



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

Over 180 great businesses
 for unique shopping,
 services and entertainment

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

April 9, 2009

Park Commissioner Mello Speaker at Meeting, April 14

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, self introductions, minutes
- Treasurer's report, Jack Brinkerhoff
- CLO report, Officer Taahar
- Vote on Funding for Spring Shop Hop
- Vote on Accepting District Mgr funding form City Grant
- Cross District Report
- Status of Landlord/Tenant meetings
- Speaker, Ryan Mello
- Street Life report
- Farmers Market report
- City Council report, Fey, Walker
- Economic Development Report.
- Spring Shop Hop status report
- Art on the Ave status report
- Earth Day report
- Video status on YouTube
- Other

Earth Day Cleanup
Saturday, April 18

Jason Lee, Grant, and UPS students, parents, Cub Scouts, neighbors, business folks, church members and DOC helpers will



work together to clean up streets, sidewalks and alleys. All will meet at

Epworth LeSourd Church, 710 So. Anderson at 8:30 a.m. for supplies and instructions. Gloves, safety vests and refuse bags will be provided. All will return to the church at noon for food and door prizes.

Board Meeting April 27

Monday, April 27, 6:30 p.m.
 Location to be announced.

6th Avenue Progressive Dinner Wed., Apr. 22nd

Get your tickets now for an evening of fun, fellowship and good food. Only 100 tickets will be sold to the dinner which will proceed through four of the districts prominent restaurants. At



DINNER DATES: April 22, May 20, June 17
 More info & TICKET LOCATIONS: on6thAve.com
\$35 Adv Purchase \$45 Day of Event
 Tickets may be purchased at any of the participating venues
 (253) 905-5301

Primo Grill, Il Fiasco, Shakabrah and Gateway to India you'll enjoy a small plate of their finest offerings.
 Dinner will start at 5:30. Diners will go to their assigned restaurant in groups of about 25. After dining, each group proceeds to the next of the four restaurants. Each group will have guides who will escort them and offer historical and interesting information.

After all groups finish dinners,

(Continued on page 3)



Bigger & Better
"Shop Hop" Apr. 25

With 60 participating merchants signed up so far in the '09 "Shop Hop", this District event is already 50% bigger than last year. With decent weather, it will be a LOT bigger!

Shoppers will visit The Ave's participating merchants anytime

(Continued on page 2)

Special Offer from Tacoma Weekly

Rose Thiel, The Weekly's 6th Avenue ad rep, says you can buy a 1 col x 2" ad to adjoin the District's Shop Hop ads in the Weekly for just \$25 each. Deadlines are April 13 for April 16 publishing date, and April 20 for April 23.

This is one more benefit from your membership — a great price for your ad, not ordinarily available!

Call Rose at 759-5773 to arrange.



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

A+ Driving School
Advanced Digital Solutions
 Affordable Animal Hospital
Agape Foundation
Aloha Oasis
 Angela & Company
 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
Crespo, Kathleen, property owner
 Crown Bar
DelBrocco's Pizza, Steak & Hoagie
 Designs by Bonnie
Diane Hagen State Farm Agency
 DMD Homes
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.
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
 Masa
 McBeattie's Book Shoppe
MSM Deli
MultiCare Health System
Mustard Seed Center
North China Garden
Northwest Costume
Old Milwaukee Café & Desert Company

