



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

**February 5,
2009**

Meeting Next Tuesday, February 10

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 includes:

- Welcome, introductions, minutes
- Treasurer's report, Jack Brinkerhoff
- CLO report
- Cross District report
- Guest Speakers
- Broomie presentation
- Farmers Market report, John Toler
- City Council report, Jake Fey, Lauren Walker
- Economic Development Report
- Other business
- Closing Remarks

Dates to Remember

Tuesday, February 10, Art on the Ave 2009 committee meeting, 6:00 p.m. Epworth LeSourd Church, 710 So. Anderson. All interested invited.

Wednesday, February 18, "Creating Prosperity on Purpose" Breakfast. 7-9:30 a.m., Tacoma Convention Center.

Monday, February 23, Sixth Avenue Association Board Meeting at Vino Aquino, 2607 Sixth Avenue. 6:30 p.m.

From the District Manager

By Bill Connolly

May I ask why you became a member of the Association? For fellowship? For camaraderie? Networking with other businesses? Opportunity to be of service to your community? These are some of the reasons members shared during our Sixth Avenue survey.

Members say, "Ask me and I'll help." I'm asking. The following committees need your help: marketing, Farmers Market, membership, Art on the Ave, landlord/tenant, Safe & Clean. Please call any board member or officer and ask to get in touch with the chair of one or more of these committees.

"Accentuate the Positive" At this Business Breakfast!

By Christine Clifford, Economic Development

National news and local trends are pointing to a business climate that looks pretty bleak for many of our small businesses and now, more than ever, it is time to focus on the basics – customer service, networking and maintaining sales volumes.

Several of the Tacoma and Pierce County Business and Economic Development partners organizations; (Chamber of Commerce, Economic Development Board, Visitor and Convention Center, Pierce County, City of Tacoma and Port of Tacoma) have banded together to put on a Sales Motivation and Networking breakfast, "Creating Prosperity on Purpose," on **Wednesday, February 18th** at the Tacoma Convention Center, 1500 Broadway, **7 to 9:30 a.m.**

At the breakfast, Jeff Shore, a nationally-recognized sales and marketing motivational speaker, will share current best practices to maximize your sales potential. All of the partner organizations will be on hand to explain and demonstrate the resources we provide to the small business community. Some of these resources include small business loans, marketing/demographic reports, procurement assistance and a host of other industry specific tools to support you in your business plan and growth.

We are also hoping that many of our businesses will find benefit from business to business networking, probably the most important aspect of the breakfast!

6th Avenue business district association

(Continued on page 6)

6th Avenue Business District

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

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2008 Sixth Ave. Association Members (2009 Paid Members in Bold)

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
Creso, Kathleen, property owner
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
Farrell'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, Cary Nilson (Honorary)
Johnson, Paul F. Insurance
Joseph Warren Lodge #235
Kobe Teriyaki
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 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

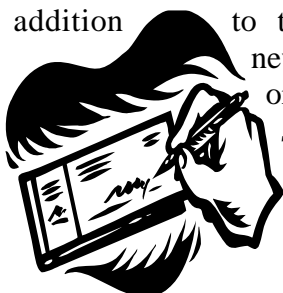
The In-Between Place
The Muse
The Red Hot
The Shoe Show
The Wedding Bell
Turning Point, The
Turntable Treasures
University of Puget Sound
Urban Gourmet and Garden
US Nails Spa
Vanity Boutique
Vino Aquino
Waddell & Reed
Walden Mortgage
Wall's Auto Care Centers
Weekly Volcano
Wells Fargo Bank
West End Pub
Wild Orchid
www.slotkar.com
Zion Lutheran Church LCMS

New for 2009
6th Avenue Barber Shop
Connect Realty (Christopher List)
Down to Earth Gadgets & Gizmos
Judson C. Gray, Attorney at Law
Magical Garden ((Virginia Ferguson, new owner)
Murfay Properties
Shakabrah Java (Ceasar Kalinowski)
The Frame Makers

*For a great year on The Ave, we want your name above to turn into big black letters, too!!
Bring your check and membership application to the next meeting or mail to:
Sixth Avenue Merchants Association, 2802 Sixth Avenue, Tacoma 98406*

Another Membership Application Enclosed

Enclosed in this newsletter is another 2009 membership renewal or new member application blank. Fees remain the same, \$25 for a new membership; \$25 for non-profits, \$50 for renewal of businesses with no more than one employee in addition



to the owner(s); \$100 for renewal of businesses with two or more employees. *We will sincerely appreciate your promptness in getting your membership in.*

Three More Good Reasons to Join The Sixth Avenue Merchants Assn.

