



6th Avenue District
"Tacoma's Eclectic Destination"
News of "The Ave" Published Monthly by the
Sixth Avenue Merchants Association

Web sites: www.on6thAve.com
www.ArtonTheAve.org

Over 200 great businesses
for unique shopping,
services and entertainment

April 8, 2010

Next Meeting Tuesday, April 13

All business people in the Sixth Avenue Business District are invited to the next meeting of the Association at Shakabrah Java, Sixth Avenue and Oakes, 8 to 9 a.m. next Tuesday.

Agenda for April 13 Meeting

- Welcome and self- Introductions
- Approval of minutes from March meeting
- Thank-you to Shakabrah for continuing to host Monthly Meetings
- Treasurer's Report
- CLO report
- City Council member(s) report
- City Dept. of Economic Development report
- Committee Reports
- District Manager Report
- Special Guest: Bryan Haynes, CEO from Rainier Connect
- Discussion and vote on: District Affinity Program
- Discussion and vote on: District Organizational Structure
- Special Guest Mr. Mac: "Making your business a destination."
- Vice President's Report
- Announcements of upcoming scheduled events

You Have a Free Promo Tool on District Facebook Page!

If you have a promotional activity or special event coming up, you are invited and encouraged to submit it to be published on the District Facebook page.

Our Facebook page was recently established and already has over 2400 "fans" who have signed in and who will look at the page to see what is going on on Sixth Avenue. This is more fans than even the Tacoma News Tribune has!

If you don't have a Facebook account, email your item to SocialMedia@on6thAve.com. If you already have an account, sign up to become a fan at the **6th Avenue Tacoma** Facebook page.

Spring Social Thursday, April 29 at Guadalajara

All business persons on the Ave are invited to our Spring Social in this brand new restaurant in the Neighborhood Market Building at 3002 Sixth Avenue.

This will be the grand opening of the restaurant and City Councilperson Lauren Walker will cut the ribbon for guests to enter.

Food and admission is complimentary of the restaurant and the Association, the bar is no-host.

Show That Sixth Avenue

Cares by Bill Connolly

Join us for Operation Clean Sweep designed specifically to help us get rid of litter, unwanted graffiti and replace these negative elements with customers and flowers.

During a recent walk around the Ave and surrounding neighborhood, I found a surprising amount of trash, debris, weeds and some animal waste on the sidewalks. As merchants, we should be especially concerned about the appearance of our neighborhood. The area directly in

front of your business should be regularly checked and kept clean and free of litter. It's just a common sense important business practice. The Sixth Avenue Merchants Association is encouraging all merchants and neighbors to participate in this annual Earth Day cleanup.

The Sixth Avenue Earth Day Cleanup
8:30am - 12:30PM
Saturday, April 17, 2010
Meeting Place: Epworth LeSourd Church
710 South Pine Street
Contact Person: Bill Connolly, 253-272-2924

6th Avenue Business District

Meets 2nd Tuesday of each month, Shakabrah Java, 8 a.m. 6th Avenue & Oakes

Officers:

David Printz
President

761-4848

president@on6thave.com

John Toler
Vice President

651-7112

vicepres@on6thave.com

John Loesch, Treasurer

381-8282

treasurer@on6thave.com

Dave Parker
Sec'y & Newsletter

370-6208

secy@on6thave.com

Mario Lorenz, Membership

921-1718

marioslorenz@gmail.com

Sonia Jewell, Promotion

572-5224

Carla Hall

Art on the Ave Coordinator

651-2414

Art-on-the-ave@on6thAve.com

Webmaster

Webmaster@on6thave.com

Bill Connolly
District Manager

272-2924

districtmjr@on6thave.com

Mail:

Sixth Ave. Merchants Association
2802 Sixth Avenue
Tacoma WA 98406

Free Economic Gardening Workshop April 21

“Customer Loyalty Strategies that Work” is open to all Tacoma business persons. You can attend in a choice of two sessions at Bates Business and Management Training Center on the Bates South Campus, 2201 So. 78th Street. Times are 8 a.m. to 10 a.m. or 5:30 p.m. to 7:30 p.m. and refreshments and light snacks will be served.

It takes more time and money to find new customers than it does to retain existing customers. In this workshop, you will learn how to use customer loyalty strategies to reward your best customers and maintain long lasting relationships.

The workshop is presented by the City of Tacoma Community and Economic Development Dept. and will be taught by Tina Janni. Tina is a professional business coach who has been recognized statewide for her work and has guided myriad businesses through organizational analysis, strategic leadership and brand alignment.

You may reserve a spot by phoning Christine Clifford at 253-573-2435 or reserve online. For morning session go to <http://www.eventbrite.com/event/597580379>. For evening session, go to <http://www.eventbrite.com/event/597597430>.

Sonia Jewell Back To Work!

We are really glad to see Sonia back on the Ave at her's and Michael's Jewell Day Spa, after a month off from skin cancer surgery on her back. She says, “I urge everyone to get their skin checked if they ever were a sun worshipper.”