O'Malley's Irish Pub
Origin 23° Coffee Roasters
Paul Reilly, N.D.
 Pierce County Community Newspaper Group
Poole's Corner LLC
Posh Home
Pre-Paid Legal Services
Precision Automotive
 Primo Grill
 Puget Sound Real Estate
Quizno's
 Real Estate USA
 Recognition Plus
 Rector's Antiques & Wardrobe
 Red Line LLC
 Robert Binger D.C.
Serenity Massage
 Shampooch, Inc
 Silk Thai Cafe
Six Olives
 Sixth Avenue Autobody
 Sixth Ave. Baptist Church
Sixth Avenue Neighborhood Market
SolaRichard
 Sooji's Day Spa
Studio 6 Ballroom
 Subway
 Sushi Tama
Tacoma Window
TAPCO Credit Union
 Terry E. Lumsden, Attorney
 The Cherbas Center
 Nutritional Wellness and Personal Growth
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
 Walt'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)
Cynergy Data Merchant Services
Down to Earth Gadgets & Gizmos
Dream Street Lending
"Girl Talk" a natural nail salon
Jon's Barber Shop
Judson C. Gray, Attorney at Law
Laugh Masters
Laundry Mart, The
Little Caesar Pizza
Loesch Development
Magical Garden (Virginia Ferguson, new owner)
Mandolin Cafe
Murfay Properties
North Slope Historic Dist.
Sax Restaurant & Lounge
Shakabrah Java (Ceasar Kalinowski)
The Frame Makers
Tuell-McKee Funeral Home

**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**

April 25th "Shop Hop" (continued from page 1)

between 10 a.m. and 6 p.m., pick up a passport card and list of merchants and instructions if needed, get acquainted with the store, receive any special offers and finally turn in their card for drawings for prizes at Studio 6 Ballroom by 6 p.m.

The event is being supported by ads in the Weekly, Volcano, Fort Lewis Ranger and McChord Airlifter. (See the special offer on page 1 from The Weekly to maximize your benefit from this event). In

addition, colorful promotional posters are on many stores on the Ave.

Ron Pulliam (Nautilus Design) is general coordinator of the event and District Manager Bill Connolly (PrePaid Legal) has been the "chief prize getter" as well as getting membership renewals and new members so they may participate. Also, thanks to Natasha Thayer and Wes Rogers and their Studio Six Ballroom for setting up as "prize central" for the end of the day.



6th Avenue Business District

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

Officers:

Christopher List, President
219-3041
president@on6thave.com

**Tom Johnson
Vice President**
307-5479
vicepres@on6thave.com

Jack Brinkerhoff, Treasurer
759-3646
treasurer@on6thave.com

**Dave Parker
Sec'y & Newsletter**
370-6208
secy@on6thave.com

**Liz Dorsett
Membership Chair**
831-3491
membership@on6thave.com

**Carla Hall
Art on the Ave Coordinator**
651-2414
Art-on-the-ave@on6thave.com

Webmaster (Jane Pulliam)
Webmaster@on6thave.com

**Bill Connolly
District Manager**
272-2924
districtmjr@on6thave.com

Mail:

Sixth Ave. Merchants Association
2802 Sixth Avenue
Tacoma WA 98406

Memberships Due!

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.*

Progressive Dinner continued from page 1

they will proceed to the Studio 6 Ballroom for dessert, dancing to live music and a mini dance lesson. And on top of that, Natasha promises another surprise!

Tickets are \$35 in advance, \$45 on the day of the event. They may be purchased at any of the participating restaurants.

MORE INFO ON PAGE 7.

This event is presented by the Street Life Committee.

New Owners at DelBrocco's

Drop by for a hoagie, Philly cheese steak sandwich or pizza and meet Jeff Willette, new owner manager. His partner is Scott Shaw. New member Jeff brings to The Ave over 20 years experience in the pizza industry and for the past 10 years has specialized in developing flavorful sauces and dough recipes. They are open every day at 11 a.m., phone 756-7445 and feature eat in, take out or free delivery. [Www.Delbroccos.com](http://www.Delbroccos.com). They are at 3908-B Sixth Avenue.

Local Dancers Win In Seattle

By Natasha Thayer

Studio 6 steals the show at the Northwest Dance Extravaganza's silver anniversary. Sat., Apr 4, from age 8-60+, our team competed & performed (about a 20hr day from 5hrs of sleep for me!). Pictures from my camera are on the link below & videos will be up soon. Professional partner Elliott & I performed a slow WC Swing into a fast Jive, with a little breakdancing & popping too, to Tina Turner's "Proud Mary." We are waiting to see if that was recorded. Check for pics at <http://www.studio6ballroom.com/PIX-nwe09.htm>

Marketing <101> . . . Do you ever say this?

