



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 180 great businesses
for unique shopping,
services and entertainment*

Dec. 4, 2008

Meeting Next Tuesday, December 9

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.

The agenda is as follows:

- Welcome, introductions, minutes
- Treasurer's report, Jack Brinkerhoff
- CLO report
- Cross District report, List, Connolly
- Art Projects, Claudia Riedener
- Special presentation
- Guest speakers
- Farmers Market report, John Toler
- Elections report
- City Council report, Jake Fey, Lauren Walker
- Economic Development Report
- Closing Remarks

Farmers Market Update

After its successful first year on The Ave, the Sixth Avenue Farmers Market needs to prepare for the future. John Toler will bring information to the next meeting about our Market forming its own Board of Directors. We will still be part of the Tacoma Federation of Farmers Markets, but each market is expected to have its own board and administration. Heather Hansen Valtee has stepped down as market manager.

Dates to Remember

- **December 12.** VIP event, Jason Lee
- **December 13.** Glass sale at Jason Lee.
- **December 13.** Santa Walk
- **December 13.** Dickens Festival
- **December 19.** Travel talk, Far & Wide, 608 No. Prospect. Sam and Sara Tower on India.
- **December 30.** Association Board meeting, John Loesch's home.

A Few Spots Still Open for Christmas Window Painting

Eileen Newton, Grant Elementary art teachers says, "we have a few slots left in our schedule for businesses interested in having their windows done before we go on break in mid-December".

If you are interested, call her right away at 571-7401.

They paint on Tuesday afternoons.

Bill Connolly is New District Manager

The Association executive board, at its meeting November 28, elected Bill Connolly as the District Manager, effective immediately.

Bill has served two terms as president of the Association and is well known by many of the merchants on the Ave.

His first assignment from the board is to survey the businesses of the district, members and non-members, to get a feeling of how the Association can better serve their needs in the coming year. A subset of that assignment is to bring into membership the businesses that are not members.

Marketing Opportunity at Downtown YMCA

Tacoma Downtown YMCA, 1144 South Market St., is going to make available a marketing opportunity for organizations like Sixth Avenue. The date is Monday, Dec. 8th from 5:00 - 5:45pm. It's free. Table and booth will be provided. All interested parties need to contact Bill Connolly, 253-272-2924. Space is limited.

6th Avenue Business District

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

Officers:

John Loesch, President

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**Christopher List
Vice President**

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**Dave Parker
Sec'y & Newsletter**

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**Claudia Riedener
Art Chair**

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**Liz Dorsett
Membership Chair**

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**Carla Hall, 2009
Art on the Ave Coordinator**

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**Bill Connolly
District Manager**

272-2924

Mail:

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2008 Sixth Ave. Association Members

A+ Driving School
Advanced Digital Solutions
Affordable Animal Hospital
Agape
All Computer Service
Aloha Oasis
Angela & Company
Aroma Relaxation
Asado
Asbjornsen Insurance Agency
Austin Chiropractic Clinic
Bahama Tan
Baroque Salon
Bartell Drugs
Bead Factory
Bikram Yoga Center
Bob Creso
Bombay Bistro
Brilliant Life Chiropractic
Brinkerhoff Tax & Financials
C. Cable Insurance, Inc.
Chemel Salon & Day Spa
CORK! a wine bar
Creatively Unique Gifts & Things
Crown Bar
DelBrocco's Pizza, Steak & Hoagie
Designs by Bonnie
Diane Hagen State Farm Agency
DMD Homes
Dutch Embassy Bed & Breakfast
Educational Programs
Engine House No. 9
Epworth LeSourd United Methodist Church
Far and Wide Imports
Farrelli's Wood Fire Pizza
First Evangelical Lutheran Church

Foundation Escrow
Garlic Jim's
Gateway to India
Gayle Orth Catering
Gray Lumber Co.
Gypsy Lily
H & R Block
Hair & Jeffery Inc.
Hazelwood Road Espresso
Health Connection, Inc.
Hi-Voltage Records
Hilltop Artists in Residence
House of Tattoo
House of Records
Indoor Garden & Lighting
Indoor Reef, Inc.
Ixia Tile Tacoma
Jason Lee Band Dept
Jazzbones
Jewell Day Spa
Jhenry Enterprises
Joseph Warren Lodge
Kobe Teriyaki
Kathleen Creso
Kenneth E. Rossback, Attorney at Law
Krazy Kat Fiberhaus
Last Stop Computer
Lawn Equipment Repair of Tacoma
Liberty Tax Service
Lind Pest Control
Lucky Dog Outfitters
Lynn Di Nino
M & J Repair
M.R. Construction
Magical Garden
Masa
McBeattie's Book Shoppe

