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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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2004-0438 Request In Committee

Downtown West Allis Business Improvement District (BID) requesting to restrict parking along W. Greenfield Ave. from S. 70 St. to S. 76 St. with the closing of S. 71 St., S. 72 St. and S. 73 St. (south and north to the alleys) for their sidewalk sale, in partnership with the Milwaukee Mile's IRL Race Weekend, called "Downtown Race Day" on Friday, July 23, 2004, from 10:00 a.m. to 5:00 p.m.

Introduced: 6/23/2004
7-6-04

Controlling Body: Public Works Committee

COMMITTEE RECOMMENDATION APPROVE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>JUL 06 2004</u>			Barczak				
			Czaplewski				
			Dobrowski	✓			
		✓	Kopplin	✓			
			Lajsic				
			Narlock	✓			
			Reinke				
	✓		Sengstock	✓			
			Vitale	✓			
		Weigel					
		TOTAL		5	0		

SIGNATURE OF COMMITTEE MEMBER

Paul L. Hall Chair Vice-Chair Member

COMMON COUNCIL ACTION APPROVAL

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>JUL 06 2004</u>		✓	Barczak	✓			
			Czaplewski	✓			
			Dobrowski	✓			
			Kopplin	✓			
			Lajsic	✓			
	✓		Narlock	✓			
			Reinke	✓			
			Sengstock	✓			
			Vitale	✓			
		Weigel	✓				
		TOTAL		10	-		

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

A Wisconsin Main Street Community

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

June 11, 2004

RECEIVED

JUN 15 2004

CITY OF WEST ALLIS
CLERK/TREASURER

Honorable Mayor Jeannette Bell and Members of the Common Council
City of West Allis City Hall
7525 West Greenfield Avenue
West Allis, WI 53214

RE: *Downtown BID Sidewalk Sale – July 23, 2004*

Dear Honorable Mayor Bell and Common Council:

The Promotions Committee for the *Downtown West Allis Business Improvement District* is developing plans to repeat a West Allis tradition – a sidewalk sale in the downtown, called “Downtown Race Day.” The Committee has selected the date of Friday, July 23rd, 2004, in partnership with the Milwaukee Mile’s IRL Race Weekend. The event will run from 10:00 AM to 5:00 PM, rain or shine, drawing people to Downtown West Allis prior to the IRL parade that evening.

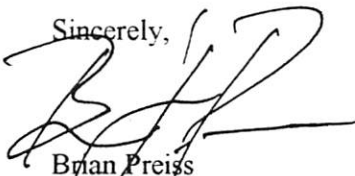
This letter is a request from the Business Improvement District to restrict parking along Greenfield Avenue from 70th to 76th Streets, as has been done in the past with the Classic Car Show and other sidewalk sales. In order to accommodate the event, we are asking to close 71st Street (south and north to the alley), 72nd Street (south and north to the alley), and 73rd Street (south and north to the alley). The above closed streets will provide space for vendors, entertainment and community groups.

With the approval of the Common Council, the BID will make the necessary arrangements with Mike Pertmer and the Public Works Department for signs and barricades. Prior to the event, the BID will provide a \$1 million certificate of insurance listing the City of West Allis as an additional insured.

If you have any questions or comments, please call Brian or Pam at the BID office at 774-2676.

Thank you again for your continued support and interest in the DWABID. We look forward to hearing from you.

Sincerely,



Brian Preiss
BID Executive Director

Sincerely,



Pamela Zorko
BID Program Assistant/Promotions Coordinator

Chief Purchasing Officer
City Attorney
Mike Pertmer

A Main Street Community

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

20040438



CITY OF WEST ALLIS

WISCONSIN



City Clerk/Treasurer Office

July 19, 2004

Paul M. Ziehler
*City Administrative Officer
Clerk/Treasurer*

Dorothy E. Steinke
Deputy City Treasurer

Monica Schultz
Assistant City Clerk

Brian Preiss, BID Executive Director
Downtown West Allis Business
Improvement District
7231 W. Greenfield Ave., Suite 201
West Allis, WI 53214

Dear Mr. Preiss:

On July 6, 2004, the Common Council approved the request of the Downtown West Allis Business Improvement District (BID) to restrict parking along W. Greenfield Ave. from S. 70 St. to S. 76 St. with the closing of S. 71 St., S. 72 St. and S. 73 St. (south and north to the alleys) for their sidewalk sale, in partnership with the Milwaukee Mile's IRL Race Weekend, called "Downtown Race Day" on Friday, July 23, 2004, from 10:00 a.m. to 5:00 p.m.

Sincerely,

Monica Schultz
Assistant City Clerk

/hc

cc: Mike Pertmer
Fire Department
Police Department