

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

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July / August / September 2010

www.DowntownWestAllis.org

2010

Board of Directors

Douglas Persich, DDS

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

Tom Miller

Vice President
Steakhouse 100
(414) 727-2222

Tim Klare

Treasurer
M&I Bank
(414) 476-0900

Don Falk

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

Chet Parker

DWA-BID President
The Wedding Centre
(414) 476-0240

Jim Melotte

Avant-Garde
(414) 607-4068

Alex Geiger

Model Empire
(414) 453-4610

Gloria Hawkins

Hawkins Clock Center
(414) 258-1144

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

2009 Wisconsin Main Street Awards Shine Under The Big Top

Downtown West Allis—Main Street shined under the big top at Circus World Museum on April 23, 2010. This year's winners include:

2009 Downtown West Allis Business Improvement District Honorary Board Member

Jim Mejchar has been serving on our Board of Directors since November 4, 1997. Over the past 12 years, Jim has been our local liaison between our organization and other community organizations in the area. Jim's knowledge of local events and activities keeps our Board current with the happenings in these groups and gives ideas on how we can become involved.

As co-chair of the Promotions Committee, Jim is present and volunteers his time at all of our events. Each Christmas, Jim dons his red suit and white beard to add joy to little ones during our Christmas On The Avenue. Our Halloween Meet & Treat would not be the same without our favorite "clown" handing out candy to visiting children and their families, and at our Classic Car Show, Jim is there helping at registration and throughout the day.

Besides our organization, Jim Mejchar shares his time with other local community organizations. As a cancer survivor, Jim helps organize the Relay for Life, is an active member of the West Allis Rotary, is on the West Allis Celebrations Committee, is active in the West Allis Community Improvement Foundation and sits on the Board of Directors for our West Allis Community Access television station.

2009 Downtown West Allis Business Improvement District Volunteer of the Year.

Emily Eineichner, a graduate of Nathan Hale High School has been involved in Downtown West Allis for over 4 years. Emily has volunteered at all promotional events hosted by DWA-BID.

Emily's bubbling personality has come through at the DWA-BID's promotional events. Some of the few things Emily has been a part of over the past four years are:

- Marching in the parade advertising our Christmas On The Avenue
- Dressing up like an elf helping Santa with the little ones
- Running games for our Ala Carte
- Handing out promotional items during our Meet & Treat
- Getting up early to be on the street at 5:30am to help register cars for our Classic Car Show. (And after getting up at 5:30am that day, Emily continued to volunteer the rest of the day working at our Car Show.)

Best Downtown Special Event - Honorable Mention.

Our own West Allis Ala Carte.... Our Promotions Committee along with the City of West Allis and the Senior Community worked together to accomplish one goal - a day where visitors of all ages can come together spend the day outside enjoying music, eating food, playing games, gathering information and experiencing what local area businesses and organizations have to offer.

We feel this event will continue for years to come and will grow each year by the number of vendors who participated and the number of visitors who attended the event. This event is geared towards every age group. From inflatables and games for the little ones to tasty food and music for the middle aged to "Senior Idol" for our elderly, we accomplished an overall well planned event for everyone! This event is free to the public to sit back and enjoy!

It is with great honor that I recognize these winners....

Dianne

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

COMMITTEE UPDATE

Economic Development Committee

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

With the Wisconsin State Fair just around the corner here are a few tips from Barbara Wold, International Speaker, Author and Business Strategist, Global Retail & Consumer Expert:

Why tourists shop?

- **A stress-free time to shop.** The beneficiaries are central business districts, Main Street communities, historic areas, stores in or near hotels, mall and lifestyle centers, stores near convention centers, museum stores and airport shops.
- **Price and value** — tourists may feel they are getting a better deal than they would at home.
- **A gift or an obligation.**
- **Extending the travel experience** — they shop to remember the destination or trip.
- **Planned purchase** — tourists budget for souvenirs, especially families with children.
- **A time to shop with family and friends** — sometimes they are encouraged to treat themselves and buy more.
- **Unique and interesting merchandise** — with impulse appeal.
- **Appealing environment** — attractive shopping destination, good retail mix and great food.

Let the tourist know your services through signage, such as complimentary gift wrap, special orders and UPS or Fed-Ex shipping. Verbally let the traveler know they don't have to squeeze the item into their suitcase, it can be shipped and on their doorstep when they return home — this may encourage them to buy a larger or fragile item.

Today's definite trend in tourism is that extended and multi-generational families are increasingly traveling together and are bringing the little ones along.

Small-town destinations and attractions are of particular interest to this growing market.

Organizational Committee

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

Organizational Committee - otherwise known as the Marketing & Imaging Committee is helping to develop a major Buy Local campaign for Downtown West Allis. Our first step was the "Coupon Flyers." 34 different businesses located in Downtown West Allis, joined forces and participated in the first run of our Coupon Flyers. These flyers were placed in different establishments encouraging one customer to shop or visit another business within walking distance. Although this was a small step we hope to grow with our second run. Due to the cost of printing and mailing we are only able to mail the Coupon Flyers to all residents and businesses located in the 53214 zip code. Our goal is to bring local people to our area and discover what we have to offer.

