

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

Brian J. Preiss, Executive Director - Dianne M. Eineichner, Program Assistant

P:(414)774-2676 F:(414) 774-7728 www.downtownwestallis.org

January / February / March 2009

2009

Board of Directors

Douglas Persich, DDS

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

Jackie Ellington

BID President
D.C. Ellington
(414) 453-0770

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

You're Invited!

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT ANNUAL "TOWN HALL" MEETING THURSDAY, FEBRUARY 12, 2009

5:30PM—7:30PM

STEAKHOUSE 100

7244 W. GREENFIELD AVENUE

SNACKS WILL BE PROVIDED.

- *This meeting is open to all BID business and property owners. Take this opportunity to meet the Board of Directors as well as your neighbors.*
- *Let us know how we are doing and what direction you would like to see the BID go in the next 5 years. Committee chairs will be on hand to discuss 2009 and the future of our Downtown. Hear first hand about our new **Advertising Assistance Grant Program** which is open to all BID Members.*
- *Please take the time to attend. We are always open to new ideas and suggestions.*

*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



Saturday, December 6th the Promotions Committee presented an event we hoped would leave a lasting impression with most of our visitors. And it did!

Despite the weather conditions, "Breakfast With Santa", an *Ice Sculpting Competition*, pictures with live *Reindeer*, a *Puppet Show*, *games*, *craft fairs*, *bake sales*, *holiday shopping*, *hospitality* and a "Visit With Santa" all went smoothly.

We would like to thank the following businesses for their generous support of this event:

Alberti's Trophies & Awards	Freese's Candy Shoppe	PyraMax Bank
Anchor Bank	Hal's Harley Davidson	Rupena's Fine Food
B & K Bar Supplies	Hawkins Clocks	The Landmark of West Allis – Senior Apt
Bevsek-Verbick Funeral Home	Hoefs Family Auto	WA/WM Chamber of Commerce
Booked Solid, Inc.	Icon Insurance Service	West Allis Dental Care
Bunkers Nostalgic Lounge	M & I Bank	West Park Place
City of West Allis	McAdams	Wistl Management.
Diane's Designs	Model Empire	

*2008 Downtown West Allis Christmas On The Avenue
Business Window Decorating Contest*

Milwaukee Sewing Machine – Best Theme (It's A Holly Jolly Christmas)

Wedding Centre – Most Traditional

Diane's Designs – Mayor's Choice

Congratulations to all!!

Don Falk & Jim Mejchar—Committee Chairs



A special thanks to:

- **Jim Melotte & Brent Holmes** from Avant-Garde for printing our flyers and pulling our Coloring Contest Float during the West Allis Christmas Parade.
- **Nathan Hale Stage Crew** students for constructing the Coloring Contest Parade Float.
- **Alex Geiger** from Model Empire for donating his trailer for the Coloring Contest Parade Float.
- The **Landmark of West Allis** and **West Park Place** for providing the free Holiday Bus Transportation during our event.
- The **City of West Allis** and the **Public Works Department** for their support to ensure everything was ready for this event.
- The **West Allis Police Reserves** who battled the snow, wind and cold to ensure the safety of all our visitors.

COMMITTEES UPDATE

Design Committee

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

WINTER IS HERE!!

Weather reports have indicated a repeat of last year's record snow fall. Your Design Committee has joined forces with the City of West Allis to ensure clean sidewalks by 6PM of the day following a major snowfall. (By ordinance, subject to a \$61.60 fine.)

To ensure the safety of our workers, customers and visitors, please keep the sidewalks in front of your business free of ice and snow. Also, please cut a path from the sidewalk to the curb for easy customer access.

The following information is from the City of West Allis' website:

Snow Emergency Parking Procedures

During a snow emergency, parking is prohibited on all major emergency thoroughfares for the duration of the emergency. In addition, parking is limited to one side of all other streets. Parking is restricted to the odd numbered side of the street if the snow emergency is declared on an odd numbered calendar date and to the even numbered side of the street if the snow emergency is declared on an even numbered calendar date. Once parked on the appropriate side of the street, vehicles must remain parked on that same side of the street for the entire duration of the snow emergency. Snow emergency regulations supersede all other overnight parking regulations for the duration of the snow emergency. If there is permanent no parking at any time for an entire block, parking will be allowed on the opposite side only, regardless of the date of the snow emergency. Remember, it is illegal to blow, plow, shovel or otherwise deposit snow from your property onto City property, or property owned by another person.

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. It is a small request, but a greatly appreciated one.

- **DO** remove snow from sidewalks by 6 p.m. of the day following the storm. (By ordinance, subject to a \$61.60 fine.)
- **DO** remove snow from around fire hydrants.
- **DO** remove snow from around catch basins.
- **DO** remove snow from crosswalks at corners.
- **DO** salt or sand icy sidewalks.
- **DO** be prepared for winter driving with snow or all-season radial tires. Carry sand.
- **DO NOT** shovel, plow, or blow snow onto roadway or alley. (By ordinance, subject to a \$61.60 fine.)
- **DO NOT** remove sand from City sand boxes for personal use. This sand is for emergency street use only.
- **DO NOT** abandon automobiles on streets or alleys. This creates a hazard for snow plows and emergency vehicles.
- **DO NOT** be on the streets with vehicles during a snowstorm

Have a safe new year,
Alex Geiger - Committee Chair



Did you notice our new street and parking signs?
Let us know what you think.