Ribbon Cutting at House of Records And Turntable Treasures



Above L to R: Deputy Mayor Jake Fey, State Representative Dennis Flanagan, House of Records owner Peter VanRosendael, District Manager Bill Connolly. Right: Jake and Dennis cut the ribbon.

Thursday, April 1, was the grand re-opening and ribbon cutting of the new location of this long-time Sixth Avenue business, started 22 years ago. Bill Connolly greeted visitors; Jake Fey and Dennis Flanagan together cut the ribbon to celebrate the occasion. Ample refreshments were

donated by Metropolitan Market, Kelly Heinzinger, manager.

In addition to a large supply of vinyl records in all genres, Peter stocks and sells high end record players and audio equipment and accessories. Stop in and see what he has — you may find a real turntable treasure!



New Art by Hilltop Artists Opening Saturday, April 10



You are invited to the Opening Reception this Saturday April 10, 2010, 1:00-2:30 pm for Hilltop Artists "The Nature of Glass" a special installation at the **Seymour Conservatory at Wright Park**, 316 S G St., Tacoma, Washington.

The new installation is titled: "The Nature of Glass" in which the Hilltop Artists students have created forms inspired by nature and composed in molten glass. Come see amazing tidal creatures and whimsical flora displayed among the Conservatory's stunning plants. Meet the student artists and be there for the exhibit's opening day.

*The Exhibit will run from April 10 through May31.
Tuesdays through Sundays 10:00am-4:30 pm*

Vixens Completes Move & Plans More Promotions

After a lot of hard work by Ondia and Sam Shapiro remodeling for their attractive, spacious relocated store at 2503 Sixth Avenue, they are busy planning more fun promotions to drive continued success in their marketing.

In addition to a grand opening ribbon-cutting by City Councilman Ryan Mello on the Stiletto race day, three more promos are upcoming.

First, on Saturday, April 10, they are sponsoring,



with RedLine Motorsports, a "Bikini Motorcycle Wash" in the parking lot of RedLine at 6305 Sixth Avenue from 12 noon to 5 p.m. Donation \$10 per bike. Enjoy the view, and get your bike washed.



Second, with the date still to be announced, a "High Heels Stiletto Race" from their old store to the new will bring some interesting excitement to the Ave. Watch for the date.

Third, building on the opening of the movie "Sex in the



City 2" May 28th, they are sponsoring a fun raffle. Tickets will go on sale May 1 at Vixens. First prize is a big movie house poster of the movie's stars plus two tickets to the movie and two to their "party bus" for a night on the Ave. Second prize is two tickets each to the movie and the party bus. The five third prizes will also be two movie tickets and two party bus tickets.

Posh Home to Open Another Store

After several years of successful marketing on the Ave, Jennifer Colley's Posh Home expects to open a second store on Main Street in downtown Bellevue.

The projected opening date is early summer under a new name to be selected through a naming contest among Posh Home's Facebook fans (sign up if you're not one already!) There will be prize involved.

The store on The Ave will continue here after a little makeover and updating.

Promotions on The Ave by Marketing Committee

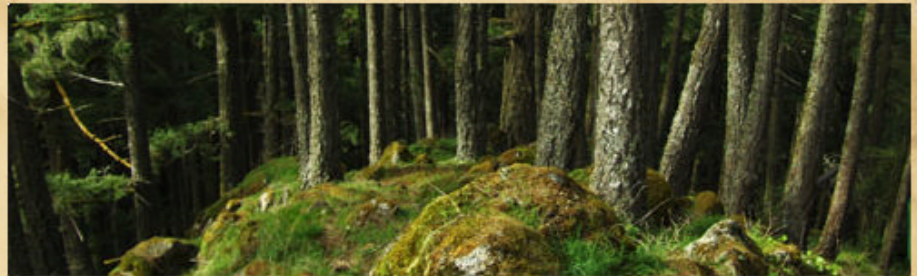
Sonia Jewell, chair of the Marketing and Promotion committee announces four forthcoming events to promote action on the Ave.

First, the committee will be promoting a Sixth Avenue Sidewalk Sale for the day before Mother's Day. This will be Saturday, May 8.

Second, Mother's Day is a big day for personal service and gifts businesses, so they will be promoting "The Sixth Avenue Mother's Day Experience", packaging a variety of gift certificate packages for sale as Mother's Day gifts.

Third, the committee is sponsoring a car show for Sunday, June 13. The anticipated location will be on North Pine Street, where the Farmer's Market is held.

Fourth, Sonia is looking for ten businesses willing to display art in their store for a Third Thursday Art Walk. Please contact her at 572-5224 if you would like to have your store take part. If ten sign up, Sonia says we may be able to have Angela Jossy's Art Bus come.



2010 marks our 3rd annual event- Join us!

The 2010 Spring Fairy Festival is Saturday April 17th
at Freighthouse Square in Tacoma, WA

An ALL day event that transforms

Freighthouse Square's Lower Level

into a magical fairy forest-

Dust off those wings and

join us for our 3rd annual event!

