

**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

**Inside this issue:**

Promotions Update	2
Economic Development / Organizational Updates	3
Energy Efficiency Program	3
Design Update	4
Communication Is The Key	5
Community News / News on the Avenue	5

# The Downtowner

## Mark Your Calendars For The 3rd Annual Town Hall Meeting

On **Tuesday, February 8th**, the Downtown West Allis Board of Directors invites property owners, business owners, employees and all interested parties to the Annual Downtown West Allis Business Improvement District Membership Meeting. The meeting will be held at **Steakhouse 100 from 5 p.m. to 7 p.m.**

Some of the topics that will be discussed include:

- 2010 In Review
- Looking Ahead to 2011
- I-94 Construction—How will it affect Greenfield Avenue?
- WAWM Alternative School
- DWA Energy Efficiency Loan Program

**Annual Downtown West Allis  
 Business Improvement District Membership Meeting  
 Tuesday, February 8, 2011  
 Steakhouse 100 (7246 W. Greenfield Ave.)  
 5 p.m. to 7 p.m.**

Snacks and refreshments will be provided!

## Downtown West Allis BID Crime Prevention Meeting

If you have never attended a DWA-BID Quarterly Crime Prevention meeting, now is the time. This is your chance to hear first hand what is happening in our area and surrounding neighborhoods.

Lt. Ed Benish and his staff keep business owners current with upcoming concerns such as the I-94 construction, parking, graffiti and any on-going problems.

Our next Crime Prevention Meeting is scheduled for:

**Thursday, January 20th 8:30am  
 Steakhouse 100  
 7246 W. Greenfield Ave**



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



One of the 426 classic cars that was showcased at the 20th Annual Downtown West Allis Classic Car Show



Santa and his elves took a much needed break during this year's Christmas On The Avenue



Children of all ages came to Downtown West Allis for treats and a few hours of family fun!

## 2011 Promotional Events

Sunday, June 5th  
West Allis Ala Carte  
12Noon to 6 p.m.

Sunday, Oct. 2nd  
Classic Car Show  
10 a.m. to 3 p.m.

Saturday, Oct.29th  
Meet & Treat  
10 a.m. to 12Noon

Saturday, Dec. 3rd  
Christmas On  
The Avenue  
Time: TBD

## Promotions Committee

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

### Classic Car Show Biggest One Yet!

The 20th Annual Downtown West Allis Classic Car Show, held on Sunday, October 3rd, drew over 425 cars and hundreds of visitors to our area. Trophies and plaques were awarded to the 34 winners in various categories.

Our thanks go out to all the businesses that sponsored, participated in and volunteered to make this event a huge success.

### DWA-BID Meet & Treat.....scary!!

Not to be outdone, on Saturday, October 30th, over 550 children and their families were able to visit and receive treats from 30 local businesses. A special thanks to those merchants that opened their doors and welcomed the “princess, super hero and scary creature.”

What a great way to gain exposure while having fun!

### Christmas On The Avenue = SNOW

What more can we say? Three years of hosting Christmas On The Avenue and three years of snow.

Although, Saturday, December 4th was cold, the snow came early and our visitors had a great day of music, food and of course a Visit with Santa.

Thanks to all those businesses that opened their doors and helped kick off the holiday season here in Downtown West Allis.

## What's in “Store”

### Open....After Hours

The Promotions Committee is working on a campaign where a substantial variety of businesses stay open until 8 p.m.

During the months of June, July and August, every second Thursday will be designated as **Downtown West Allis....After Hours.**

Through this venture we hope to attract those shoppers who work during the day and are unable to experience our unique shops and the services we offer.

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

### Working With Local Artists

The Promotions Committee is looking for individuals that can volunteer some of their time in developing an Art Crawl for Downtown West Allis. We are also looking for someone with experience in raising funds for this Art Crawl using an on-line auction based through our website.

This Public Art Work Committee will meet once a month at the convenience of its committee members.

If you know of someone who would be perfect for this new Public Art Work Committee, please have them call Dianne at (414) 774-2676.

With sufficient funds raised, we hope to have local artists paint **Downtown Dogs** to display at our stores.

The Promotions Committee is always looking for new ideas to attract visitors to the area. If you have an idea please share it with one or more of our committee members.



Examples of “Painted Dogs” in Coconut Grove, FL

## Economic Development

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

### Using Your Neighbors To Grow Your Business

Today's smart retailers understand that the sharing of ideas and resources among like-minded retailers can lead to new found success. Some ideas include:

- Find "Business Buddies"
- Partnership Case Studies
- Start Partnership Roundtables
- Discover creative cross-marketing ideas

The opportunities for these little kinds of partnerships are endless. No matter what community or city you're in, your businesses share customers with other businesses. Find a business buddy or two, pass those customers around and keep them spending in your community.