We don't stock
that product. . . . There's no demand . . .
. And you're the 20th person I've had
to say that to TODAY!



Think about what they are asking and the reasons behind the question. Carry solutions to your customers' problems, not just products.

2009 6th Avenue Merchants Association Membership Application

Mail to 6th Avenue Merchants Assn., 2802 Sixth Ave., Tacoma WA 98406

Or bring to the next meeting. Checks payable to Sixth Avenue Merchants Association

Business Memberships: New \$25 Renewal (Owner with not more than one employee) \$50
 Renewal (Owner with 2 or more employees) \$100. Please enclose your check.

Non business or non profit memberships: \$25

Business Name _____ Date _____

Type of Business _____

Your name _____ Title _____

Business Address _____

Telephone (Bus.) _____ Cell (Publish? Yes No) _____ FAX _____

Email address (For contact) _____ (To publish) _____

Do you have a website? Yes No. Site address _____

Would you like it linked to the 6th Ave District web site? Yes No.



Economic Gardening ***Workshops April 16, 17***

Christine Clifford of Tacoma Economic Development Department invites you to the morning or evening session of "Reboot Your Business! Finding Opportunities in the Present Economy." Choose either **Thursday, April 16** from 5:30 to 7:30 p.m., or **Friday, April 17**, 8:00 a.m. to 10 a.m. Both sessions will be held at Bates Technical College, Clyde Hupp Board Room, 3rd floor, 1101 South Yakima. Enter at the courtyard off South 12th Street, to the entrance on the east wing.

The focus of the workshop is on how to navigate your business through these economically turbulent times. It will offer information about what you can be doing now to position your business for the future. Sessions are open to businesses located in Tacoma.

Leading the sessions will be Tina Janni. Tina is a professional business coach at Bates Business & Management Training Center.

Refreshments and light snacks will be served.

To reserve your space, RSVP to Christine Clifford, 253-573-2435 or cclifford@cityoftacoma.org.

Congressman Adam Smith Procurement Conference Tuesday, April 14

Is part of your business strategy diversifying your business to include government contracts? Congressman Adam Smith is interested in helping local businesses become more successful through government contracting opportunities.

Adam's procurement conference is designed to assist businesses gain knowledge of government contracting and begin to establish long-term working relationships with federal agencies. This conference also provides an excellent opportunity for local businesses to meet contractors with whom they might be able to partner with. This conference is free and light refreshments will be provided.

Scheduled speakers include: Department of Veterans Affairs, Small Business Administration, General Services Administration, Fort Lewis Army Post, McChord Air Force Base among other federal and state agencies.

Date: Tuesday, April 14, 2009. Time: 8:00 a.m. to Noon

Location: Evergreen State College, Tacoma Campus
1210 6th Avenue, Tacoma, WA 98405

RSVP: email to Tina.Johnson@mail.house.gov or call (253) 593-6600 or (888) SMITH09

Festivals & Events **Fund-Raising Seminar**

The Washington Festivals and Events Association will present "Show Me the Money", a seminar on selling sponsorships and generating revenue with festivals and events, Thursday, May 7, in Tacoma. It is co-sponsored by Metro Parks, Tacoma, and will be from 9:00 a.m. to 1:30 p.m. and includes a luncheon.

Festivals and events are an important part of community life in the Pacific Northwest and on Sixth Avenue. The seminar is for everyone who has a role in events, from producer to invaluable volunteer and is designed to increase bottom line results. Speakers are acknowledged experts in their fields of event fund raising and production.

The seminar will be presented at Centre at Norpoint, 4818 Nassau Avenue NE.

Cost to attend is \$85 for non-members of the WF&EA, or \$50 if Sixth Avenue joins the WF&EA for \$50.

More information may be obtained from Lori Crace, Metro Parks Tacoma, 253-305-1076 or from www.wfea.org. Downloadable registration forms are available on the web site.

Free Travel Talks at Far & Wide

Clare Petrich announces three forthcoming evening travel talks at Far and Wide, 608 North Prospect. Talks are free but donations will be welcomed. All talks are at 7:30 p.m. and light refreshments are served.