Join Crescent Moon Gifts for their Fairy Festival!



Have You Met Up Yet on "Meetup"

"Meetup" is a website for the internal communication between current district members. On it members can post notices of special events and meetings. It was started for the District on March 12 by President David. It gives us a great new tool to pass out information quickly to everyone.

The best value to the site will be reached when all current members are enrolled on the site. Enrollment is by invitation — to be enrolled, send an email to webmaster@on6thAve.com and you will be invited.

Is Your US Census Form Still on Your Desk?

One of the sources of funds and economic development support for our Association comes through the City as a whole as part of funds allocated by the U.S. government. The funds are allocated to the city based on "people count" from the every-ten-year census and are said to be worth \$14,400 for each person counted in the city.

In the current census, the mail-in survey was sought by April 1. ***An on-line check of current results on April 5 showed Tacomans have returned between 44% and 67% of the mailed forms so far, depending on the census tract area.***

It actually does take only a few minutes to fill it out and mail so — if you still have yours, please get it in and pass the word to the people around you — it is important!

Former Hell's Kitchen to be New Night Spot

As printed in the Tacoma News Tribune April 1

Tacoma's popular Sixth Avenue bar strip may have another hot spot come spring.

The owners of Gruv Lounge & Nightclub — a dance club under construction at 3829 Sixth Ave. — applied for a liquor license March 25. The spot formerly was home to popular rock club, Hell's Kitchen, which moved downtown

Jason Rim said he bought the space a month and a half ago, attracted by the synergy building on Sixth Avenue. "There are some good bars around there, like Jazzbones and Chopstix and some others."

The venue will feature local and national DJs spinning house music, electro and top 40 mash-ups, according to manager Calvin Murphy, who started throwing parties with his business, Ocean Grooves, there in 1999. "It kind of came full circle," he said.

The space is under construction. He said he expected to be open by August.

Ernest A. Jasmin, The News Tribune

customers. Make sure that every step from taking

Ten Ways . . . *Continued from page 5*
an order to delivering the product is client-focused to make sure that your customer's needs are being met.

DIVERSIFY

Think of ways that you can expand your offerings to appeal to more people. This might mean repackaging your product for a different clientele, marketing new and related products, marketing to groups, etc.

RESEARCH YOUR CUSTOMERS

How are customers redefining value? How are they responding to recession? How can you insure that they still trust you and your products? What do they consider important purchases and how can you make your product one of those?

SUPPORT YOUR DISTRIBUTORS

They might be having a tough time during the downturn, and if they have been important to the success of your business, look for ways you might help them. Even the smallest gesture can sometimes build an enduring loyalty that will pay off for years to come.

ADJUST YOUR PRODUCT PORTFOLIO

Is your product line up to date or does it consist of things that the public can easily do without? Now is a good time to prune weaker products and emphasize ones that are reliable, stress value, are durable, and safe.

CONCENTRATE ON THE 20% THAT GETS THE 80%

This is the Pareto Principal which states that 20 per cent of your customers will produce 80 per cent of your sales. Take care of and nurture these customers.

REPACKAGE FOR THOSE ON A LIMITED BUDGET

Your clients are looking for ways to cut costs. Again, you do not have to cut your prices to succeed in your business. If it only costs you ten cents to add another widget to their order of three widgets, package the widgets to make them think that they are getting something free. Package value.

DO WHAT YOU HAVE DONE TO MAKE SALES

Examine your most successful sales and marketing techniques and keep doing them. Focus on what is right in your business and concentrate on these things.



Who is Out There and Can You Reach Them?

At the right is a profile of population, within 3 to 5 minutes driving time, surrounding the Sixth Avenue Business District. Similar charts were prepared by the City of Tacoma for all the neighborhood business districts. The target audiences for the business district profiles are business start-ups, businesses in expansion mode, site selectors, real estate developers and investors.

The City also provides some significant business services to help you grow in the district. Contact Shari Hart at TCED, 591-5208, or Christine Clifford, 573-2435 for more information.

In October 2008, our now retired liaison from Bates, Les Barnett, provided some important tips which we are reprinting here. Use them as you think about your market and how to increasingly profit in it.

10 WAYS TO MAKE YOUR BUSINESS RECESSION PROOF

By Les Barnett

These ideas come from several sources on the internet. I have taken about 8 or so articles about how one might protect themselves during rough economic times and have chosen those ideas that seem to pop up in each article. Hope you find this helpful.

DO NOT QUIT MARKETING

P.T. Barnum said it, "Without promotion, something terrible happens—NOTHING". Reemphasize why your customers should do business with you. Be an industry leader. Set up a referral program. Make sure you have created your USP or unique selling advantage. Quitting your marketing efforts is one of the worst things you can do.

ADJUST YOUR PRICING TACTICS.