Article provided by Barbara Wold, an internationally known speaker and authority to the retail and consumer industries.

## Organizational Committee

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

### Coupon Flyers

The DWA-BID Coupon Flyers have been distributed throughout the area since May of 2010. Approximately 40 of our businesses in conjunction with our Advertising Assistance Grant Program (AAGP), have participated in printing and distributing over 30,000 coupon flyers to households and businesses within the immediate area.

Some businesses have seen results from the flyers and we are currently working on getting the flyers in different zip codes and via different media.

For more information on how to become involved in this project, contact the BID office at (414) 774-2676.



### Marketing with Channel 14

Our committee will be working with Channel 14 in developing an ad campaign for DWA-BID. Streetscapes, events and overall views will be filmed for viewers to become aware of all the great shops, restaurants and businesses DWA has to offer. For more information or how you can get involved, call the BID office.

## DWA Energy Efficiency Loan Program

The DWA Energy Efficiency Loan Program is aimed to offer financial assistance for energy efficiency projects. This program was introduced to property owners, in DWA-BID area, on Monday, November 29th.

Shaun Mueller, from the City of West Allis, outlined eligibility requirements and loan details to the BID members who attended.

Nicholas Welch, from WE Energies, also gave a presentation on energy incentives offered by WE Energies.

BID Member Mike Hottinger, owner of Thermo Tight, presented figures showing the savings he has made over the years since he improved his building with energy efficient techniques.

For more information on:

- City of West Allis Loan Program: Shaun Mueller 414-302-8470.
- WE Energies Incentives: Nicholas Welch 262-786-1287.
- How to save energy and money: Mike Hottinger 414-237-2335
- Improving Your Lighting: Green Lights, LLC Tom Linders 414-651-1628



**NOW OPEN!**  
**JRS, LLC**  
**7239 W. Greenfield Ave.**  
**Owner: Gladys Sandino**

"8 Years – The amount of time the average woman spends shopping during her lifetime."

Simple Magazine,

November 2010



**NOW OPEN!**  
**Mis Suenos**  
**7335 W. Greenfield Ave.**  
**Owners: Deborah & Jolino Ramirez**



**Decorated brick planters wishing visitors and drivers a Happy Holiday Season**

“Main Street’s physical appearance affects the decisions shoppers, investors and other visitors make about the district. Main Street’s Design Committee helps create an attractive, coordinated and quality image of the downtown by capitalizing on its unique assets.”



**Coming soon! New Signage at Kashka's**

## Design Committee *Alex Geiger (Chair), Jackie Ellington, Chet Parker and Steve Schaer*

### City of West Allis: Snow Emergency Procedures:

- When approximately three inches of snow falls in a storm, the Department of Public Works usually plows all City streets and alleys.
- “SNOW EMERGENCY” is declared through a radio or television announcement when a full scale plowing operation is initiated.
- Once declared, **parking is prohibited on major emergency thoroughfares for the duration of the emergency.**
- In addition to the total prohibition of parking on the listed emergency thoroughfares, parking is limited to one side of all other streets. *(Greenfield Avenue is one of the listed emergency thoroughfares.)*

### DWA Snow Removal Procedures

(DWA-BID) has contracted with **Grounds Maintenance Services LLC (GMS)**, to clear the snow within the DWA-BID boundaries. **This service is to provide assistance in cleaning the sidewalks, NOT to take responsibility away from the property/business owner.**

- GMS’s responsibilities will include:
- Clearing a 4’-5’ wide path area on the sidewalks, along Greenfield Avenue and side streets.
  - Clear three walkouts from sidewalk to road in

### Snow Courtesy

As a courtesy to your neighbors, please do not plow, shovel or otherwise deposit snow or ice from your property onto their property or into parking lanes. It is a small request, but a greatly appreciated one.

### Tips For Snow Removal From Your Property

- Snow should be removed from the public sidewalk to a width of at least three feet within 24 hours of the ending of a snowfall.
- The area around fire hydrants and catch basins should be cleared.
- Curb ramps, the portion of the public sidewalk that leads to the street crosswalk area, are considered a portion of the

public sidewalk and therefore should also be cleared.

- If ice has formed, sand, salt or other abrasive materials should be applied to prevent slipping hazards.
- Failure to remove snow from the public sidewalk and curb ramp can result in a municipal citation and the property owner paying all expenses associated with the City removing the snow.
- Shoveling, plowing or blowing snow or ice from your property onto the roadway or alley is subject to a fine.



include:

- Shovel full width of sidewalk and walkouts surrounding your building.
- Sand, salt or other abrasive materials should be applied if ice has formed to prevent slipping hazards. **GMS will not be salting.**

Our goal is to help your customers/visitors/employees have easy access to your building/business during the winter season. If you have any questions/concerns, please call the **BID office** at (414) 774-2676.