April 17 - Three months on your own in Guatemala: The Good, The Bad, The Ugly. M.E. Donovan: Happily married woman leaves husband behind in Tacoma for three months of learning Spanish and solo adventures in Quezaltenango (called "Xela" by locals). See incredible textiles, touch base with a fascinating culture, celebrate Semana Santa (Holy Week), and hear mistakes made!

May 8 - Arabian Nights (and days, too) Dubai, Abu Dhabi and Oman, Connie & Al Bacon, Clare Petrich and Bruce Kendall recently returned from a Study Mission to the United Arab Emirates. Come learn how oil wealth is spent (indoor skiing, underwater hotels), what's happening in today's economic crisis and whether camels are still seen on the streets.

June 12- Patrick Hogan: Silk Road Stories – Lessons from China and India. Come hear how India and China compare and contrast from one who has visited both of these enchanting lands. The people, the scenery and the food will come alive to you. Also get tips about shopping and bargaining, an essential part of any good trip. The presenter is Patrick Hogan, who has traveled in both India and China.

Executive Board Notes
March 30, 2009

Met at 6:30 p.m. at Northwest Costume, hosted by **Tom and Mary Johnson**.

Ron Pulliam reported on Shop Hop, said the budget for this year is \$1575. He presented plans and said there will be ads in the Tacoma Weekly, Volcano, Fort Lewis Ranger and McChord Airlifter. All approved by the Board.

Christopher List presented billing information for District Manager. It was moved and passed to submit an invoice to the City of \$5K for District Manager.

Natasha Thayer of Studio 6 Ballroom presented plans for the progressive dinner. **Christopher List** suggested we provide dinner guides with historical information bits. Natasha also said she is involved in planning for a local "Dance of the Stars" September 26 in the Landmark Theater. June 13 will be promotional kickoff.

Christopher List will update the District's site on the city's Business Districts website.

Tom Johnson said there will possibly be a landlord-tenant meeting in May. He will contact businesses and landlords.

Bill Connolly said Safe Streets is looking for a donation and recommends we make one. He also said district members are upset about tagging.

In a discussion about membership dues for members owning multiple businesses in the district, it was decided that the determining factor will be business licenses: An appropriate level membership dues should be paid for each license.

Meeting adjourned 7:45 p.m.

Dave Parker, Secy

Indoor Garden and Lighting —
A Friend of the Ave and Shop Hop!

Mike Long of Indoor Garden has been in business on the Ave near Proctor for 15 years and feels, "part of my business is to help the other guy."

For last year's Shop Hop he donated the grand prize award, a 6' x 8' x 6' greenhouse, valued at over \$300.



This year again he is donating the grand prize, a hydroponic Aero Garden, shown above, for growing fresh herbs and vegetables right on your kitchen counter with no dirt and no mess. It is valued at \$199.95.

Many thanks to Mike and all the others who have donated gifts for the Shop Hop winners.

Shop Hop participating merchants will display the bright yellow sign (miniature at right) on April 25 to invite shoppers into their stores.



Sixth Avenue Merchants Currently Signed Up for Shop Hop (as of 4/7/09)

Connect Realty
3407 South 7th Street
Gayle Orth Catering
3827 Sixth Avenue
Gray Lumber
3800 Sixth Avenue
Jewell Day Spa
2501 Sixth Avenue
Krazy Kat Fiberhaus
3013 Sixth Avenue
Ferring's Magical Garden
2407 Sixth Avenue
North China Garden
2303 Sixth Avenue
Pre-Paid Legal Services
P. O. Box 1020
Sax Restaurant and Lounge
2309 Sixth Avenue
TAPCO Credit Union
2802 Sixth Avenue
The Framemakers
3013 Sixth Avenue
The Red Hot
2914 Sixth Avenue Suite B
The Shoe Show
2614-B Sixth Avenue
Turntable Treasures
2609 Sixth Avenue

