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City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2003-0159 Request In Committee

Downtown West Allis Business Improvement District request to hold April Foolish Fun Day on Saturday, March 29, 2003, from 11:00 A.M. to 1:00 P.M. celebrating "Spring" and "Youth Art" to include a brat fry and April Foolish Savings promotion with additional request to display some art items on the grounds of City Hall.

Introduced: 3/18/2003 Controlling Body: Public Works Committee

COMMITTEE RECOMMENDATION Approval

MOVER: SENGSTOCK AYES 4 NOES 0

SECONDER: KOPPLIN EXCUSED ALD. TRUDELL

COMMITTEE ACTION DATE March 18, 2003

SIGNATURES OF COMMITTEE MEMBERS

Ruhul Inoué
Chair Vice-Chair

COMMON COUNCIL ACTION approval

FINAL ACTION DATE March 18, 2003

MOVER:
Narlock

SECONDER:
Vitale

	AYE	NO
1. Barczak	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Czaplewski	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Kopplin	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Lajsic	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Murphy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Narlock	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7. Reinke	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8. Sengstock	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9. Trudell	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10. Vitale	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TOTAL	<u>9</u>	<u>0</u>

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

3-05-03

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

OFFICE OF THE MAYOR
RECEIVED

MAR 5 2003

WEST ALLIS, WI

RECEIVED

MAR 06 2003

CITY OF WEST ALLIS
CLERK/TREASURER

Dear Honorable Mayor and Common Council Members:

The Downtown West Allis Business Improvement District is currently working on great plans to promote downtown businesses and showcase our community. On **Saturday, March 29, 2003**, we would like to hold **April Foolish Fun Day** from **11:00 AM to 1:00 PM**.

The event is a celebration of "spring" and "Youth Art." The day will include an **April Foolish Savings** promotion and several giveaways to attract customers to our Downtown. In addition, we will sponsor a window decorating competition for downtown merchants. A colorful sidewalk parade of "April Fool's" will be routed along Greenfield Avenue marking the occasion. We are currently looking for clowns, balloon artist, and jugglers to entertain families and shoppers.

Customers will be greeted to a festive streetscape of youth art. We have recruited the assistance of Margaret Bazonian, Community Service Coordinator, for the West Allis School District. Designated schools are busy creating large flamingoes to be installed in the planters along Greenfield Avenue. We are currently working on recruiting more schools to place smaller colorful pieces in the trees. We are encouraging student groups to create sidewalk murals of chalk. The chalk can easily removed by rain or with a bucket of water.

In our continued efforts to involve more of the community in the Downtown West Allis BID, we are planning a brat fry the day of the event to support a West Allis non-profit, Youth Organization United in Recovery. For entertainment they are exploring the ideas of having a Disc Jockey, basketball free throw contest, and a low ropes course. The food and entertainment area would be on South 72 Street, adjoining the West Allis Chamber of Commerce. We would like to request 6 "No Parking" signs and 3 picnic tables placed between 7149 W. Greenfield Avenue and 1410-12 S. 72 Street. Furthermore, the BID

cc: Mike Perfimer
Chief Paschny

A Main Street Community

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

will assist the charitable organization in obtaining all proper permits. Also, all proper insurance certificates will be provided to the City Attorney's Office.

We would like permission to decorate the streetlights with festive ribbons or art gathered from local students. In addition, as with last year's event, we would like to display some art items on the grounds of City Hall.

Thank you again for your continued support of the Downtown West Allis BID. If you should have any questions, concerns, or would like to participate in April Foolish Fun Day, feel free to call the BID office at 774-2676.

Sincerely,



Sarah Smith
Promotions Coordinator



CITY OF WEST ALLIS

WISCONSIN



City Clerk/Treasurer

March 24, 2003

Ms. Sarah Smith
West Allis Business Improvement District
7231 W. Greenfield Ave.
West Allis, WI 53214

Dear Ms. Smith:

On March 18, 2003, the Common Council approved the following request:

- Downtown West Allis Business Improvement District request to hold April Foolish Fun Day on Saturday, March 29, 2003, from 11:00 A.M. to 1:00 P.M. celebrating "Spring" and "Youth Art" to include a brat fry and April Foolish Savings promotion with additional request to display some art items on the grounds of City Hall.

Thank you for your attention in this regard.

Sincerely,

Paul M. Ziehler
Acting City Clerk/Treasurer

/ms

cc: Public Works Director
Police Chief
City Attorney
Health Commissioner
City Engineer