COMMITTEES UPDATE

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!



Cricket, located at 7235 W. Greenfield Avenue, is an affordable wireless carrier, with great deals on cell phones and cell phone plans. For more information check out www.mycricket.com.

MoonWaves Massage, located at 7037 W. Greenfield Avenue (upstairs from Booked Solid, Inc.) is owned and operated by Mike Huber. For back or neck pain, headaches, recovering from surgery and injuries or just stress and anxiety, call MoonWaves Massage at (414) 365-3167. For more information log on to: www.moonwaves.com.

Tim Klare - Committee Chair

BUSINESS SPOTLIGHT

Our History

Hi, my name is Don Minch Jr. and my partner is my father, Don Minch, Sr. I would like to share with you a brief history of Milwaukee Sewing Machine, Inc.



The company was started in 1946 by my grandfather, Andy Smith, and his brother-in-law, Ray Wernsman. They started by converting old treadle sewing machines to electric power to fill the void of new sewing equipment after World War II. Then in the late 40's they distributed sewing machines to the retail dealer. My Dad joined Milwaukee Sewing Machine in 1954 as a service tech and salesperson. He continued to work there until 1963, when he decided to form a partnership selling and servicing industrial sewing machines. Later he began operating out of his home. I had been working for my uncle Ed since 1978 at Milwaukee Sewing Machine. In 1986 he decided to close the distribution of New Home and Necchi sewing machines. My Dad and I took this opportunity to go into partnership and purchase Milwaukee Sewing Machine at 3303 W. National Ave. As we grew over the years, we relocated to a larger location, 7226 W. Greenfield Ave., in downtown West

Want to experience the thrill of a dream come true? Then don't miss the Dreamscape Sewing and Embroidery Event being held at: **Milwaukee Sewing Machine**
7226 W. Greenfield Avenue
Wednesday, January 21, 2009
2pm-4pm or 6pm-8pm.



Please RSVP to Judy@milwaukeesewing.com

- Come learn about the amazing **Brother Quattro™ 6000D** the ultimate combination of sewing, embroidery, quilting and crafting. Thanks to the more than 100 new features and improvements, the **Quattro™ 6000D** is the shortest path from dreams to fantastic reality.
- Don't miss this opportunity; come join us live at the Dreamscape and experience the **Quattro™ 6000D** the newest machine in Brother's line of fabulous quilting and embroidery machines.
- Presenting the seminar is Barbara Jones, a Brother National Product Training Specialist. Barbara will demonstrate all the new exciting features of the **Quattro™ 6000D**.

UPCOMING EVENTS AND MEETINGS

January

Thursday, January 1st
 Thursday, January 8th
 Wednesday, January 14th
 Monday, January 19th
 Tuesday, January 20th
 Wednesday, January 28th

Happy New Year!
 Promotions Committee Meeting: 8am
 Design Committee meeting: 8am
 Martin Luther King, Jr. Day
 Economic Development Committee meeting: 8am
 Board of Directors meeting: 8am

February

Monday, February 2nd
 Tuesday, February 10th
 Wednesday, February 11th
Thursday, February 12th
 Saturday, February 14th
 Monday, February 16th
 Tuesday, February 17th
 Wednesday, February 25th

Happy Ground Hog Day!
 Promotions Committee meeting: 12Noon
 Design Committee meeting: 8am
Annual Town Hall Meeting: 5:30pm (Steakhouse 100)
 Valentine's Day
 President's Day
 Economic Development Committee meeting: 8am
 Board of Directors meeting: 8am

March

Tuesday, March 10th
 Wednesday, March 11th
 Tuesday, March 17th
 Wednesday, March 25th

Promotions Committee meeting: 12Noon
 Design Committee meeting: 8am
 (Happy St. Patrick's Day!) Economic Develop. meeting: 8am
 Board of Directors meeting: 8am

All Committee meetings are held in the BID Board room unless noted.

Two New Features

Starting this quarter we have added a new section to this publication titled "**Business Spotlight.**" Each quarter we will highlight one of our businesses in Downtown West Allis. A brief history of your business and upcoming events will be featured.

Last newsletter, we featured a section titled: "**Community News.**" Because this section received many positive comments and to reduce e-newsletter updates that have been coming from the BID office, we have decided to include this section in all future newsletters. Area businesses will be given the opportunity to advertise upcoming sales, promotional events and anniversary dates. Along with being included in our newsletter, your future event will be added to our calendar on our website: www.DowntownWestAllis.com.

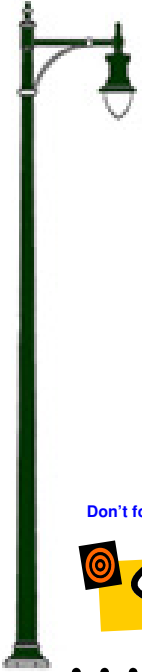
Don't miss out on this chance to promote your business and events. If you are interested in either of these new features, contact Brian or Dianne at 414-774-2676. You can also submit your article via fax at 414-774-7728 or e-mail at promotions@downtownwestallis.org. **The deadline is Friday, March, 13, 2009.**

7231 West Greenfield Avenue
Downtown West Allis, WI 53214

*The Downtowner is published Quarterly for the
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DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



DowntownWestAllis.org

Happy Holidays!

*From:
Downtown West Allis*

2009 Promotional Events



2nd Annual West Allis Ala Carte
Sunday, June 7, 2009
12 Noon - 6PM

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

