance may window signs (see Figure 3 below) cover more than twenty (20) percent of the window space. All window signs must be affixed to the interior of the window.



• Figure 3: Maximum Window Signage

## COMMITTEE UPDATE

**Economic Development Committee**

Tim Klare (Chair), Tom Miller, Alex Geiger, Doug Persich, Chet Parker, Sherry Saiki, Diane Brandt, Laura Gille and Patrick Schloss

**Committee's Goal:** To increase investment in Downtown West Allis by attracting new businesses and the facilitation of new development/rehabilitation projects. To retain and strengthen existing downtown businesses and investment by creating a sustainable and growing downtown economic marketplace.

**The Downtown West Allis Inc. Economic Development Committee is currently working on the following projects:**

- **Vacancies:** A list of vacancies with pictures and contact information has been added to our website. Our goal is to let potential business owners know what is available in Downtown West Allis. If any building owner has a vacancy and it is not on the list, please contact the BID office. We will keep this as current as possible. Also, if any business or property owners know of a business that is considering relocating, please call the BID office. We will follow-up with all the leads we receive. We are working with the City of West Allis to bring vacant buildings up to code.
- **Strategic Plan:** The committee is applying for a grant to help fund the development of a strategic plan for the BID. Currently, the committee is interviewing to determine the consultant who can best assist in the development of our strategic plan. Our goal is to get business merchants, property owners, board members and staff to become organized and focused on one main goal. More information will be sent in a flyer.

The following is from the March 15, 2009 issue of "Downtown Idea Exchange"

***Position downtown to plan and prepare for recruitment and retention opportunities***

*Retail recruitment and retention are really two sides of the same coin. Fortunately, all of the hard work that goes into attracting new businesses will help to stabilize and retain existing ones, says Rick Ferrell, owner and principal of Retail Market Answers, LLC.*

*"Also, it's good business recruitment that considers those who have already invested in a community," he says, and it's always critical to consider the effect that a new business addition is likely to have on downtown's business mix.*

*Every property presents some opportunity. "Every commercial property can be thought of as either a recruitment or a retention opportunity. Sometimes, it's even both," according to Ferrell.*

*Downtowns need four things to recruit and retain business and seize those opportunities:*

- *A business and building inventory*
- *A market understanding. What types of businesses are preferred? What will be sustainable?*
- *An ongoing willingness to establish and cultivate relationships with key stakeholders.*
- *A strategic plan that identifies each downtown parcel as an opportunity for recruitment, retention, or both.*

The BID office has developed a database with each business name, address, contact person, store hours, email, website and building owner information.

- The next few months, our committee will be working on:
  - Understanding the market
  - Study local and regional shopping to understand downtown's competitor and prospects.
  - Working more closely with business and building owners in getting their feedback on ideas and projects.
  - Have a strategic plan to follow so that we can reach our short and long term goals.

Community News

**WAWM Chamber Business After Five  
Steakhouse 100**

7246 W. Greenfield Avenue  
Wednesday, April 1, 2009  
5—7pm

For more information: 414-302-9901

**West Allis Community Dinner Benefit**

All proceeds benefit the “Operation: Military Families  
First Program”

Saturday, May 2, 2009

6—11pm

Summit Place

6737 West Washington Street.

Call 414/302-8292 for ticket information

**Let’s Get Local**

Sunday, May 3, 2009

4—7pm

Centennial Plaza @ City Hall

Contact: [letsgetlocalwestallis@yahoo.com](mailto:letsgetlocalwestallis@yahoo.com) for more information

BUSINESS SPOTLIGHT



**Business Owner: Virginia Little**

**tempsPLUS** is locally owned and operated staffing service company that has been active in the Staffing Industry since 1987. **tempsPLUS** is an approved staffing services vendor to the State of Wisconsin, the County of Milwaukee, the County of Waukesha and the Milwaukee Public Schools—just to name a few public entities. We serve a variety of private businesses as well.

**tempsPLUS** offers a wide range of employment services including short and long term temporary assignments, temporary-to-permanent assignments and permanent, direct hire placements.

The **tempsPLUS** “employee” pool includes a broad spectrum of individuals with varying skill levels across innumerable job classifications within the administrative, technical, trade, medical and professional fields.

Over the past 20 years **tempsPLUS** Staffing has been privileged to have been selected as the “staffing agency of choice” to manage numerous small and large scale recruitment and staffing projects for companies located throughout Southeastern Wisconsin.



We are located at 7017 W. Greenfield and we are ready to serve  
**YOUR STAFFING NEEDS!**

7231 West Greenfield Avenue  
Downtown West Allis, WI 53214

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

*Printing of this newsletter courtesy of : Avant-Garde*

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



Visit our website!

[DowntownWestAllis.org](http://DowntownWestAllis.org)

## IMPORTANT DATES TO KEEP OPEN

2nd Annual West Allis Ala  
Carte

Sunday, June 7, 2009  
12 Noon - 6PM



2nd Annual BID  
Merchant Appreciation  
Picnic

Wednesday, May 20, 2009  
11AM - 1PM  
Parking lot behind  
"Avant-Garde"

*More information and  
invitations will be mailed  
out to all business  
merchants.*



19th Annual  
Downtown West Allis  
Classic Car Show  
Sunday, October 4,  
2009  
10AM - 3PM