

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

July/Aug/Sept 2009

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

Alex Geiger

Model Empire

(414) 453-4610

Don Falk

B & K Bar Supplies

(414) 259-9161

Gloria Hawkins

Hawkins Clock Center

(414) 258-1144

Tom Miller

Steakhouse 100

(414) 727-2222

Diane Brandt

WA/WM Chamber of

Commerce

(414) 302-9901

Brent Holmes

Avant-Garde

(414) 607-4068

Jim Mejchar

Citizen

(414) 546-3820

Patrick Schloss

Ex-Officio

City of West Allis

(414) 302-8468

You're Invited!

Want to advertise but don't have the funds....we can help!

Advertising Assistance Grant Program (AAGP)

Thursday, July 23rd

Steakhouse 100

5:30pm – 6:30pm

RSVP by calling the BID office @ (414) 774-2676.

Come and learn all there is to know about how you can get funds needed to help advertise your business.

From the Executive Director....

Have you noticed that the City of West Allis Police Department has been enforcing the two-hour parking restriction along Greenfield Avenue? BID business merchants have complained and I listened. Residents living above our stores are parking and leaving their vehicles in the same spot for one, two, and sometimes even three days straight. During the winter season, having vehicles parked for this length of time made it difficult for the City to properly clean our streets of snow and ice. We have many businesses along Greenfield Avenue that have items dropped off or picked up. Enforcing the two-hour parking provides available parking to our customers and visitors.

Remember....Downtown West Allis merchants and residents can always park their vehicles behind their building, freeing up valuable parking space in front of the businesses.

Recently, I have been asked by the West Allis NOW website to start a blog about Downtown West Allis. My blogs will cover all the things happening here on Greenfield Avenue as well as the surrounding area. Log onto www.WestAllisNOW.com and check out my blog. Then, let me know what you think.

Until next time,
Dianne



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, Chet Parker, 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 update:**West Allis Ala Carte – Fun in Downtown West Allis**

The 2nd Annual West Allis Ala Carte, on Sunday, June 7th, started off a little shaky with a 20 minute shower but soon blossomed into a day of over 130 vendors, 1,500 visitors to our area and enough food and entertainment to satisfy people of all ages. A BIG THANK YOU to our volunteers, committee members and the following sponsors. Their time and support made the event a HUGE SUCCESS:

- Heritage West Allis — B & K Bar Supplies
- West Park Place — Allis Care Center
- Panda Hut — Anchor Bank
- West Allis Dental Care — Meadowmere
- Alberti's Trophies & Awards — PyraMax Bank
- Model Empire — Visiting Angels
- Diane's Designs — Booked Solid, Inc.



Sunday, June 6, 2010 is the date for the 3rd Annual West Allis Ala Carte. **KEEP IT OPEN!**

Classic Car Show is right around the corner

19th Annual Downtown West Allis Classic Car Show – Sunday, Oct.4, 2009.

In the past, this Downtown West Allis event has drawn record crowds to Greenfield Avenue and your business. We are in need of sponsors to cover advertising and other expenses incurred. If you or any one you know might be interested in sponsoring this event, we have the package for you. Please call Dianne at the BID office (414) 774-2676.

Another great way to get involved....the first 350 classic car participants receive a “goody” bag filled with information, samples and coupons. If you are interested in putting something into these “goody” bags please let the BID office know as soon as possible.

Speaking of “Goody” Bags

Thanks to Diane Brandt at the WA/WM Chamber of Commerce for giving the BID the opportunity to pass out “goody” bags to 100 different businesses and visitors to the BIZ Times EXPO on Thursday, April 30th. 30 businesses within the BID contributed to these “goody” bags. The bags were filled with candy, coupons, gift cards, promotional items and information regarding our Downtown West Allis. Thanks again to all who donated something....hope this will draw attention to your business and our area.

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

Next Issue

The next issue of “The Downtowner” will be distributed the beginning of October. If your business has any information you would like to have included in “The Downtowner”, please contact 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, September 11th.