This does not mean that you have to cut prices. You can offer more temporary price promotions, reduce thresholds for quantity discounts, extend credit to long time customers and price smaller pack sizes aggressively. People are often afraid during a recession. This is your time to reassure them that at least things are good with your business. Make contact with your

(Continued on page 4)

2008 Residential Profile Summary			
Drive Time	3 Min.	5 Min.	U.S.A.
Population	32,241	63,013	-
Households	13,959	26,744	-
Average Household Size	2.15	2.17	2.59
Median Age	33.5	35.6	36.8
Median Household Income	\$45,973	\$45,047	\$54,749
Median Value Owner Occupied Housing Unit	\$257,963	\$259,954	\$182,960
Owner Occupied Units	41.2%	43.4%	60.6%
Renter Occupied Units	49.7%	48.0%	28.9%
Population Trend 2008-2013	0.8%	0.9%	1.2%
Median Household Income Trend 2008-2013	5.0%	4.7%	3.2%
2008 Business Profile			
Total Businesses	1,361	3,983	-
Total Daytime Employees	22,474	59,177	-

2008 Resident Profile			
Drive Time	3 Min.	5 Min.	U.S.A.
Population by Age			
0 - 4	6.1%	6.0%	6.9%
5 - 9	5.0%	5.2%	6.5%
10 - 14	5.0%	5.4%	6.7%
15 - 19	9.0%	7.9%	7.1%
20 - 24	11.1%	9.3%	7.0%
25 - 34	16.1%	15.2%	13.3%
35 - 44	14.0%	14.4%	14.1%
45 - 54	14.2%	14.3%	14.7%
55 - 64	9.5%	10.0%	11.1%
65 - 74	4.4%	5.1%	6.4%
75 - 84	3.5%	4.3%	4.3%
85+	2.1%	2.8%	1.9%

Population 25+ by Educational Attainment			
Less than 9th Grade	2.8%	3.7%	6.5%
9th - 12th Grade, No Diploma	7.3%	9.0%	9.9%
High School Graduate	25.7%	27.0%	29.6%
Some College, No Degree	25.4%	25.0%	20.1%
Associate Degree	8.5%	7.9%	7.2%
Bachelor's Degree	18.2%	17.1%	17.0%
Graduate/Professional Degree	12.2%	10.4%	9.7%

Employed Population 16+ by Occupation			
White Collar	61.4%	60.5%	60.6%
Services	21.0%	21.0%	16.7%
Blue Collar	17.5%	18.5%	22.8%

Annual Household Budget Expenditures	Spending Potential Index*	Average Amount Spent	Spending Potential Index*	Average Amount Spent
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Drive Time	3 Min.		5 Min.	
Total Expenditures	76	\$53,666	77	\$54,123
Food at Home	78	\$3,831	79	\$3,866
Food Away from Home	79	\$2,716	79	\$2,721
Alcoholic Beverages	85	\$505	84	\$503
Housing	79	\$15,827	80	\$15,998
Shelter	79	\$12,330	80	\$12,472
Utilities, Fuel and Public Services	77	\$3,498	77	\$3,526
Household Operations	75	\$1,083	75	\$1,095
Housekeeping Supplies	76	\$583	77	\$589
Household Furnishings and Equipment	71	\$1,627	71	\$1,643
Apparel and Services	67	\$1,801	67	\$1,805
Transportation	75	\$8,118	76	\$8,145
Travel	74	\$1,396	76	\$1,424
Health Care	74	\$3,011	75	\$3,071
Entertainment and Recreation	75	\$2,780	75	\$2,802
Personal Care Products & Services	79	\$614	79	\$619
Education	83	\$1,136	83	\$1,135
Life/Other Insurance	69	\$398	71	\$406
Pensions and Social Security	74	\$5,140	75	\$5,171

*Spending Potential Index (SPI) represents the annual amount spent for a product or service related to the national average of 100.

A SPI greater than 100 is above the national average. A SPI less than 100 is below the national average.

Source: 2008 ESRI Business Analyst Online



Sixth Avenue District Tacoma's Eclectic Destination

2009 Sixth Ave. Association Members (Paid for 2010 in Bold Face)

A

APPAREL

Annette B

Doreen Jensen and Boris Kogan, 2711 Sixth Ave.,
761-0984

Vanity Boutique

Melanie Peterson, 3901 Sixth Ave., Ste 1, 761-7810
Vixens House of Shoes & Apparel
Ondia & Sam Shapiro, 2503 Sixth Ave., 272-1412