Christopher List — I live near 6th Ave and want some say in the direction the district is taking.

Solar Richard – Socially and environmentally, I believe in using services and purchasing goods nearby. Everything I need is on 6th Ave. I belong to the association to promote myself with the city.

Liz Dorsett – I was told by my managing principal that I had to find a group to belong to so that I could market. I also live close by and it's important that these businesses survive.

Meet the New Owner of Neighborhood Market!

After 28 years on the Ave, John Loesch has finally semi-retired and sold his grocery store to Youn Park as of February 1. Youn plans to continue the tradition of an extensive line of groceries, meats and produce and in addition add several deli offerings. He will be joining the Association. The store is at 3002 Sixth Avenue, at Junett.

Deli offerings will feature low prices to meet the needs of those needing low-cost foods. They will include a soup cart with 12 oz cups of soup at \$1.99, hot dogs for 99c and sandwiches yet to be announced.



Youn Park, Neighborhood Market

In addition to groceries, the other side of Youn is music. He graduated from Kyung Hee University in Seoul, Korea, with graduate and post graduate degrees in music composing and conducting. He is also a classical pianist. From time to time he sends compositions to a recording studio in Japan and a number have been released on CD in Japan. He has been conducting a church orchestra in Bremerton and is anticipating a tryout for a larger church orchestra in Seattle. Youn also speaks three languages —Korean, Japanese and English.

We welcome Youn to the Ave and wish him the best of success in this valued Sixth Avenue store. Drop in and meet him.

The Frame Makers Opens on The Ave

What talented people we have in our District businesses! Anna Johnson and Sue Bernninger opened their beautiful store this week at 3013 Sixth Avenue Suite C. They are new members of the Association.

Anna and Sue moved here after four years in University Place. Anna says she “discovered” Sixth Avenue when she came to shop at Aloha Oasis (next door). She says, “I liked the atmosphere and the eclectic quality. Plus the rent is significantly less and the neighbors are great. I felt alone in University Place but already not here.”

Entering the store, you'll immediately be impressed with the enormous variety of frame materials on display; over 3000 in every design, color and finish imaginable.

Much is wood, from American hardwoods to Italian olive wood. Some are metal in a variety of colors.

Adding to the warm ambience is the gallery display of works of art for sale — from limited edition prints to original



Anna Johnson, The Frame Makers

works in a variety of media. They are currently featuring the prints of Rie Munoz, an 86-year-old artist from Juneau, Alaska, who paints “slices of Alaskan life”.

Sue oversees the business end and Anna, a graduate of The Art Institute of Seattle, provides the technical and artistic talent. She says she prefers a “no rules” approach to creating beautiful matting and framing. She is passionate about color combinations, and her favorite approach is the design process matching the work to the customer's desires. One of Anna's specialties is custom mat cutting to any imaginable shape.

North Slope Historic District Progressive Dinner

The North Slope Historic District, which abuts our Sixth Avenue business district on the northeast corner (starts behind Jason Lee) is a new member for 2009.

Tickets are now on sale for the North Slope Historic District's Progressive Dinner & Home Tour.

This year's event will be held Saturday, March 21, with four seatings of 26 people each (at 4 p.m., 4:45 p.m., 5:30 p.m., and 6:15 p.m.) Only 104 tickets are available at \$35 each. Bring a group of friends and show off this fabulous neighborhood.

This terrific event allows folks to tour (and eat dinner in) four of this neighborhood's most stunning older homes. Those attending will enjoy hors d'oeuvres, salad/soup, an entrée, and dessert. This year's homes are all located along North "I" and 5th Streets, making the tour very walkable (weather permitting, of course!) The Progressive Dinner is an adults-only event; proceeds benefit the North Slope's safety and beautification efforts.

To purchase tickets, phone 759-3878 or e-mail: bardwil33@msn.com. (Admission will be to ticket holders only.)

"The Rain Barrel Guy," Harvesting our Gift from Nature



Dan Borba

You may have seen new member Dan Borba every

Tuesday afternoon with his rain barrels at our Sixth Avenue Farmers Market last summer. He has been selling them since 1999. He sells at the Proctor Market and now at Sixth Avenue. He says the Sixth Avenue Market gave him the best start.