Meier's House of Clocks
MSM Deli
MultiCare Health System
Mustard Seed Center
North China Garden
Northwest Costume
Old Milwaukee Café & Dessert Company
O'Malley's Irish Pub
Origin 23° Coffee Roasters
Paul F. Johnson Insurance
Paul Reilly, N.D.
Pierce County Community Newspaper Group
Pinwheel Catering's Herban Café
Poole's Corner LLC
Posh Home
Pre-Paid Legal Services
Precision Automotive
Primo Grill
Puget Sound Real Estate
Quizno's
Real Estate USA
Rebecca V Gallery
Recognition Plus
Rector's Antiques & Wardrobe
Red Line LLC
Robert Binger D.C.
Serenity Massage
Shakabrah Java
Shampooch, Inc
Silk Thai Cafe
Six Olives
Sixth Avenue Autobody
Sixth Ave. Baptist Church
Sixth Avenue Neighborhood Market
Solar Richard
Sooji's Day Spa

South Sound Reflexology
Stork Studios
Studio 6 Ballroom
Subway
Sushi Tama
Tacoma Window
TAPCO Credit Union
Terry E. Lumsden, Attorney
The Cherbas Center
Nutritional Wellness and Personal Growth
The In-Between Place
The Muse
The Red Hot
The Shoe Show
The Wedding Bell
Turning Point, The
Turntable Treasures
University of Puget Sound
Urban Gourmet and Garden
US Nails Spa
Vanity Boutique
Vino Aquino
Waddell & Reed
Walden Mortgage
Walt's Auto Care Centers
Weekly Volcano
Wells Fargo Bank
West End Pub
Wild Orchid
www.slotkar.com
Zion Lutheran Church LCMS

138 members

LATE NITE SHOPPING on 6TH AVE.
*HOLIDAY INSPIRED DRINKS & TREATS
*SPECIAL SAVINGS DURING LATE NITES
*COMPLIMENTARY GIFT WRAP
*AVOID THE MALL & SHOP LOCAL
*A PORTION OF PROCEEDS WILL GO TO THE CHILDREN'S HOSPITAL IN TACOMA

Every THURS. in Dec., - 4th, 11th, & 18th, 6 - 9 pm

DECEMBER SAVINGS
On 6th AVE.
Bring in this card & **SAVE 15%**
on your entire purchase in December
(not to be combined with other promotions, one per customer)

FAR & WIDE POSH HOME

JEWELL urban

RED LINE The Shoe Show

YOUR HIP HOLIDAY SHOPPING SQUAD

**Smart Business—
Partnering for Profits**

Look what these six neighboring businesses are doing to build sales — going together to attract customers. See the features: open Thursday evenings, special savings, complimentary gift wrap, party atmosphere and benevolent giving. We imagine that part of The Ave will be jumping on Thursday evenings.

Look around, put on your thinking cap — who in your neighborhood or on the Ave could you partner with to mutual benefit, all during the year!

Become a personality, keep names of your customers, contact them frequently by mail or email, “the money is in your list”.

In today's economy, for many businesses it's not enough to just “be there”. Smart “guerilla marketers” use a variety of low-cost activities to build profitable sales.

Christmas Events

"Santa Walk" Along The Ave Saturday, December 13.

Also to be at City Tree-Lighting,
3 p.m. at Tollefson Plaza



Save the date to have a fun walk on The Ave in a group of Santa Clauses. The walk will start at Northwest Costume, Sixth and Steele, about noon and proceed along The Ave.

Along the way the the Santas and helpers will give out candy and favors to the shoppers and children. They will walk from Sprague to Alder going along the

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Christmas Events at First Lutheran Church

Member First Lutheran invites everyone to their Annual Childrens' Christmas Program and Santka Lucia Festival, 5 p.m., **Sunday, December 14th**. The program starts in the sanctuary and adjourns to the fellowship hall for traditional rice pudding and other goodies.