ATTORNEYS, LEGAL SERVICE

Judson C. Gray, Attorney at Law

Judson Gray, 4142 Sixth Ave., 759-1141

Pre-Paid Legal Services

Bill Connolly, 1315 No. 5th, 272-2924

Terry E. Lumsden, Attorney at Law

Terry Lumsden, 3517 Sixth Ave., 573-1644

Bonner Law Office

Stanley O. Bonner, 1702 Sixth Ave #1, 593-4190

ARTS, CRAFTS

Hilltop Artists in Residence

Kathy Anderson, Greg Piercy, 602 No. Sprague
(Jason Lee), 571-7761

AUTO SERVICE

Precision Automotive & Transmission

Steve Sandvig, 3723 Sixth Ave., 759-2044

Sixth Avenue Autobody

Scott & Kristi Martinson, 4408 Sixth Ave., 752-1000

B

BUSINESS SERVICES

Advanced Digital Solutions

Ed Bryant, 1418 Sixth Ave., Suite A, 507-9397

Jhenry Enterprises, Cary Nilson

Cary Nilson, P.O. Box 8938, Tacoma, 686-4966

Kimberly Castrilli Merchant Services

752-7213

Pierce County Community Newspaper Group

Rose Thiele, 4412 Sixth Ave., Suite 4, 759-5773

The Gurus

David Printz, 761-4848

Weekly Volcano

Chrystal Morissette, P.O. Box 98801, Lakewood
98496, 584-1212

C

CHURCHES, SCHOOLS, BUSINESS &

SOCIAL ORGANIZATIONS

Agape Foundation

Mita Schmid, 640 No. Fife, 970-6464

Epworth LeSourd UM Church

Dave Parker, 710 So. Anderson, 370-6208

First Evangelical Lutheran Church

Philip Nesvig, Pastor, 524 So. I, 272-1538

Grant Center for the Expressive Arts

Mary Boone, Emily Seaholm, 1018 No. Prospect
272-0165

Greater Tacoma Convention & Trade Center

1500 Broadway, 1st floor, 830-6600

Joseph Warren Lodge #235

Ralph Decker, 2609 1/2 Sixth Ave., 474-1931

North Slope Historic District

Mark Bardwell, 1501 No. 5th St., 759-3878

Sixth Avenue Farmers Market

Cayenne D. Chonette, 971-645-1659

Zion Lutheran Church

3410 Sixth Ave., 752-1264

COFFEE SHOPS

Origin 23° Coffee Roasters

Leisa Viramontes, 3518 Sixth Ave., #101, 212-1503

Satellite Coffee

2811 Sixth Ave.

Shakabrah Java

Caesar Kalinowski, 2618 Sixth Ave., 572-2787

Valhalla Coffee

A.J. Anderson, 3918 Sixth Ave., 209-9613

COMPUTERS, ELECTRONICS

Last Stop Computer

Brian Herbert, 3101 Sixth Ave., 627-5960

CONSTRUCTION SUPPLIES, HARDWARE, SERVICES

DMD Homes

Dave Teigen, P.O. Box 64064, Univ. Place 98464,
566-1270

Gray Lumber Co.

