

July / August/ September 2011

The Downtowner

West Allis Ala Carte - Huge Success

This year's Ala Carte was our best yet! We couldn't have asked for a better day. Approximately 6,000 people joined us at this family friendly, community event. What a great turn out! With a variety of vendors, food and entertainment, there was something for everyone! A special thanks to our sponsors and supporters for making the event a huge success:

B & K Bar Supplies	Berkshire West Allis
Summit Credit Union	Heritage West Allis
West Allis Dental Care	Waterstone Bank
Tri City National Bank	The Home Depot
Landmark Credit Union	Stanek Windows
Meadowmere West Allis	VMP West Allis
Landmark of West Allis	West Park Place
Green & Kapsos Law Offices	Model Empire
DC Ellington Company	WestAllisNOW.com
88 Keys Piano Martini Lounge	M & I Bank
WA-WM Chamber of Commerce	City of West Allis



A special thanks to all our volunteers, vendors and visitors. This is great exposure for our Downtown West Allis Businesses and a great event for the community!

We can't wait for next year. Keep Sunday, June 3, 2012 open for our 5th Annual West Allis Ala Carte.

Economic Development

Parking In Downtown West Allis

It has come to the attention of BID office that there is some confusion on the parking situation in our Downtown.

- Parking in any part of an alley or parking in violation of time zones, no parking zones, etc., are ordinance violations subject to a parking citation.
- Vehicles with Handicap placards or license plates are only exempt from time zone violations.
- Most officers will use good judgment when seeing an individual actively loading or unloading their items if done in a reasonable length of time.
- Vehicles should be moved immediately after loading or unloading.
- Best advice is to never leave the vehicle unattended.

Street parking is 2 hours. Parking in most municipal parking lots is 4 hours. Contact the City of West Allis—Engineering Department (414)302-8360 for an all day parking permit for municipal parking lots.

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

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



The girls from Wildcard Gymnastics pose for a picture at the 4th Annual West Allis Ala Carte

Promotions Committee

Lunch On The Avenue

The DWA-BID Promotions Committee tried to encourage businesses and their employees to walk Greenfield Avenue during their lunch hour. A special thanks to Debbie Ramirez, from Mis Suenos, Tom Miller, from Steakhouse 100, Don Falk, from B & K Bar Supplies and Heather from Papa Johns for giving it a good try. Based on the response we experienced in June, this promotion will not be carried over to July or August.

21st Annual Downtown WA Classic Car Show: Sunday, October 2, 2011

Want to spread the word about your business? How about putting something into our goody bags. We distribute approximately 400 goody bags to car show participants from all over the Milwaukee area. Car show goody bag items are due to the BID office no later than Friday, September 2, 2011.



Organizational Committee

“FaceBook Fridays”



To increase our FaceBook fans we are hosting monthly contests. Please take the

time to visit our FaceBook and encourage your fans/followers to become fans of Downtown West Allis. BID Bucks and great prizes are awarded monthly.

Coupon Flyers

The Organizational Committee was proud to produce this coupon flyer.



Over 16,000 flyers were sent to residents in the 53219 zip code. We would like to continue this project in September by distributing them in the 53227 zip code.

Please let me know if you are interested. Only \$50 for each ad that will reach thousands of residents in our community.

If you would like to be part of this inexpensive way to spread the word about your business, call our office at 414-774-2676.



Lunch On The Avenue got a slow start. The weather did not cooperate in helping to continue the event.

Design Committee

Things are changing in DWA-BID

Over the past few months, our Design Committee has accomplished the following:

- Hanging Baskets have been revitalized.
- Mulch was added to the existing tree beds.
- 5 new brick planters were a great addition to the 7100 block of Greenfield Avenue.
- Flowers were planted in the 12 brick planters.
- A new sound system was mounted on the corner traffic lights.
- WIFI hot spots have been set up on Greenfield Avenue. (More information to come.)
- “Walk” buttons were wired at our intersections.
- Underground activation was installed at our side streets.

Let us know what you think!

Downtown News

A Sad Goodbye to “For Mom & Me”



Mary Beth and Brahim Ahmed-Yahia, owners of “For Mom & Me” will be closing their doors June

30, 2011. The Ahmed-Yahias first moved to the Walsh Building, located on 72nd and Greenfield in 1994. In 2002, they relocated to their current location at 7046 W. Greenfield Avenue.

The couple have great memories of Downtown West Allis, “great location and atmosphere.” Mary Beth feels if you have the right “niche,” Downtown West Allis is a great place to open a business.

Mary Beth and Brahim will be

traveling back and forth from Florida, where Mary Beth’s mother of 89 years lives and Wisconsin, where their children reside.