They also invite you to their family Christmas eve service at 5 p.m. and the Christmas eve communion service at 11 p.m., December 24. The church is located at 524 South I St.

Childrens Event and Christmas At Zion Lutheran Church

Member Zion Lutheran Church, 3410 Sixth Avenue invites children (parents can come, too) to "Christmas Adventure". This is for children 4 years through 4th grade on **Saturday, December 6**, from 10 a.m. to 1:30 p.m., lunch included. Attendees are asked to bring 2 cans of food for the Fish food bank.

They will have a Christmas Eve service at 7 p.m. on December 24 and a Christmas Day service at 10:30 a.m.

Dickens FESTIVAL AT STADIUM

The colorful and exciting Dickens Festival at Stadium, Tacoma's Victorian Christmas Festival, will be Saturday, December 13, 2008, centered in Tacoma's historic Stadium District.

This year's 4th Annual Dickens Festival will once again bring professional and community entertainment on four indoor stages, free horse and carriage rides, Dickensian characters on the streets, costume contest at the King's stage, and the new addition of Oliver's Place with vendors.

Free parking at First Presbyterian Church parking lot (off G Street and Division).

Come and enjoy this FREE all-family event!

"Living Nativity" At Epworth LeSourd UM Church



The fourth annual outdoor "Living Nativity" will be presented by Epworth LeSourd Church, 710 South Anderson, Saturday and Sunday evenings, December 13th and 14th from 5 to 7 p.m. Narrated tours will take place every 15 minutes

The grounds of the church are transformed into the village of Bethlehem, with over 30 costumed actors. The village includes the market, vendors, animals,

Herod's palace with Roman Gladiator guards, the shepherds in the field, the inn that turned away Mary and Joseph and the stable where the birth took place.

There is no charge, although they are accepting non-perishable food or cash donations for My

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Vino Aquino's October Grape Crush!

Above are a couple shots of the Grape Crush at Vino Aquino, as told in the November newsletter.

Regular customers and passersby all took part in the fun and crushed grapes to be made into wine for themselves.

How many more imaginative merchants are there on The Ave who can create attention getting, fun and interesting activities that will make Sixth Avenue more and more the "place to go"?

One of the goals of the Sixth Avenue Merchants Association is to help stimulate business on The Ave. If you have an idea for your business, or a group of businesses, let your Association officers know — let's see how we can all work together and help!

Changes at McBeattie's Book Shoppe

Karen Beattie says her store at 3819 Sixth Avenue, is in transition to a new business model. Starting January 1, it will be known as McBeattie's Used Books and Thrift Store. In addition to books, they will be offering good 2nd hand furniture and home decorations. The transition is happening now, but she plans a grand opening around the first week in January.

Believe this — It's About to Happen!

The city is ready to start on the parking space additions, according to Shari Hart of Tacoma Economic Development. Phase 1 construction will start this month on South Junett and South Oakes. The Sixth Avenue sidewalk repair is scheduled to begin after Christmas

Cary Nilson says "Don't forget me!"

Even though his work keeps him out of the District a lot of the time, our strong member and supporter Cary reminds everyone that he still furnishes full color business cards, both sides, at a great price. He also offers web hosting and web design.

Give him a call at 686-4966 or email to jhenryent@mofps.com.

Fraud/Identity Theft Prevention Seminar December 18

An identity thief is a person who steals someone's medical ID, check, driver's license number, social security number, or any other personal identification and sells or uses that information to obtain credit in someone else's name. We hope you never have to go through the hardship of being a victim of identity theft. To reduce your chances of being a victim of this out-of-control crime, come to a free seminar called "To Prevent Identity Theft" and learn the three steps individuals, for-profit businesses or non-profit organizations should perform to protect your personal information and more. Seminar will be held Thursday, December 18th from 1:00 - 2:30, held at the offices of Tacoma Weekly, 4412 6th Avenue, Suite 4. Additional details, contact Bill Connolly at 253-272-2924.