COMMITTEE UPDATE

Design Committee

Alex Geiger (Chair), Jim Melotte, Brent Holmes, Chet Parker 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 update:

MATC – Brick Planters

What started off as a six planter project in late February ended up as a test project with one planter. Our Design Committee met with MATC teacher Tom Pscheid in early February when plans for a masonry brick planter were designed. Over the months our committee, working with the City of West Allis, considered all the possible challenges these planters might have:

- Avoid car doors opening into the planters
- Place in a location not to clutter the sidewalk
- Do not interfere with pedestrian foot traffic
- Be durable during snow build-up
- Be easy to maintain (Water, weeding, etc.)

By the time all the challenges were considered and approved by our committee and the City of West Allis, the students at MATC and their teacher had only enough time to build one planter. The planter, which was delivered on a forklift by MATC students on Friday May 15th was installed several days prior to the end of the MATC semester.

The space in front of Model Empire provided the best option for the “test” planter. By putting the planter here, there was no interference with foot traffic or car doors, it did not “over” clutter the sidewalk area and Model Empire agreed to pay for the flowers and maintenance of the planters.

We will continue to monitor the planter throughout the next several months. If it meets the challenges of our Wisconsin seasons (especially winter) we will decide if more planters will be built. If successful, the plan is to have MATC students build six planters per school year.

Our Design Committee is looking for suggestions on what type of flowers would thrive well in the planters. We are open to your ideas and suggestions and invite you to attend our meetings. Our Design Committee meetings are held on the second Wednesday of each month at 8am in the BID Office.



MATC teacher, Tom Pscheid, and his students Paul Moscisker, David Doss and John Edget place the test planter on Greenfield Avenue.

Keeping Downtown West Allis Clean

On Saturday, May 30th Nathan Hale “Students For Saving The Earth” volunteered two hours to pick up trash and cigarette butts along Greenfield Avenue. Our BID hopes to continue this partnership with these Hale students. Other projects will be mulching and planting flowers.



Nathan Hale teacher, Catherine Agnew, and her students, Zach Schubart and Alan Schubart helped clean-up Greenfield Avenue.

COMMITTEE UPDATE

Design Committee (continued)



Summer Help

The Downtown West Allis, Inc has recently added temporary part-time employees Jamie Foster and Kevin Kadunc as summer help to pull weeds and keep sidewalks clean. Jamie and Kevin will each work 10 hours per week performing these tasks. Both attended Nathan Hale High School. Jamie will return to Hale as a Senior in September and Kevin will be attending UW-Lacrosse. If you see either of these students out and about, please stop and let them know what a fantastic job they are doing. Also, if you see something that might need their attention, please call the BID office and we will see that it is taken care of as soon as possible.

Hanging Baskets – notice the difference?

You spoke and we listened...the hanging baskets had the following changes made to them:

- Blue flowers removed
- Added more red geraniums

These baskets will contain artificial silk flowers until we can obtain volunteers to water and maintain them on a daily basis. Until then...any other suggestions are appreciated.

Thanks to Doug Persich (West Allis Dental Care) for his in-kind donation for the up-keep of these baskets, making sure they were revitalized and kept looking fresh.

COMMUNITY NEWS

BID Merchant Picnic

Thanks to all who attended the Downtown West Allis BID Merchant Appreciation Picnic on Wednesday, May 20th. The warm, sunny day brought out about 115 merchants, their employees and volunteers to enjoy a hot dog and/or brat meal.

Thanks To:

- Jim Melotte & Brent Holmes (Avant-Garde) and their employees, Paul & Ashley, for their help with set-up and preparation of the food.
- Tom Miller (Steakhouse 100) and his staff for organizing the meat, buns, grill, etc.
- Alex and Roberta Geiger (Model Empire) for their help in clean-up.
- Jackie Ellington (DC Ellington Co.) for planning this event and being one of the servers.

Let's hope more businesses within our District take advantage of the great opportunity to get to know our neighbors.

**WAWM Chamber of Commerce
Golf Classic '09**

Wednesday July 15, 2009
Registration: 9:30am
Western Lake Golf Club
W287 N1963 Oakton Rd

For more information call 414-302-901 or visit
www.wawmchamber.com

Clothing Swap & Community Recycling Event

...for the creative reuse of clean used clothing!

Saturday, September 26, 2009
9am-5pm

Milwaukee Sewing Machine
7226 W. Greenfield Avenue
West Allis, WI 53227

(414) 443-6444

www.futuregreen.net/swap.htm

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 update:

The merchants of the Downtown West Allis Business Improvement District are happy to announce the following businesses to our area:

American Technical Services, Inc.