Steve Gray, 3800 Sixth Ave., 752-7000

M.R. Construction

Matt Rock, 2910 Sixth Ave., 627-7510

Tacoma Window

Andrew Sabo, 3821 Sixth Ave., 759-2426

E

EDUCATION

A+ Driving School

Martin Kongsli, 2703 Sixth Ave., 272-5869

Educational Programs

Bill & Judy Kelly, 815 So. Pine, 272-8943

University of Puget Sound

John Hickey, 1500 No. Warner #1027, 879-3203

Lynnette Claire, 1500 No. Warner, #1032, 879-3576

Rachel Cardwell, 1500 No. Warner, #1027

ENTERTAINMENT

Studio 6 Ballroom

Natasha Thayer & Wes Rogers, 2608 Sixth Ave., 360
-473-6363

Tacoma Opera

Cheryl Baker, 1119 Pacific Ave., Ste 405, 627-7789

Tacoma Little Theatre

Luralei Lueskeeler, 210 North I, 272-2281

F

FINANCIAL SERVICES

Brinkerhoff Tax & Financials

Jack Brinkerhoff, 3519 Sixth Ave., 759-3646

Foundation Escrow

Jolyne Baines, 3901 Sixth Ave., 756-1760

H & R Block

Ron Pinckney, 2411 Sixth Ave., 383-5603

John Toler, Journey Financial

John Toler, 1102 Broadway, Suite 201, 651-7112

Liberty Tax Service

Jack Brinkerhoff, 3519 Sixth Ave., 759-3646

TAPCO Credit Union

Jennifer Weed, 2802 Sixth Ave., 565-9895

Waddell & Reed

Elizabeth L. Dorsett, 4218 So. Steele, #215, 831
-3491

FUN RESOURCES

Hi-Voltage Records

Brian Kenney, Meredith Cypres, 2612 Sixth Ave.,
627-4278

Laugh Masters

Mario F. Lorenz, 816 So. L St., 272-6622

Northwest Costume

Tom & Mary Johnson, 2315 Sixth Ave., 383-4700

Turntable Treasures, House of Records

Peter VanRosendaal, 608 No. Prospect, 272-9229

G

GIFTS, UNIQUE PRODUCTS

Aloha Oasis

Lisa & April, 3011 Sixth Ave., 272-3189

Creatively Unique Gifts & Things

Joan Johnson, 3009 Sixth Ave., 383-4438

Crescent Moon Gifts

Angela Wehnert, 2712 Sixth Ave., 572-8339

Laughing Lotus

Claire, Amir, Amy, 3013 Sixth Ave., 627-0522

Magical Garden

Virginia Ferguson, 605 So. Adams., 627-5417

H

HEALTH CARE

Austin Chiropractic

Dennis Austin, 2709 Sixth Ave., 752-5924

Ayers Counseling

Lanae Ayers M.A., 2211 Sixth Ave., 355-6161

Binger Chiropractic

Robert Binger, 2709 Sixth Ave., 627-7777

Breast Cancer Resource Center

Janie Cunningham, 3502 So. 12th St. Ste A.,
752-7220

Brilliant Life Chiropractic

Laelle & Paul Martin, 2610 Sixth Ave., 383-0577

Health Connection, Inc.

Brad Eyford, 601 So. Pine, Suite 201, 396-1000

MultiCare Health System

Todd Kelly, 409 So. J., 403-1716

Paul Reilly, N.D.

Paul Reilly, 3620 Sixth Ave., 752-4544

The Turning Point Integrated Therapies

Chiara Wood, Kate Shanaman 2211 Sixth Ave., 272
-7876

HOME & BUSINESS, YARD, GARDEN, PRODUCTS, SERVICES

Bartell Drugs

Julie Tresner, 3601 Sixth Ave., 761-2520

D's Fantasy Shop

Donna Kay Sheneman, 2301 Sixth Ave, 227-2122

Down to Earth Gadgets & Gizmos

Daniel Borba, 937 1/2 South Sheridan, 272-8173

Crescent Moon Gifts

Angela Wehnert, 2712 Sixth Avenue, 332-8436

Frame Makers

Anna Johnson, 3013 Sixth Ave., Suite 3, 564-2320

Indoor Garden & Lighting

Mike Long, 3839 Sixth Ave., 761-7478

Indoor Reef, Inc.

Paul Gibson, 3841 Sixth Ave., 752-4559

Just Loving Care

Lisa Breiner, 441-8811

Lind Pest Control

Beth Lind, 3922 Sixth Ave., 503-1100

Laundry Mart

Rose Mathes, 5401 Sixth Ave, Suite 501, 752-6100

Lawn Equipment Repair of Tacoma

Al Switzer, 3519 1/2 Sixth Ave., 756-7459

M & J Repair

Harold Warford, 2402 Sixth Ave., 272-2611

Posh Home

Jennifer Colley, 2502 Sixth Ave., 593-5001

Recognition Plus

Cory Dean, 3018 Sixth Ave., 383-4910



Sixth Avenue District Tacoma's Eclectic Destination

Rector's Antiques & Collectibles
Jim Rector, 312 Sixth Ave., 683-9012

Rushforth Wheels.com

Melanie Rushforth, 318-5188
Security Lock, Safe & Alarm, Inc.
Jack Wingerter, 1502 Sixth Ave., 284-0088

Sixth Avenue Neighborhood Market

John Loesch, 3002 Sixth Ave., 627-3344
SolaRichard
Richard Thompson, 2037 So. 7th St., 572-9220

TWS Cleanup Removal

Davis Trevino, 717 So. Cushman, 572-9294

INSURANCE

C. Cable Insurance, Inc.
Clinton Cable, 1222 No. Anderson St., 752-3300
Diane Hagen State Farm Agency
Diane Hagen, 3401 Sixth Ave., Suite 1, 752-9920

Johnson, Paul F. Insurance

Paul Johnson, 3401 So. 19th, #200, 284-7910
Randy Asbjornsen Insurance
3108 Sixth Avenue, 759-3597

P

PERSONAL SERVICES

American Laser Center of Tacoma
Kellie Chisnell, 4707 So. 19th, 759-3737

Ayers Counseling

Lanae Ayers, 2211 Sixth Avenue, 355-6160
Bikram Yoga Center
Yohene Knobloch, 3907 Sixth Ave., #B, 761-9007

Chemel Salon & Day Spa
Melissa Anderson, 4430 Sixth Ave., 548-8910

Elev8 Fitness

Kjersten Salzman, 606 No. State, 228-3574
"Girl Talk" a Natural Nail Salon
Stephanie Wilson, 3922 Sixth Ave., 376-0089

Glow Massage
Bridget Kord, 3007 Sixth Ave., 232-3900

Hair & Jeffery Inc.
Jeffery Scarbrough, 4318 Sixth Ave., Suite 2, 761-0117

Jon's Barber Shop
Jon Tryfon, 3825 1/2 Sixth Ave. 752-5162

House of Tattoo
Katie Williams, 2701 Sixth Ave., 274-8282

Jewell Day Spa

Sonia Jewell, 2501 Sixth Ave., 572-5224

Morgan YMCA Friends and Servants Program
Robert Resseau, 1002 So. Pearl, 460-8806