**Business and/or Property Owner’s** responsibilities will

## COMMUNICATION IS THE KEY

Unfortunately, being the victim of a crime as a business owner may be embarrassing. It shouldn't be - we are the victims here! The BID office has heard from local businesses that there are often barriers to telling other businesses when they've been the victim of a crime. Business owners might be afraid people will think they brought it upon themselves, didn't do enough to stop the crime, or were just naïve.

However, recent thefts and robberies in the area have

shown that we cannot count on others to notify area businesses when a crime is committed.

As a business community, we need to **COMMUNICATE** amongst ourselves! The sooner other merchants are alerted to local crime, the more likely the offenders can be apprehended. We want a reputation as a downtown that communicates about crime and watches out for each other. A Downtown that **STOPS** crime! While we must accept that

crime does happen and **CAN** happen to any of us, we must also do something to prevent it if we work together. Let's support each other through communication.

Our DWA-BID Crime Prevention Meetings are a great way to keep the lines of communication open. Please try to attend! Our next meeting is scheduled for:

**Thursday, January 20th  
8:30am  
Steakhouse 100**



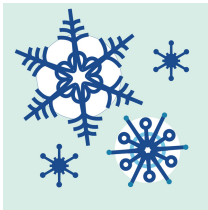
**Downtown West Allis Business Improvement District is a Main Street Community.**  
[www.commerce.state.wi.us](http://www.commerce.state.wi.us)

*"Listening, really listening to customers. If you don't really listen and show customers the wrong merchandise - they will assume you don't have what they are looking for and leave."*



**Do you Tweet?  
Let us know so we can stay connected!**

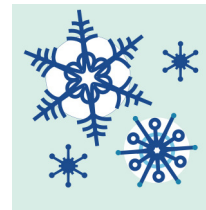
## Community News



### CAAD Winterfest

Saturday, February 2, 2011  
6:30 pm - 9:30 pm  
Nathan Hale High School

For more details: [www.wawmcc.org](http://www.wawmcc.org)



## News on the Avenue

### We will miss you!

Ann Hutchison, manager at Cooks' Cake & Candy for the past 13 years has retired as of December 23rd. We wish Ann well as she ventures out on a cruise and a trip to Vegas before coming back to Wisconsin to endure the snow and cold.

Good Luck and Enjoy Your Retirement!



### Look who's on FaceBook!

The following businesses have joined another great way to communicate events and sales. They are as follows:

- Thermo Tight Insulators
- Record Head
- Kim's Costumes
- Forsythe Center of Martial Arts
- Wedding Centre
- 88 Keys Piano Martini Lounge
- Caradaro Club
- Blue
- Benno's Genuine Bar & Grill
- Downtown West Allis
- WAWM Chamber of Commerce
- City of West Allis
- Milwaukee Sewing Machine
- Monteagudo Center for Smile Designs
- Salon Dovini

Keep current with all these businesses & organizations by finding them on FaceBook!



**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](http://www.DowntownWestAllis.org)

**Don't forget:**

**January:**

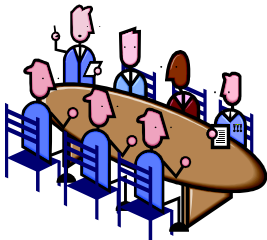
- 1: Happy New Year
- 11: Organizational Meeting @ 8a.m.
- 11: Promotions Meeting @ 12Noon
- 12: Design Meeting @ 8 a.m.
- 18: Economic Meeting @ 8a.m.
- 20: \*Crime Prevention Meeting @ 8:30a.m.**
- 25: WA Ala Carte Meeting @ 8:30 a.m.
- 26: Board of Directors Meeting @ 8a.m.

**February:**

- 8: Organizational Meeting @ 8a.m.
- 8: Promotions Meeting @ 12Noon
- 8: \*Town Hall Meeting 5 p.m.**
- 9: Design Meeting @ 8 a.m.
- 15: Economic Meeting @ 8a.m.
- 23: Board of Directors Meeting @ 8a.m.

**March:**

- 8: Organizational Meeting @ 8a.m.
- 8: Promotions Meeting @ 12Noon
- 9: Design Meeting @ 8 a.m.
- 15: Economic Meeting @ 8a.m.
- 23: Ex. Board Meeting @ 8 a.m.
- 30: Board of Directors Meeting @ 8a.m.



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

**\* Meetings are held at Steakhouse 100, located at 7246 W. Greenfield Avenue.**

Do you have something you want to share in the "The Downtowner?" Articles for the April/May/June 2011 newsletter are due by Friday, March 18, 2011. Email your article to [director@downtownwestallis.org](mailto:director@downtownwestallis.org), fax to (414) 774-7728 or call us at (414) 774-2676.