Advanced Digital Solutions
1418 Sixth Avenue, Suite A
Aloha Oasis
3011 Sixth Avenue
Asado
2810 Sixth Avenue
Bartell's
3601 Sixth Avenue
Brilliant Life Chiropractic
2610 Sixth Avenue
Brinkerhoff Tax and Financials
3519 Sixth Avenue
C. Cable Insurance
1222 No. Anderson
Chemel Salon and Day Spa
4430 Sixth Avenue
Cork, A Wine Bar
3012 Sixth Avenue
Creatively Unique Gifts
3009 Sixth Avenue
Cynergy Merchant Services
3814 North 35th
Delbrocco's Pizza, Steak and Hoagie
3908-B Sixth Avenue
Engine House 9
611 North Pine

Far and Wide
606 North Prospect
Farrelli's Wood Fire Pizza
3518 Sixth Avenue
Gateway to India
2603 Sixth Avenue
Girl Talk, A Natural Nail Salon
3922 Sixth Avenue
H & R Block
2411 Sixth Avenue
Hair and Jeffery, Inc.
4318 Sixth Avenue, Suite 2
Hi-Voltage Records
2612 Sixth Avenue
House of Tatoo
2701 Sixth Avenue
Indoor Garden and Lighting
3829 Sixth Avenue
J. Henry Enterprises
P. O. Box 8938
Journey Financial
1113 Broadway
Laundromat Incorporated
5401 Sixth Avenue, Suite 501
Lawn Equipment Repair of Tacoma
3519 1/2 Sixth Avenue
Liberty Tax Service
3519 Sixth Avenue

Little Caesar's Pizza
628 South Sprague
M & J Repair
2402 Sixth Avenue
MSM Deli
2220 Sixth Avenue
Mandolin Cafe
3923 South 12th Street
Masa
2811 Sixth Avenue
McBeattie's Bookshop
3819 Sixth Avenue
Northwest Costume
2315 Sixth Avenue
Old Milwaukee Cafe and Dessert Company
3102 Sixth Avenue
Origin 23 Coffee Roasters
3518 Sixth Avenue, #101
Posh Home
2502 Sixth Avenue
Precision Automotive and Transmission
3723 Sixth Avenue
Quiznos
3602 Sixth Avenue, #101
Rector's Antiques and Wardrobe
2201 Sixth Avenue

Satellite Coffee
2811 Sixth Avenue
Shakabrah Java
2618 Sixth Avenue
Shampooch, Inc.
2914 Sixth Avenue, #A
Six Olives
2708 Sixth Avenue
Sixth Avenue Neighborhood Market
3002 Sixth Avenue
Slot Kar
3817 Sixth Avenue
Solar Richard
2037 South 7th Street
Studio Six Ballroom
2608 Sixth Avenue
Tacoma Window
3813 Sixth Avenue
Urban Gourmet and Garden
2602 Sixth Avenue, Ste B
Vanity Boutique
3108 Sixth Avenue
Vino Aquino
2607 Sixth Avenue
Walt's Auto Care Centers
3024 Sixth Avenue

If you are an Association member and are not yet signed up but want to participate, call **Bill Connolly, 272-2924** or **Ron Pulliam, 383-7505**, and see if they can still get you listed.

Local "Dancing with the Stars" Event Coming

Tacoma Musical Playhouse partners with Natasha Thayer & Studio 6 Ballroom for a local "Dancing with the Stars" as their fundraiser. They were repeatedly directed to Natasha as the only one in the area qualified to help them pull off their first DS event. Kick-off is currently planned to be at an event held at Studio 6, Saturday, June 13. More information on the June event will come soon (also posted at Studio6Ballroom.com).

The final show is scheduled for Saturday, September 26 at the Landmark Theater. TMP is very excited about all the cross-promoting happening on 6th Avenue. There may be opportunities to involve your business! Or, if you have any ideas for "celebrities" we'd like to know! Check in with Natasha (206) 914-2422 or Natasha@studio6ballroom.com

Going "Outside the Box" To Build Your Business

From Jay Conrad Levinson's *Guerilla Marketing Intelligence*

When an apartment building went up, signs proclaimed that you get "Free Auto Grooming" when you sign a lease. Soon the occupancy rate was 100%. The salary they paid the guy to wash the tenants' cars once a week was easily covered by the difference between 100% occupancy and 71% occupancy, the usual occupancy rate in that neighborhood.