7340 W. Greenfield Avenue
(414) 476-0270

American Technical Services (ATS), Inc. is a full service employment agency. They supply direct hire, temporary to permanent and temporary employees to businesses in the southeastern Wisconsin. Their goal is to completely understand their clients' needs and match them to the skills and interests of our applicants. For more information, check out their website: www.ats-job.com.

**GDR Enterprises**

7210 W. Greenfield Avenue, Suite 203
(262) 677-2221

Marketing Services firm featuring public creative arts studio, designs and advertising.

We want to welcome both these businesses to our Business Improvement District and wish them much success!

BUSINESS SPOTLIGHT

121 Workout stepping up...

Mike Walker, owner of 121 Workout located at 7028 W. Greenfield, is stepping things up by adding Larisa Mathias to his staff. Mike has a BS degree in Physical Education and Larisa has a BS degree in Kinesiology. Both have Mixed Martial Arts training in Strength and Conditioning and offer personnel training to their customers.

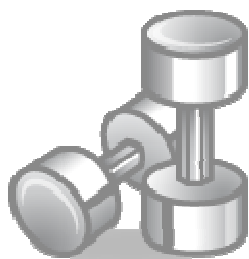
121 Workout is a 2,000 sq ft., indoor / outdoor facility, fully equipped for functional and core training. Mike, who was a former NFL Strength & Conditioning Coach, has "stepped" things up by offering the following classes:

Kick Boxing for Women
TRX Military Fitness

Spin
Cross Fit Method

Kettle Bells
Boot Camp for Women

Rope & Tire
Yoga



- **Open 24 hours - 7 Days a week**
- **No Membership Fee**
- **No Contract**
- **Budget to meet your financial needs**

For more information about 121 Workout or to schedule an appointment call 414-241-0463 or check out their website: www.121workout.com. We here in Downtown West Allis are proud to have Mike & Larisa as part of our family.

"Being located in the BID area has played an intricate part in the growth of my business." - Mike Walker

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

Important Dates to Keep Open



Wednesday, 7/1
Thursday, 7/2

Saturday, 7/4

Monday, 7/6
Tuesday, 7/7
Wednesday, 7/8
Wednesday, 7/15
Friday, 7/17
Tuesday, 7/21
Monday, 7/27
Wednesday, 7/29

Monday, 8/3
Tuesday, 8/11
Wednesday, 8/12
Tuesday, 8/18
Wednesday, 8/26
Saturday, 8/29

Monday, 9/7
Monday, 9/14
Tuesday, 9/8
Wednesday, 9/9
Tuesday, 9/15
Wednesday, 9/30

July

Breakfast of Champions: 9am (City Hall)
Youth Judging: 6pm (State Fair Park)
Parade: 7pm (77th & Greenfield to Veteran's Memorial Park (70th & National)
Post Parade Community Celebration: 8:30pm (Veteran's Memorial Park)
Talent Showcase West Allis: 7pm (State Fair Park)
Grand Finale Show: 8:30pm (State Fair Park)
Fireworks Spectacular: 9:30pm (State Fair Park)
Classic Car Show Committee Meeting: 8am (Pegasus Restaurant)
Promotions Committee Meeting: 12Noon
Design Committee Meeting: 8am
WAWM Chamber Golf Classic '09: 9:30am (Western Lakes Golf Club)
American Cancer Society "Relay For Life": 6pm (Nathan Hale High School)
Economic Development Committee meeting: 8am
West Allis National Night Out: 5pm-9pm @ Farmer's Market
Board of Directors Meeting: 8am

August

Classic Car Show Committee Meeting: 8am (Pegasus Restaurant)
Promotions Committee Meeting: 12Noon
Design Committee Meeting: 8am
Economic Development Committee Meeting: 8am
Board of Directors Meeting: 8am
4th Annual Settler's Weekend

September

Labor Day!
Classic Car Show Committee Meeting: 8am (Pegasus Restaurant)
Promotions Committee Meeting: 12Noon
Design Committee Meeting: 8am
Economic Development Committee Meeting: 8am
Board of Directors Meeting: 8am