Pedicure Room

Shelly Stejer, 4318 Sixth Ave., 330-7812

Polished

Cortney Young, 2505 Sixth Ave., Ste A, 759-9620
Serenity Massage
Tammy Bentley, 3007 Sixth Ave., 219-0956
6th Avenue Barber Shop
Robert F. Stevens, 4318 Sixth Ave., 759-5208
Sooji's Day Spa
Sooji Hartzell, 3914 Sixth Ave., 404-0024
Tuell-McKee Funeral Home
Thomas R. McKee, 2215 Sixth Ave., 272-1414

PROPERTY OWNERS

Creso, Kathleen
16015 16th Ave. S., Spanaway WA, 537-7565
Loesch Development
John Loesch, 5421 95th Ave W., Un. Place, 381-8282
Murphy Properties
Neil Murphy, P.O. Box 22495, Seattle WA, 206-321-6367

Nick Fediay

Property Owner, 3013 Sixth Ave Bldg, 360-507-7001
Mustard Seed Center
Dan Mullen, P.O. Box 863, Gig Harbor WA, 265-2061

Poole's Corner LLC

John Hogan, 5312 Pacific Highway E, Fife WA, 922-3173

Ryan Berg

Property Owner, 253-444-7140

PHOTO, VIDEO

Motion of Life Video Productions

Anthony Giordano, 2603 Sixth Ave. Ste 203, 777-3553

R

REAL ESTATE

Connect Realty
Christopher List, 3407 So. 7th, Tacoma, 219-3041
John L. Scott Tacoma North
Ryan Mowery, 4424 Sixth Avenue, Suite 1, 752-1025

Meyers Team

Mark Meyers, 722-9221

RESTAURANTS, BARS, NIGHT SPOTS, FOOD SERVICE

Asado
John Xitco, 2810 Sixth Ave., 272-7770
Bombay Bistro

Anita Walia, 4328 Sixth Ave., 761-9999
Cork! A Wine Bar
Nick Coughran, 3012 Sixth Ave., 212-1492
Crown Bar
Jacqueline Platner, 2705 Sixth Ave., 272-4177
DelBrocco's Pizza, Steak & Hoagie
3908-B Sixth Ave., 756-7445
Engine House No. 9
Craig Dickens, 611 No. Pine, 272-3435
Farrell's Wood Fire Pizza
Michael Rutledge, 3518 Sixth Ave., 759-1999
Gateway to India
C.J. Singh, 2603 Sixth Ave., 552-5022

Gayle Orth Catering
Gayle & David Orth, 3837 Sixth Ave., 761-9019
Jazzbones
2803 Sixth Avenue, 396-9169

Little Caesar Pizza
Justin Vautrin, 628 So. Sprague, 572-1800

Mandolin Café
Creig Kostoff, 3923 So. 12th St., 761-3482

Masa
John Xitco, 2811 Sixth Ave., 254-0560

MSM Deli
Mike Mohamed, 2220 Sixth Ave., 272-4814

Old Milwaukee Café & Dessert Company
Chad & Pat Kerth, 3102 Sixth Ave., 761-2602

O'Malley's Irish Pub
Pat Mawhinney, 2403 Sixth Ave., 627-9403

North China Garden
Andy & Jenni Yee, 2303 Sixth Ave., 572-5106

Primo Grill
Charlie McManus, 601 So. Pine, 383-7000

Quizno's
Jeety Sandhu, 3602 Sixth Ave., #101, 761-4044

Sax Restaurant & Lounge
Jenni & Andy Yee, 2309 Sixth Ave., 572-0588

Silk Thai Cafe

Sukie Sookchow, 3401 Sixth Ave., 756-1737

Six Olives
Eve Adams, 2708 Sixth Ave., 272-5574

Southern Kitchen

Gloria Martin, 1716 Sixth Ave., 627-4212

Taqueria los Torres

2515 Sixth Avenue
The Red Hot
Chris Miller, 2914 Sixth Ave, Suite B, 779-0229

West End Pub & Grill
Jason Lindquist, 3840 Sixth Ave., 759-2896

Wild Orchid
Lin Po An, 3023 Sixth Ave., 627-5889

Board Meeting (continued from page 8)

Christopher List (Landlord-Tenants Forum) reported that those at a recent cross district meeting were impressed with our landlord involvement outreach and drafted him to help start similar forums in various other districts. The next landlord-tenant meeting is set for May. (exact date not yet set)

Mario Lorenz (Membership) reported 8 new and/or re-ups of memberships. He also collected e-mail addresses from the group to help in increasing membership.

Bill Connolly (District Manager) announced: The ribbon cutting by Deputy Mayor Fey at the new location of TurnTable Treasures on Prospect St on Thursday, April 1st at 1:00.

The annual area cleanup on Saturday, April 17th starting at 8:30 (till 12:30) at Epworth LeSourd Church. The Spring Social, Thursday, April 29th at the Guadalajara

Restaurant (6th and Junett) with **Lauren Walker** cutting the ribbon for the new facility.