After 17 years in Downtown West Allis, we are sorry to see a great couple and business leave the area, but we wish them well in all their future plans.

Kim’s Costume Shop and Blenkinsop Make the Move!!

Kim Huber, owner of Kim’s Costume Shop and Bill Blenkinsop, owner of Blenkinsop Sewing Repairs, have moved to their new location at 7121 W. Greenfield Avenue. Stop in and see all the new changes Kim & Bill have made.



MATC teacher, Tom Pscheid, watches over students, Dustin Weinhold, Miquel Gonzalez, Royal Shaw and Tranard Davis, as they level off one of the new brick flower planters.

Signs, Signs, Everywhere Signs

Downtown West Allis BID has been informed, from the City of West Allis, that some of our businesses have window signage that is not in accordance with the City’s sign ordinance. Below is a brief explanation of what is allowed for window signage in Downtown West Allis.

Window signs are permitted subject to the follow regulations:

- (a) Area. In no instance may window signs cover more than twenty percent (20%) of the window space. All window signs must be affixed to the interior of the window.

Changeable Copy Signs and Electronic Message Centers (EMS) are permitted subject to the following regulations:

- (c) Design. Changeable copy signs and electronic message centers must be integrated into a freestanding sign, wall sign or projecting sign for such building or development.
 - Electronic message centers may change a message or display by an electronic process, with no frequency restrictions; however, flashing of a message or display is not permitted.

Currently, in Downtown West Allis, changeable Copy Signs and EMC signs are not a permitted use as a window sign. We would like to hear from you:

- The City of West Allis should allow Changeable Copy and EMC as “Window Signs” in the Downtown West Allis BID storefronts.*
- The City of West Allis should continue to enforce the ordinance that prohibits Changeable Copy and EMCS signs as “Window Signs” in Downtown West Allis.*
- I have no opinion on the matter.*

Forward your answers to our BID office via: Email: director@downtownwestallis.org
Phone: 414-774-2676 Fax: 414-774-7728 Due date: **Wednesday, July 27, 2011**

Please take the time to look at your storefront windows to see if they comply with the ordinance as stated above. For a complete printout of the Downtown Sign Code, contact the BID Office at 414-774-2676.

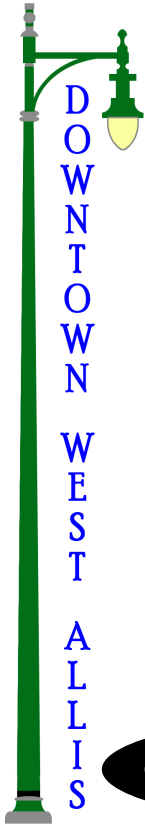
Chet Parker, DWA-BID President, and Kurt Potochich were honored at this year’s Main Street Annual Awards Banquet in Watertown on April 29, 2011.

Chet for Honorary Board Member and Kurt for Volunteer of the Year.

Congratulations to both!



City of West Allis Workers installing the new speakers for the Downtown West Allis sound system.



**DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT**

7231 W. Greenfield Avenue
Suite 201
West Allis, WI 53214



Don't forget:

July:

- 1: Breakfast of Champions @ 9am City Hall
- 2: 4th of July Parade @ 11am
- 4: Fireworks @ 9:30pm State Fair Park
- 12: *Promotions Mtg @ 12Noon
- 13: Design Meeting @ 8am
- 19: Economic Meeting @ 8am
- 25: National Night Out @ 5pm Farmers Market
- 27: Board of Directors Meeting @ 8am

August:

- 9: Organizational Meeting @ 8am
- 9: **Promotion Mtg @ 12Noon
- 10: Design Meeting @ 8am
- 16: Economic Meeting @ 8am
- 27: Settlers Weekend @ 10am
- 28: Settlers Weekend 84th & National
- 31: Board of Directors Meeting @ 8am

September:

- 5: Labor Day
- 13: Organizational Meeting @ 8am
- 13: Promotions Mtg @ 12noon
- 14: Design Meeting @ 8am
- 20: Economic Meeting @ 8am
- 21: DWA, Inc. Ex. Board @ 8am
- 23: *Crime Prevention Meeting @ 8:30am
- 28: Board of Directors Meeting @ 8am

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

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

**** Meeting held at Mis Suenos, located at 7335 W. Greenfield Avenue**



Downtown West Allis BID was featured in the West Allis Public Library during the month of May.

Brochures, Coupon Flyers and Lunch On The Avenue were available to all who visited the Library!

Do you have something you want to share in the "The Downtowner?" Articles for the October/November/December 2011 newsletter are due by Friday, September 16th , 2011. Email your article to director@downtownwestallis.org or fax it to 414-774-7728.