Think what might attract your prospects. Be creative, be generous. Then be prepared for a reputation embracing generosity, customer service and sincere caring.

Today's customers are attracted to giver companies and repelled by taker companies. What kind of a company is yours, or what would you make it?

Meet New Member Stephanie Wilson . . .



Even though she graduated in radio and film production at Cal State Northridge and has owned and run a coffee shop in Minnesota, Stephanie Wilson wanted one-on-one interaction with her customers. "Girl Talk, a Natural Nail Salon" is her new business at 3922 Sixth Avenue. Over the last 12 years, she has owned salons in Capitol Hill, Seattle, and North Tacoma.

Stephanie uses only handmade and natural ingredients in all her services, including foot baths, pedicures and hand baths. She says, "there are no harsh chemicals or things you don't know about." In addition, she uses only new files on your nails.

She offers manicures, pedicures, and foot massage with reflexology by appointment in office, and your home for those unable to get out. Her husband, Peter, also offers foot reflexology, Chinese and Japanese foot massage, in home by appointment.

Stephanie's salon shares space with the Positive Image salon, including Christine, Mary, Sharon and Phoebe, the shop dog!

Hours are Tue-Sat 11 to 6; telephone 376-0089; www.GirlTalkSalon.com.

March Meeting Minutes *(continued from page 8)*

ford has resources to help individual businesses. She has a CD available with photos for upgrading web site. She said the additional parking space on Junett is done and district sidewalk repair is completed.

Ron Pulliam reported on Shop Hop plans. **Bill Connolly** has signed up 40 businesses as participants.

John Loesch reported on Art on the Ave plans. Said they are trying to set up a My Space account for additional publicity. Committee is seeking an assistant coordinator for the event, \$1K stipend.

UPS students **Lyndsay Pollock** and **Nikki Graff** of the UPS Community Involvement and Action Center spoke on the April 11 "Kids Can Do! Mentorship Program" at the UPS Rotunda. They invited businesses to send a donation for the auction or come and bid on items.

New member **Kim Castrelli** spoke about her business, Cynergy

Data Merchant Services. Said they offer better rates and better service for credit card processing.

Morgan Alexander spoke of the opportunity he sees on Sixth Avenue. Said he has a vision for a community incubator to create or give start opportunity to new small businesses. He thinks of the Sixth Avenue Baptist Church building as a possibility for this. **Claudia Reidner** added that an abandoned school on Phinney Ridge in Seattle became such a center.

Paul Martin spoke about the Indigo Festival at Brilliant Life Chiropactic on March 21.

Meeting adjourned at 9:15.

Dave Parker, Secy



Tacoma's
Hip Arts & Entertainment District
where there's always
something to do!



6 ways
to stimulate your senses
on 6th Ave!

Progressive DINNER

4 exquisite dishes
at 4 outstanding restaurants
a delectable dessert
& fabulous live music

Maia Santell & House Blend



PRIMO GRILL	SHAKABRAH	IL FIASCO	GATEWAY TO INDIA	STUDIO 6 BALLROOM	DATE
<i>Wood roasted onion, Cabrales cheese, sherry vinaigrette, pine nuts</i>	<i>Seared Salmon with Mango Salsa on a medley of fresh picked greens</i>	<i>Lobster Risotto</i>	<i>Chicken kabob with fragrant basmati rice with delicious masala sauce</i>	<i>With live music by Maia Santell & House Blend</i> <i>Desert & Surprise!</i>	Wed, April 22 5:30p-10:30p Limited Seats! \$35 paid by 4/20 \$45 Day of if avail. Purchase at any participating venue (253) 905-5301

sponsored by the 6th Avenue Merchants Association and the Street Life committee



Sixth Avenue Merchants Association Minutes of Meeting March 10, 2009

President Christopher List opened the meeting at 8:05 a.m. at Shakabrah Java. Introductions all around, followed by approval of the minutes of previous meeting.