If you are not currently signed-up to be in our next flyer but would like to do so, please contact the BID office at (414) 774-2762.

As we look to the future our goal is to make everyone in West Allis and its surrounding communities aware of our district and all the unique specialty shops, restaurants and retail businesses that are here.

Are you on Facebook?

Did you know that 63% of EVERY American demographic goes on-line before making a purchase at a brick and mortar store? That is 63% of every American consumer regardless of income, age, geographical location and social background. Are you using the internet to help you catch some of those consumers.

Facebook is beyond being a "trend" or "just a fad." There are over 400 million active users on Facebook. Of those ACTIVE users, over 50% log in EVERY DAY, and over 100 million of them are using Facebook on their mobile devices such as phones and pdas. And these users are not just youth. Roughly 266 million or 2/3 are women between the ages of 35 and 65.

Facebook is free to use. It's easy to use and it can harness the power of social media for your business.

What kind of web presence does your business have? Do you have any? What could Facebook, and social media, do for your business? Start a page today. Need help getting started?...call us at (414) 774-2676.

And don't forget to find Downtown West Allis on Facebook!!



COMMITTEE UPDATE

Promotions Committee

Don Falk (Chair), Jim Mejchar, Jim Melotte, Gloria Hawkins, Chet Parker, Brent Holmes, Diane Latinovich, Diane Brandt, Stephanie Halfmann and Kurt Potochich

Senior Discount Day – The second Thursday of each month (May through October) has been selected as Downtown West Allis Senior Discount Day. Our first scheduled “Senior Discount Day,” held on May 13th, was greeted by rainy, cold winds. Then in June, the weather, again, was not kind to those visiting the area. We hope this special day will “catch on” and with the weather permitting we will see many seniors visiting and enjoying the area. If you are not currently signed up to participate in “Downtown West Allis Senior Discount Day,” please let us know by calling 414-774-2676.

3rd Annual West Allis Ala Carte – 4,500 visitors walked through Downtown West Allis on Sunday, June 6th from 12noon to 6pm. We had over 120 vendors with free music and variety entertainment. A special thanks to the following sponsors and organizations for truly making this event a HUGE success:

88 Keys Piano Martini Lounge	88Nine Radio Milwaukee	Allis Care Center
Alberti's Trophies & Awards	Anchor Bank	B & K Bar Supplies
Beer Capitol	Bell Ambulance	Berkshire West Allis
Blue	ComForcare Senior Services	Diane's Designs
Distinct Choice Mature Living Solutions	Heritage West Allis	Home Depot—West Allis
The Landmark of West Allis	Meadowmere Assisted Living	Model Empire
Panda Hut	PyraMax Bank	Visiting Angels
West Allis Dental Care	West Allis NOW	City of West Allis

4th of July Parade – Friday, July 2nd at 7pm. Show your support of your Downtown by walking or driving down Greenfield Avenue, in this annual West Allis Parade.

National Night Out – July 26th. DWA-BID will be present at this community event hosting games and distributing our brochures and coupon flyers.

Settlers' Weekend – Saturday and Sunday, August 28th & 29th. Downtown West Allis BID will join the City of West Allis in recalling the history of our settlers. Our historic posters will be on display and our staff and volunteers will be hosting a few games.



20th Annual Downtown West Allis Classic Car Show – Sunday, October 3rd from 10am to 3pm. Join us as we spotlight over 400 classic cars. Music, food, games and many, many classic cars and their owners will be on hand to make the day a fabulous event. Those interested in putting something in our goody bags, contact the office at (414) 774-2676 as soon as possible. **Goody bag items need to be in the BID office no later than Friday, September 3rd.**

Downtown West Allis Meet & Treat – Saturday, October 30th from 10am to 12noon. Be one of the many businesses that participate in the family event. Over 400 children and their families are expected to visit Greenfield Avenue for treats. We will also be collecting non-perishable food items for a local food pantry.

Christmas On The Avenue – Saturday, December 4th. Mark your calendars! Downtown West Allis' Christmas On The Avenue is returning followed by the West Allis Christmas Parade. More details such as time and featured activities will come at a later date. **SAVE THIS DATE!**

COMMITTEE UPDATE

Design Committee

Alex Geiger (Chair), Jim Melotte, Brent Holmes, Chet Parker, Kurt Potochich, Jackie Ellington and Steve Schaar

Let's us know what you think...

- Our hanging baskets have been reconstructed by Dick Shepherd from *Granny's Florals and Gifts*, located at 7236 W. Greenfield Avenue. Please let us and Dick know whether or not you like the new look.
- New mulch was added to the beds around the trees.
- Our Design Committee hired two high school students to weed and pick up trash. Please welcome Jammion Allen and Matthew Sopa to the area.
- Six new brick flower planters were placed on Greenfield Avenue between 70th & 71st Street. Our committee would like to thank MATC teacher, Tom Pscheid and his class for building the planters and installing them on our sidewalks. Later, Petal Pushers, Inc. was hired to select and plant the hardy plants that will also showcase these new brick planters.
- A special thanks to Daniele Haber, from *Booked Solid, Inc.* Shelby Visintin from *Sini Sini Tan* and Joe and Merita Tairi from *Salon Dovini* for making



sure the flowers in our new brick planters are well watered and maintained. Thanks for your time and effort in keeping our Downtown colorful!!