Small is BIG on 6th Avenue

By: Julie Hartman

Saturday October 18th a Tacoma community part-



nership was made through a joint project between the 6th Avenue Business Association and the YMCA at-risk youth program called Friends & Servants. On this day, two teenagers

and two adults from the Friends & Servants program worked alongside each other to plant beautiful flowers in the five planters provided by the City and the District's Art Committee and decorated by five commissioned local artists.. They are placed at five local business establishments.

As the Friends & Servants teens planted, they were shown continual gratitude from community members who were passing by. This gave the teens a sense of value and showed them that what they were doing, though small, was making a large impact on the community. This experience also showed the Friends & Servants Youth that people do care about them and care about how they are spending their time.



This project also helps build hope for their future, because they were able to contribute to their communities in a positive way. By giving of their time and energy to help 6th Avenue become more attractive, not only did the kids gain a sense of pride in a job well done, but the community gained a greater sense of pride as well. Through this interaction of the team and community members, a new relationship was built.

Without the new partnership between the 6th Avenue Business Association and the YMCA Friends & Servants program, this experience would not have been possible. The Friends & Servants Team had a wonderful experience and looks forward to becoming more involved in the 6th Avenue community.

A Letter from Les Barnett

I will be retiring at the end of this month after working for Bates Technical College for almost nineteen years and with Tacoma's Neighborhood Business District Program for the past seventeen years. It was my pleasure to help Mariza Craig (now assistant City Manager in University Place) in developing the 6th Ave District and helping all the business owners in making the Ave what it is today.

I especially wish to thank all of the hundreds of volunteers who worked so hard to turn 6th Ave into one of the "hot spots" in the City. Not only did you operate small businesses, but you also dedicated your extra time to making sure that the Avenue would grow, be clean, and be prosperous. The struggles were many, but you got the job done. The Ave was dying when a group of business owners decided to work with the City of Tacoma, the Police, and other merchants to change its direction from a less desirable area into one whose reputation extends beyond state lines. And with success comes a warning—business districts can decline if they are not nurtured. More volunteers need to step up and help keep 6th Ave alive.

And I would also like to thank the Tacoma Economic Development Department, the City Council, and the Tacoma Police for their help. They have always been there when you need them and have shown a heartfelt interest in the prosperity and safety of your district.

It has been a real pleasure being part of your district and its remarkable history.

Les Barnett

Bates Business and Management Training
680-7184

"Travel Far and Wide"

Far and Wide invites you to their free "Tacomans Talk Travel" at their store, 608 North Prospect.

Friday, December 19th, 5:30 p.m. Tacomans Sam and Sara Tower lived in Puna, India last year and traveled throughout the subcontinent training youth and adults to "play for peace". Enter the lives of Sara and Sam and the Indians they met for a Divali celebration incorporating their photographs and games of peace. All ages are welcome.



Sixth Avenue Merchants Association Minutes of Meeting November 11, 2008

President John opened the meeting at 8 a.m. at Shakabrah. He asked everyone to remember our District supported advertising program in the Tacoma Weekly continues through the end of the year.

Bill Connolly reported on the Cross District, said the gross receipts from the Auction and Wine Tasting were down but the net was up. Said the CD appreciated Cary Nilson getting lots of items for the auction. Said the Tacoma Armory will have a 100th Anniversary Celebration December 6. Christopher List added tht money is tight in the City, but we will be getting the parking work done. John added this will create 16 angle stalls on South Junett and 13 on South Oakes.

Lynnette Claire reported for the nominating committee: President, Christopher List; VP, Tom Johnson; secretary, Dave Parker; treasurer, John Loesch (Secy note: John subsequently withdrew in favor of Jack Brinkerhoff).

New Shakabrah owner, Caesar Kalinowski, said they would be expanding with a dinner menu and music evenings, including fundraisers.

John Loesch reminded all of the Santa Walk December 13.

Guest Mario Lorenze spoke about the Stadium District Dickens Festival December 13.

Claudia Riedener reported contacting Remann Hall. Kids will donate plant material and fill planters. Also reported good turnout for Day of the Dead. She said 1st Annual Winterfest on the Foss waterfront will be December 12, 13. The are looking for additional vendors. Their story can be seen at www.fosswaterwayseaport.org.