Dan's official business name is "Down to Earth Gadgets and Gizmos" and he features "products for a living planet". Products include rain barrels to capture rain water from your roof, kits for assembling the barrel installation, composters and plastic bag driers. Uses for untreated "captured" water include watering indoor and outdoor plants, seedlings, flowers, vegetables, trees, shrubs, lawn; flushing toilets, vehicle washing, mix concrete, or your own creative use! Dan says, "most people are surprised to learn how much water actually comes off the roof when it rains." Reusing this water not only saves our stream flows for better

Sixth Avenue Baptist Church For Sale

The potential loss of a major neighborhood church anchor and Sixth Avenue architectural icon surfaced two weeks ago when the Sixth Avenue Baptist Church building was announced to be for sale. The announcement follows weeks of rumors that this would happen. Pastor Melinda Jarrett says the church will continue to hold Sunday services until disposition of the building is made.

The potential sale follows years of declining membership and attendance.

Sharon Winters, head of the Tacoma Historic Society, immediately jumped in to rally support for preserving this historic building. The Society had also attempted to save the First Methodist Church structure before it was demolished for a Multicare hospital addition. Several members of the Historic Society, architects and officers of the Sixth Avenue Merchants Association toured the building January 24th.

Bob Green, associate broker for Keller Williams Realty, who is handling the sale said most early inquiries on the structure have come from commercial interests.

The Gothic-design 1924 building is on the market for \$2.1 million. It is located at 6th Avenue at Fife and totals 25,800 square feet.

A two-story 1963 education wing adjoins the sanctuary to the south. The well-designed and compatible modernistic addition includes a number of classrooms, a social hall, a large kitchen with funky period-appropriate appliances, and a courtyard.

Good News! SBA 504 Loans Go Green!!!!

SBA has established three new Public Policy Goals to assist small businesses. The new Public Policy Goals can assist with SBA 504 funding up to \$4,000,000 and no job creation requirements. These goals are:

1. Reduction of Energy Consumption by 10% or more.

- Qualifies for \$4,000,000 in SBA 504 funding with no job creation requirements. In order to qualify for this, the borrower must present the current energy consumption compared to reasonably projected energy consumption showing a savings of at least 10%.
- **One example** is leasing or owning an older building with a certain level of energy consumption compared to buying a building that has been fitted with energy saving technologies that is projected to save more than 10% in energy consumption. Things to look at are improved HVAC, insulation, lighting, etc.
 - **Another example** might be a business that is spread throughout 3 locations requiring staff to commute between those locations in the course of normal business. If that business were to buy a building that consolidated everyone in one space, they may be able to show that this consolidation would result in more than 10% savings in gas consumption.

2. Sustainable Design to Reduce Energy Consumption.

This qualifies for up to \$2,000,000 in SBA 504 funding with no job creation requirements. In order to qualify for this, the borrower must provide a certification from the architect, engineer or a certificate from the Green Building Certification Institute that the newly constructed building meets Leadership in Energy and Environmental Design standards.

3. Renewable Energy Production.

This qualifies for up to \$4,000,000 in SBA 504 funding with no job creation requirements. In order to qualify for this, the borrower must produce or manufacture a type of renewable energy, such as solar, wind, hydropower, etc.

- One example is a business that installs solar panels to the building they are buying with the solar panels generating the power for the building.
- Another example is a business installing wind turbines on the property that will generate power for the building.
- One hotel project drilled down to tap into geothermal heat to provide energy for the hotel and this qualified for this Public Policy Goal.

For more information on these public policy goals or for any SBA 504 loan projects, call me at (206) 799-9639.

Elizabeth Stevens

VP & Senior Loan Officer, NW Business Development Association
Evergreen Building, 15 South Grady Way, Suite 517, Renton, WA 98057
Phone: 206-799-9639, FAX: 425-235-9923

Small Business Owners: The News Tribune Wants to Hear from You

You may have seen the news story on the front page of the January 18 Business section of TNT the story featuring member Karen Beattie of McBeattie's Book Shoppe at 3819 Sixth Avenue.

C.R. Roberts, the TNT business reporter who wrote the story, has posted the following request:

"Among the areas we'll be covering this year, the business team will be reporting on the state of small businesses in the South Sound.

First off, we'd like to report some of the challenges of financing. If you're a small business owner, or if you know of a small business in the South Sound that is having trouble finding adequate financing, please let us know.

And if the business is doing well, we'd also like to know that so we can pass the information on to other business owners. What successful tips can your business offer to others?

We'd like to know what you've found on your own road to success. What resources are available? Where can a business find financing in troubled times? What's the best way for a business to address short-term financing needs?

Please reply with a comment, or send an e-mail to c.r.roberts@thenewstribune.com.

Thanks. It's going to be an interesting year."



“Prosperity” Breakfast *(continued from page 1)*

members are invited. If you are interested in attending the breakfast, the cost is \$35 and the information flyer/registration is on the website: www.on6thAve.com.