Aaron Rodriguez and Cayenne gave a report on preparations for this years Farmers' Market and were confident that it (year 3) would be the best thus far.

Lorraine Chambers of "Rainier Connect" (a phone and internet company) made a presentation on her company's involvement with the "Affinity Program" which helps a variety of "Non Profit" organizations throughout the region. Contact Lorraine at 253-683-4218 or lorraine.chambers@rainierconnect.net

Lorraine finished just past the targeted 7:30 adjournment time when John Loesch squeezed in a status update on the liability insurance for our 4 officers. John will take care of the paperwork.

Adjourn at a new record time of 7:40p.m.

Submitted by Tom C. Johnson, johnsontom1@qwest.net



Sixth Avenue Merchants Assn. Minutes of Meeting March 9, 2010

Meeting called to order by **President David Printz** at 8 a.m. at Shakabrah, followed by self introductions and approval of the February minutes.

President David asked that requests to be a speaker at the regular meetings reach him by the first of each month.

Treasurer John Loesch reported about \$5600 in the general fund and \$3000+ in the Art on the Ave Fund. He also presented a proposed budget for 2010.

TPD CLO Steve of Sector 4 spoke. He emphasized the importance of not leaving valuables in sight in autos, and the importance of recording serial numbers of your possessions. He said only one person in a thousand that he contacts about burglaries has the numbers of the missing items. He also recommended putting your address stickers in concealed spots, such as batteries in items, and one on the outside of the items. Said that gives burglars a sticker to find and remove. The one inside they won't find. This will help police identify and recover your items.

Shari Hart said there will be an Economic Gardening workshop on "Customer Loyalty Strategies that Work" on April 21 at the Bates Technical College South Campus.

Membership Chair Mario Lorenz reported on his work.

Christopher List reported a successful landlord tenant meeting.

Promotion Committee Chair Sonia Jewell said there would be a meeting next Friday. Also said the District Facebook page already has 2033 members.

Art on the Ave Coordinator Carla Hall said three applications had already been received from vendors for the 2010 festival.

Rachel Cardwell spoke about the auction April 3 at UPS for the benefit of their Kids Can Do mentoring program.

Deputy Mayor Jake Fey spoke briefly.

City of Tacoma engineers Mark D'Andrea and Jason Turner gave details about progress of parking additions on Fife and Prospect streets.

Mitch Robinson of Click! showed the first one-minute commercial for Sixth Avenue businesses which will be shown 120 time over 30 days.

President David spoke about errors and omissions insurance for board members. Motion to purchase made and passed. Also spoke about applying for innovative grants for low voltage lighting systems for the district. Motion to apply made and passed.

VP John Toler said the Planning and Design committee will meet March 18 at 8 a.m.

Farmers Market Mgr Cayenne Chonnette spoke about a Barn dance Rodeo Fund Raiser at Freighthouse Square. Also said the market supporters meet the second

Wednesday of each month at the Mandolin Café, 6 p.m. She also said a District booth at the Market could be a perfect place to raise funds for the district by selling something simple like SnoCones. Said she would help.

Lorraine Chambers, Rainier Connect, said they have a new referral program in which the District could earn \$25 for referrals and 2-3% of on-going charges.

President David reported from the Cross District Association about a plan to run a street car on 6th Avenue.

Angela Wehnert of Crescent Moon Gifts said their Fairye Festival will be April 17 at Freighthouse Square. Meeting adjourned, 9 a.m.

Dave Parker, *Secretary*

Board Meeting Notes From March 29, 2020

President David Printz started the meeting at exactly 6:30 and announced a new initiative to lead meetings in a much more efficient manner. He handed out an agenda which featured very specific start and finish times for the various topics.

After self presented introductions by the attendees and a thank you to the Johnson's for hosting the meeting he handed out the "Sixth Avenue District 2010 Annual Plan" which clarified in very clear and specific manners the structure goals and plans for the year. (patterned after the 4 point Main Street Approach)

David then gave the floor to **Sheri Hart** who reviewed a 17 "slide" document outlining the streamlining (and clarification) of the Associations procedures. (once again patterned by Main Street models) The concept of a "Sense of Geographical Place" for 6th Ave was stressed and a page with a flow/structure chart was provided. More clear divisions of labor (responsibilities), creation and movement of ideas and the decision making process were explained. Shari said that at some point she hoped that the documents she had provided would be available on line. Her presentation was well received and appreciated by the group and felt to lead to a more effective association.

Next were committee reports:

Sonia Jewell (Promotions) reported on a variety of planned events: a sidewalk sale, May 8th, a car show (with stewardship by Melony Rushforth) in conjunction with a possible "Shop Hop" on June 13th. A September wine walk is also considered. Another proposal was for the district to buy a SnoCone machine to be used in various fund raising events. A decision on whether to purchase the machine or not was set for mid April. Other ideas were "Tap into T-Town, some form of Trick or Treating and creating a map of event scheduled times.