The owner of the building Rebecca V gallery is in at 3010 Sixth Avenue spoke briefly, said the gallery is closing in December and she will have the space to rent. She can be reached at 206-473-8388.

Lynnette Claire said her entrepreneurship class will be showing movies this week on local businesses including Southern Kitchen and the Farmers Market.

Clare Petrich spoke about the Tacoma Travel Talks to be held at Far and Wide store.

Sonia Jewell said her spa will be open late every Thursday in December as will Posh Home, and Red Line. Studio 6 will also be open late nights with a Christmas Party December 6.

Jermaine Williams of the UPS sports department mentioned the upcoming final home football game and the first basketball games. He said their womens' team is in the national finals.

Meeting adjourned, 8:55 a.m.

Dave Parker, Secretary

Executive Board Meeting Notes November 25, 2008

Meeting held at John Loesch' home, 6:30 p.m. Present: John Loesch, Christopher List, Liz Dorsett, Solar Richard, Cary Nilson, Sonia Jewell, Carla Hall, Bill Connolly, Dave Parker.

John said the city has hired a contractor to fix the sidewalks in the district. Said the work will start soon on Junett and Oakes to make more parking spots. Also he is trying to get the city to mark out with paint parking spots on Sixth Avenue, to maximize available parking. John and Bill visited City Manager Anderson last week. Said the district will get \$5000 this year from the city for a District Manager. Manager Anderson said the city is thinking about layers of tiered support for districts, some districts will get more, some less, based on accomplishments. Said the city will support Art on the Ave again this year. John said Manager Anderson is very supportive of the districts.

Sonia Jewell said her Weekly ad generated no coupon redemptions yet. Also asked who is in charge of trees and grates.

Discussion followed re hiring Bill Connolly as District Manager starting in December. Motion of board to hire him moved and passed.

John outlined first responsibilities for December. He is to survey non-members and members for what they think we can do to bring more business to Sixth Avenue, which is one of the goals of the Association. John said no district is working really good, all officers and members have to be involved. It is hard, he said, to keep people motivated. We need to get fresh people involved to bring energy to the meetings. The manager's job is to get people involved. Quoted Dennis Faker, manager of Stadium district who said people want to dump menial jobs on the manager. Bill is to work 20 hours per month with these specific questions for December: Should we change the hours of our meetings?, Find ideas on cross advertising. Why are you not a member? What are we doing right.

Sonia Jewell suggested more joint venturing. John said he has 400 customers a day. If merchants would furnish flyers, coupons, etc., he could distribute them in grocery bags. He said Proctor has been very successful with their merchants advertising in the Weekly but the district has to be committed to it. He said the City Manager thinks we are doing the right things on Sixth Avenue. Said every business has to be involved in the district for the district to be successful.

Discussion followed re the possibility that we will need a new webmaster as Ron and Jane may be moving away. Cary indicated a willingness to take this over. Decisions will be made after further information.

Bill Connolly reported on two food baskets from the District for families in difficult situations. He also spoke on the importance of networking with other districts, churches, organizations. For Black History month he suggested a meeting featuring the 761st Tank Division, an all black unit, heroic in the Battle of the Bulge.

Solar Richard said he has a supply of white light strings for businesses that would like them for the Christmas season.

Liz Dorsett said she is planning an event for December 18, 6-8 p.m. at CORK.

The next board meeting will be December 30, at John's house for old and new officers and board members. It will be a potluck supper.

Dave Parker, Secretary

Santa Walk (continued from page 3)

street and into stores. The Santas always get lots of attention from cars going by honking and waving and from people on the street.

Following the walk-around, the Santas will go to Tollefson Plaza for the City tree lighting ceremony.

This is a lot of fun, so come join in. Wear your own costume, or parts, elves, animals or whatever. If you would like a Santa suit from Northwest Costume, Mary Johnson says she will make you a half-price deal which would be \$44.50.

"Living Nativity"

At Epworth LeSourd UM Church (continued from p 3)

Sister's Pantry. Bring your camera and take pictures of your kids with the Roman Gladiators!

You are also invited to the Christmas Eve Candlelight service, 11 p.m., December 24.

Don't forget to support your own store and the district with your ad in the 6th Ave space in The Tacoma Weekly. We pay half. Call Rose, 759-5773.