



City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2005-0174 Request In Committee

Downtown West Allis Business Improvement District communication extending their appreciation to the City of West Allis for the support of their Downtown activities in 2004, and announcing Sidewalk Sale/Community Days on Fridays, June 10, July 8 and August 19, 2005, to be held from 10:00 a.m. to 6:00 p.m. and requesting "No Parking" signs, street closures, barricades, stage flats, picnic tables and benches for those events.

Introduced: 4/5/2005 Controlling Body: Public Works Committee

COMMITTEE RECOMMENDATION *adopt approved*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
APR 05 2005			Barczak				
			Czaplewski				
			Dobrowski	✓			
		✓	Kopplin	✓			
			Lajsic				
			Narlock	✓			
			Reinke				
		✓	Sengstock	✓			
			Vitale	✓			
		Weigel					
		TOTAL		5	0		

SIGNATURE OF COMMITTEE MEMBER

Phil Sengstock

Chair Vice-Chair Member

COMMON COUNCIL ACTION **APPROVAL**

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
APR 05 2005			Barczak	✓			
			Czaplewski	✓			
			Dobrowski	✓			
			Kopplin	✓			
			Lajsic	✓			
		✓	Narlock	✓			
			Reinke	✓			
			Sengstock	✓			
			Vitale	✓			
		Weigel	✓				
		TOTAL		10	0		

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

7231 West Greenfield Avenue • Suite 201 • West Allis, Wisconsin 53214 • (414) 774-2676 • Fax (414) 774-7728
www.downtownwestallis.com

March 16, 2005

Mayor Jeannette Bell and Common Council Members
City of West Allis, City Hall
7525 W. Greenfield Ave.
West Allis, WI 53214

OFFICE OF THE MAYOR
RECEIVED

MAR 17 2005

WEST ALLIS, WI

RECEIVED

MAR 17 2005

CITY OF WEST ALLIS
CLERK/TREASURER

Dear Honorable Mayor Bell and Common Council Members:

The Promotions Committee (comprised of over a dozen hard-working and dedicated community volunteers) of the *Downtown West Allis Business Improvement District* would like to express our sincere gratitude and thanks for your support of our Downtown activities in 2004! We truly appreciate your continued corroboration in our mutually beneficial undertakings in 2005!

At this time, we are excited to share with you our plans of a new event for West Allis! The BID has designated three Fridays throughout summer to host a Sidewalk Sale/Community Day, which will bring hundreds of customers to our Downtown to support local merchants and community service organizations. The BID Promotions Committee has selected the following Fridays for our Downtown Community Sale Days: **Friday, June 10th, Friday, July 8th and Friday, August 19th to be held from 10:00am to 6:00pm.**

We are hopeful that you will be supportive of our new endeavor as we strive to impress upon West Allis residents and neighboring communities that we offer a multitude of retail and service businesses, as well as a strong collaboration between our local community organizations. We plan on having our BID members sell, promote and distribute their products and services during Community Sale Days. We are also going to be inviting local non-profit and community organizations to participate with our Downtown neighbors.

For these three Fridays, the BID respectfully requests the assistance from the City of West Allis for parking restrictions and the use of the following to ensure event safety:

- “No Parking” signs placed on Greenfield Avenue (north & south sides) 70th to 76th Streets from 7:00am -6:00pm. Parking spaces on Greenfield Avenue will be reserved for sidewalk sale participant spaces. Please deliver signs on the Thursdays prior to each Friday (Thursdays: June 9th, July 7th and August 18th). Signs will be turned to face the street on Friday morning for set up to begin at 7:00am. Additional “No Parking” signs are needed for adjacent side streets: South 75th by City Hall, and north/south on 71st, 72nd, and 73rd Streets. We also ask that Public Works pick up signs upon conclusion of each event.

A Main Street Community

Building a positive image that encourages customer growth and welcomes community involvement.

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- Street closures and barricades on 71st, 72nd, and 73rd Streets, north and south, to create half-block areas for a children's area, special displays and demonstrations, food area, and entertainment.
- Additional police presence is requested in the area on the event days.
- We also ask for your assistance in providing eight stage flats for our music area on 72nd (south), use of four picnic tables for our food area, and benches to be used in a seating area.

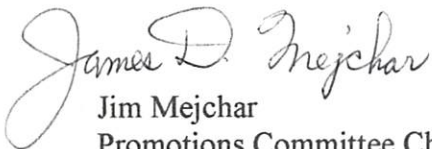
Upon approval of our event proposal, we will be inviting the Police and Fire Departments to participate in Community Sale Days with displays of a Police vehicle, fire truck and the like. We will then also be able to invite West Allis City Hall, West Allis Historical Society, West Allis Farmers Market, as well as other non-profit and community organizations to participate.

The BID holds a one-million dollar event insurance policy, with the City of West Allis listed as an additional insured.

The BID thanks Mayor Bell and the Common Council for your continued support of the Downtown West Allis Business Improvement District. Further thanks and appreciation to Public Works and the Police Department for their services. If you have any questions, please call the BID office at 774-2676.

Thank you.

Sincerely,


Jim Mejchar
Promotions Committee Chair


Brian Preiss
BID Executive Director


Pamela Zorko
BID Promotions Coordinator

C: Mike Pittner
Chief Puschnig
Chief Hook
Sed Atkinson
Terry Brandenberg

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