Frame Makers *(continued from page 3)*

Their biggest commissioned projects have been matting and framing a 4' by 5' painting of the King of Morocco to be presented to the King. Other projects have been for the Prince of Morocco and for a Prince of Saudi Arabia.

You'll enjoy just dropping in to meet Anna and Sue and see their store. Their hours are Monday 1-7, Tuesday-Saturday 10-6. Phone is 564-2320; website: www.frame-makers.com.

We wish them great success as they add their talents to the Ave.

(Sorry about the small print below. Space gets tight. Ed.)

Sixth Avenue Merchants Association
Minutes of meeting January 13, 2009

Meeting called to order at 8 a.m. at Shakabrah by President Christopher List. Introductions, followed by approval of minutes of previous meeting. Treasurer's report accepted, \$7407.05 in general fund, no report on Art on the Ave fund.

City Council report by Jake Fey. Said the council made it through the budget; Tacoma is in better shape than most cities. Funds come about equally from B & O tax, sales tax, real estate tax and utilities tax. The district didn't ask for anything and got same. Budget does not have much for capital projects. The real estate excise tax is now about 1/3 to 1/4 of what it was. Council members are going to Washington DC to lobby for stimulus money for city. Biggest things are road and bridge projects: Hylebos bridge, 11th St. bridge, Puyallup Ave/24th St. Council expects to finish mixed use zoning work by end of this quarter. They are looking for strategies to address residential streets. Looking at possible utility tax of street tax. They are looking for substantial public involvement. The three biggest items in the budget are fire, police and transportation.

State Representative Dennis Flanagan spoke and said Tacoma is like every city with enormous decay of infrastructure. As an old timer in the district, he recalled fond memories of businesses in the district. Complimented our Association and said we are organized in a way most districts are not. He said the legislature must be fiscally responsible. In response to a question of what is top priority, he said "How do you take \$6 billion from the budget. Priority is to make fewest cuts in education. He added people still want all their dreams but they will have to give up some things.

John Toler reported the Farmers Market has a new manager. They are also still looking for board members. The Tacoma markets have created an alliance to become a 501(c)3 organization.

TED Liaison Shari Hart said the department will be working internally for new capital improvement projects.

Board Meeting Notes

January 26 at John Loesch's

Discussion on subjects as follows:

-A new CLO, Police officer Jennifer Terhar, who should be coming to our general meeting. We can talk to her

then about any current security issues along Sixth Avenue.

- An advertising spreadsheet Lynette had only just finished before coming over and hadn't had time to analyze. Exit 133 looked attractive as an advertising site.

- Moving Board meetings back to 6th Ave. The next meeting will be held at Vino Aquino, on Monday, February 23rd.

-Getting the building owners along the ave together. We need to acquire district occupancy statistics to show the need for leasing rate and tenant relation changes.

-About the lack of a database for the 6th Ave members info. Liz will create a database and enter the member info.

-Progressive dinners put on, on a monthly basis, by the restaurants. Probable ticket price \$25.00

-Expanding our Christmas promotion to several "Elfin Days" with seasonal music, displays, sales

-Starting the Farmers' Market in May instead of June, like the Proctor and downtown markets.

-The 6th Avenue Stroll Video. Tuesday, 2/27. Jane will create an YOUTUBE account, upload the video, and copy the download to our website.

Several committees were setup

-Street life committee: Lynette and Caesar have volunteered to attempt to bring buskers to 6th Avenue, as well as deal with street decorations, etc.

-Spring Shop Hop: In absentia Ron Pulliam was cheerfully accepted to work with Bill Connolly on the promotion. Bill will be doing the leg work.

-Art on the Ave which will be chaired by Carla Hall who already has the AOA coffers well on their way to becoming full. 6th Ave will have its own stage and Carla already has several acts who have contacted her. Natasha has spoken about a Swing Dance contest at AOA to the 6th Ave stroll.

Claudia announced her resignation from the board and as the Association Art chair. Claudia will be available to find artists, and to act as a connection for Masa on the Day of the Dead Nov. 2.

Rain Barrel Guy *(continued from page 4)*



Part of 10-barrel installation at UPS' "Live Green" House on No. 13th

fish habitat, it saves energy as it does not have to be transported from a source.

The barrels are food grade heavy plastic and are recycled from those used to transport foods from Greece and India with foods like olives, golden peppers, pickles. Before use as rain barrels they must have faucet

adapters installed. Dan sells kits for DIY folks, or offers installation service. He also offers free delivery in Tacoma.

Read much more about this simple ecological application on Dan's extensive website: www.naturallrainwater.com. His phone is 272-8173, email: naturallrainwater@yahoo.com.