What's coming up...

- Starting early July, Greenfield Avenue between 70th & 76th Streets will have a fresh, new look. Crosswalk, parking and center lines will be made more visible to our visitors as well as adding a bike lane to our stretch. This added feature will slow down traffic through our downtown as well as add a safety outlet for our bike riders.

Need some help...

- I am hoping to work with businesses located in the Downtown West Allis Business Improvement District to help clean your stores as well as stopping individuals from going through your dumpsters. I am looking for your scrap metals which include: washers, dryers, metal shelves, electrical cords, batteries, light fixtures or anything else that you want to get rid of. I also do basement and apartment cleanouts. If you don't want to deal with the mess, call Don Bowman at (414) 545-0348. Thanks.

Our Design Committee meets the second Wednesday of each month at 8am in the BID Office. All meetings are open to the public. If you have a suggestion or comment, please stop in and let us know!!

Can't make a meeting, give us a call at (414) 774-2676 or email: director@downtownwestallis.org.



All are invited!!
Downtown West Allis Business Improvement District

Crime Prevention Meeting
 Thursday, August 26, 2010

8:30am - 9:30am

Steakhouse 100 (7246 W. Greenfield Avenue)

Lt. Ed Benish and Det. Ron Nelson will be on hand to address all your questions and concerns.

COMMUNITY NEWS



Independence Day Celebration:

Breakfast of Champions: Thursday, July 1st
9am, Centennial Park Plaza



4th of July Parade: Friday, July 2nd
7pm, Greenfield Avenue

Post parade to follow at Veterans' Memorial Park (70th & National Ave.—entertainment for the entire family)

Talent Show: Sunday, July 4th
7pm State Fair Park

Followed by Grandstand Show at 8:30pm and Fireworks beginning at 9:30pm

Free Swim & Outdoor Movie Night

Saturday, July 24th

McCarty Park

Sponsored by CAAD, WAPD and NorthShore Bank in cooperation with Milwaukee County Parks.

Visit www.wawmcaad.org for more info.

5TH ANNUAL SETTLERS WEEKEND

Saturday, August 28th - 11am to 6pm

Sunday, August 29th - 11am to 4pm

Historical Society Grounds (84th & National Avenue)

Visit with mountain men, trappers and Civil War reenactors. Enjoy food, entertainment, local craftspeople and the 1848 log schoolhouse.

Admission and parking are free

National Night Out

Monday, July 26th

5pm—9pm

Farmers Market (65th & National Avenue)

Family Activity Night featuring the WA Po-

Summer Band Concerts

Veterans' Memorial Park (70th & National Avenue)

See the City's website for the summer concert schedule:

www.ci.west-allis.wi.us

BUSINESS SPOTLIGHT

Make The Corner Bazaar your gift destination!!

Welcome to 8,000 sq. ft. of wonderful gifts! We have:

- | | | | | |
|-----------------|-----------------------|--------------|----------|----------------------|
| Antiques | Clocks | Collectibles | Fine Art | Handcrafts |
| Vintage Jewelry | Unique Gift Creations | Books | Candy | General merchandise. |

We have been a "destination" store for shoppers from as far as Louisiana to the South and Washington D.C. in the East. Let us be the unique gifts destination for you and your friends!!

The Corner Bazaar
7546 W. Greenfield Avenue
West Allis, WI 53214
(414) 259-0095

Open Monday—Saturday: 10am—5pm
FREE PARKING east and north of the store



7231 West Greenfield Avenue
Downtown West Allis, WI 53214

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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



Friday, July 2nd
Tuesday, July 13th
Tuesday, July 13th
Wednesday, July 14th
Friday, July 16th
Tuesday, July 20th
Wednesday, July 28th

4th of July Parade: 7pm
Organizational Committee meeting: 8am
Promotions Committee meeting: 12noon
Design Committee meeting: 8am
City Hall meeting: 11am
Economic Development meeting: 8am
Board of Directors meeting: 8am



Tuesday, August 10th
Tuesday, August 10th
Wednesday, August 11th
Tuesday, August 17th
Wednesday, August 25th
Thursday, August 26th

Organizational Committee meeting: 8am
Promotions Committee meeting: 12Noon
Design Committee meeting: 8am
Economic Development meeting: 8am
Board of Directors meeting: 8am
DWA-Crime Prevention meeting: 8:30am Steakhouse 100



Wednesday, Sept. 8th
Tuesday, Sept. 14th
Tuesday, Sept. 14th
Tuesday, Sept. 21st
Wednesday, Sept. 22nd
Wednesday, Sept. 29th

Design Committee meeting: 8am
Organizational Committee meeting: 8am
Promotions Committee meeting: 12Noon
Economic Development Committee meeting: 8am
Executive Board Meeting: 8am
DWA, Inc. Board of Directors Meeting: 8am

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 promtions@downtownwestallis.org. The deadline is **Friday, September 10, 2010**.