Treasurer Jack Brinkerhoff reported a general fund balance of \$8541.

CLO Jennifer Terhaar reported calls for service for the month were down 250 from 2008. She said vehicle prowls are still a cause for concern and again recommended people remove valuables from their car when it is unattended.

President List brought two recommendations from the Executive Board: (1) That the membership approve \$600 be appropriated to upgrade the district web site; moved, seconded and passed. (2) That \$485 be approved as registrations and travel expenses to send **Bill Connolly** and **Christopher List** to the Main Street conference in Vancouver WA (one registration is being paid by Cross District); moved, seconded and passed.

Vice President Tom Johnson will chair a forthcoming meeting between property owners and business tenants. One of the goals is to maintain a high occupancy rate with successful businesses. This project is a groundbreaking plan within the business districts of Tacoma.

City Manager Eric Anderson spoke. He said Tacoma is in relatively good financial situations compared to other cities. The reason, he said, is that we don't plan city employee layoffs at the present or in the future is because our City Council kept raises to a minimum in past years and acted conservatively to put money away for when it was needed. **Eric** reported city sales tax receipts started to drop in November of 2007, and the Council said we will try to bridge the recession and come out strong. They did not foresee the stimulus package. The Council is trying to move through the recession by (Level 1) trimming expenditures not absolutely necessary; (Level 2) Internal cuts; (Level 3) Cuts that hurt; (Level 4) "It's all over anyway". He said the Council has been incredibly careful and comes into the biennium and with \$3.5mm to help tide over the recession. He said the council had been following through on a previous promise of a raise for him but it made bad publicity. **City Manager Anderson** said he has been in the field for 39 years with a lot of city councils, but this one is the best – hard-working, smart, deeply committed. In response to a question about streets, he said the current biennium budget for street repair is \$4.5mm. The Council is considering what must be done, but all involve additional taxes.

John Loesch complimented the City Manager and Council on the last 10 years.

Lynnette Claire reported for the Street Life Committee Business Leadership meeting last week. Said the consensus is local businesses are doing better than national. She also reported on the district progressive dinners plans. Three are planned: April 22, May 20, June 17. Dinners will move progressively to five district restaurants within easy walking distance. At each they will enjoy a small plate highlighting the restaurants specialties. After the dinner, guests will gather at Studio 6 Ballroom for dancing to live music and a dance lesson. Tickets will be \$40 and may be purchased at Studio 6 Ballroom and participating restaurants. Only 100 tickets will be sold. The committee will also be encouraging local businesses to stay open later on dinner evenings. The committee is also trying to work on additional street lighting.

John Toler reported on the forthcoming Farmers Market opening June 2. Said there will be a band and kid area. Tacoma Power will provide power so noisy generators will not be needed. He said sponsorships are needed. **Lynnette** suggested table and chair sponsors with advertising decals; for example \$100 for a chair w/decal; \$250 for a table.

City Councilperson Lauren Walker said the council is working to define a sense of what the stimulus money means. There will be \$772K in block grants; yet to be determined whether that will fund new programs or what. She said the city's six-year transportation plan is online at the city site. She invited all to take a look and put in perspective what Council is doing now and what they need to do. Council members are going to DC to meet with members of Congress. They are trying to keep the momentum going in the City.

City Councilman Jake Fey commented on the incredible vitality in the Sixth Avenue business district – said more here than in any other. He said the Council will be taking a look at the Districts relating to increasing density. This is to be completed by mid-year to give confidence to districts looking ahead. He said the challenge to the council is the need to pay attention to citizens and communities around us, even though things are OK with Tacoma. We have to make the right kinds of decisions so they don't get us into trouble. He added that within the stimulus money, there is not a lot for roads. Each city gets very little to decide about, as most decisions are at the county, regional and state levels. Stimulus money allocated doesn't scratch the surface of road work needed in the US.

Shari Hart of TEDD said she has a property owners list and business owners list. She can provide the information to benefit the district but it is not available for individual business promotion. **Christine Clif-**

(Continued on page 6)