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DOWNTOWN West Allis BID

CITY OF WEST ALLIS
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CITY OF WEST ALLIS
CITY CLERK

August 23, 2017

Mayor Dan Devine and West Allis City Common Council
7525 W. Greenfield Avenue
West Allis, WI 53214

Dear Mayor Devine and Members of the West Allis Common Council,

This letter is being written on behalf of both Dennette Mulvaney (current property owner) and Jenelle Meyer-Brown (potential purchaser) of the building located at 7140 W. Greenfield Avenue (Wedding Centre). It is our understanding that Ms. Meyer-Brown has placed an accepted offer for the property listed above, but due to concerns about parking restrictions in our downtown this purchase might not take place.

The Downtown West Allis Business Improvement District (DWABID) would like to voice their strong support for both Ms. Mulvaney and Ms. Meyer-Brown in their efforts. Ms. Mulvaney is looking to sell this building to Ms. Meyer-Brown in hopes of creating a business that both the DWABID and the City can be proud of. Ms. Meyer-Brown's vision of a high-scale wedding venue will attract a wide range of visitors and increase exposure to the DWABID and our community. We want to do all we can to help this type of business thrive so that it brings more people and raises awareness of the many other businesses in our West Allis Downtown.

From our previous interactions with both Ms. Mulvaney and Ms. Meyer-Brown we have found them to be honest, responsible, and truly dedicated to making this venture work here in our community. It is a unique enterprise which not only provides desirable services, but also offers partnership and follow-on opportunities for other local businesses both within the DWABID and the remainder of West Allis. This was demonstrated by the positive response and attendance at Evenement's recent open house/preview event.

Currently the parking restrictions in the proximity of the establishment location, present the last hurdle to moving forward. The typical event will last more than 4 hours, but parking in the downtown lots is limited to 4 hours without a permit. This has the potential to force attendees to park on adjacent streets as an alternative, which could negatively impact residents on those streets. Ms. Meyer-Brown and the DWABID are willing to work with the city and take whatever measures are necessary to come up with a solution that provides a positive impression of our community to attendees while minimizing any potential negative impact on nearby residents and businesses, as well as city parking enforcement officials. Ms. Meyer-Brown has plans to incorporate valet parking to take advantage of remote lots but would like to find additional ways to provide parking in the closer lots. The days and times of most events are expected to be after 5 PM on weekdays and late afternoon through the evening on week-ends. These times have minimal conflict with most businesses in the area. Any reconsideration of the 4-hour non-permit limitation between 5 PM and 2 AM week-days and extending lot availability times on week-ends would be of the most value. Representatives of the DWABID and Ms. Meyer-Brown would welcome the opportunity to discuss options, as well as listen to concerns to try and resolve them.

The DWABID strongly supports Ms. Meyer-Brown in making her vision a reality. We feel it provides numerous positive opportunities for the DWABID and the West Allis community. A new, vibrant business concept which holds great opportunity for success and growth, continuing to enhance the positive image of West Allis in the business community. Professional and commercial partnerships with existing local West Allis businesses offering supporting products and services. A steady flow of visitors to the community, exposing them to the wide assortment of restaurants and other unique establishments is a positive for the Downtown and the City of West Allis.



Chet Parker
DWABID, President



Douglas Persich
Downtown West Allis, Inc., President

cc: Dennette Mulvaney, Janelle Meyer-Brown, Shaun Mueller, Dave Wepking, Alderpersons Probst and Weigel



A Main Street Community
Building a positive image that encourages customer growth and welcomes community involvement

