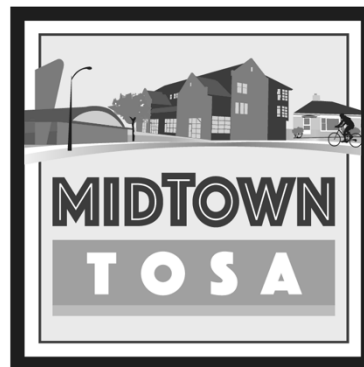


MidTown Tosa Annual Meeting

May 3, 2018

www.midtowntosa.com

midtowntosa@gmail.com





Agenda

- ❖ **Who we are**
- ❖ **Membership**
- ❖ **Strategic Master Plan**
- ❖ **MidTown Madness Festival & 5K Run for Wellness: July 21**
- ❖ **Holiday Window Decorating Contest**
- ❖ **Block Watch**
- ❖ **Business Milestones**
- ❖ **Board Elections**



Who we are

- ❖ **MidTown Tosa is a commercial district representing 50 businesses in the City of Wauwatosa.**
- ❖ **MidTown Tosa is located on West North Avenue between Wauwatosa Avenue (76th Street) and Swan Blvd (92nd Street)**
- ❖ **MidTown Tosa offers a variety of services to the surrounding neighborhood, city residents, and visitors to Wauwatosa.**
- ❖ **MidTown Tosa truly has something for everyone – from products and services to the character of the surrounding neighborhood**



Mission

❖ **Mission Statement**

- ❖ **To promote service, wellness, and a sense of community in MidTown Tosa.**

❖ **Strategy:**

- ❖ **MidTown Tosa is the premier destination in central Wauwatosa, offering exceptional products and services to our desirable neighborhood and beyond. Located on West North Avenue between 80th Street and Swan Blvd, MidTown's fifty businesses are minutes away from Mayfair Mall, the Milwaukee Regional Medical Center, and a large portion of both Milwaukee and Waukesha counties.**



Board of Directors

- ❖ **President & Treasurer: Michael Gardner, Ray's Wine & Spirits**
- ❖ **Vice President: Cindy Seemann, Design Vision**
- ❖ **Secretary: Jeff Roznowski, Community Member**
- ❖ **At-Large:**
 - ❖ **Dr. Tim Marsho, Tosa Pediatrics**
 - ❖ **Jesse Dill, Ogletree Deakins**
 - ❖ **Dr. Sara Mahalko, AlignLife**



Membership

❖ Member: \$300 annual donation

- ❖ Complimentary booth at MidTown Festival, July 21
- ❖ Feature Story in MidTown newsletter
- ❖ Periodic posting on MidTown web and facebook pages
- ❖ MidTown collector mug, window sticker and T shirt

❖ Supporter: \$150 annual donation

- ❖ MidTown window sticker and T shirt
- ❖ Occasional posting on MidTown web and facebook pages

❖ Friend: \$40 annual donation

- ❖ MidTown window sticker and T shirt



Strategic Master Plan

- ❖ **The Strategic Master Plan for MidTown Tosa describes a desired vision for the future of the district and provides recommendations to achieve that future. The Plan will help decision makers, stakeholders, and community members define redevelopment opportunities and improvements throughout the corridor. Doing so will establish a framework to ensure incremental policies and decisions help achieve those aspirations over time. More than a snapshot in time, the plan will be a living document, used and updated by decision-makers, property owners, businesses, and residents. The Plan will provide a measured assessment of present conditions and future redevelopment opportunities that focuses on meeting the needs of the Midtown Tosa neighborhood and community at large.**
- ❖ **Learn more at: <http://planmidtowntosa.com>**



Strategic Master Plan

- ❖ **11 Person Steering Committee (neighbor & business reps) guided the work of RDG and City officials**
- ❖ **Process:**
 - ❖ **Transparent & Public Process**
 - ❖ **Online survey, spring kickoff, focus groups, design studios, fall open house**
- ❖ **Diverse objectives:**
 - ❖ **Redevelopment, pedestrian & bike safety, traffic control, parking, street-scaping, public spaces, intersection enhancements and image and branding**
- ❖ **Results:**
 - ❖ **Retention of MidTown's current feel & patterns**
 - ❖ **A vision that will guide MidTown over the next 10-15 years; be accomplished in important, but small steps; and be executed in a way that strengthens the interplay of neighbors and businesses**



Strategic Master Plan

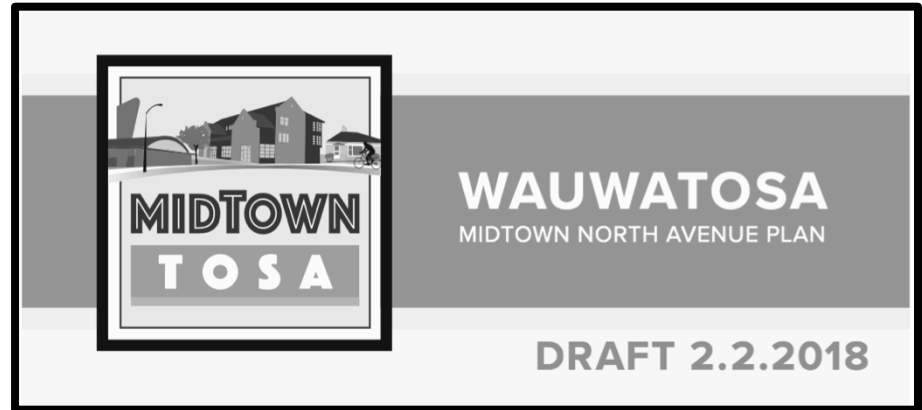


Figure 4.6: Swan Boulevard Intersection



Figure 4.8: Concept for Pasadena Boulevard intersection and Sendik's parking lot.





Strategic Master Plan

❖ Approval Status

- ❖ **February 12, 2018: Plan Commission unanimously approved**
- ❖ **April 17, 2018: Public Hearing**
- ❖ **May 1, 2018: Common Council unanimously approved**
- ❖ **Incorporated into the City's Comprehensive Plan**

❖ Next Steps:

- ❖ **Review and seek approval for zoning changes**
- ❖ **Capital budget requests**



MidTown Madness

2017

- ❖ 18 Sponsors & Booths
- ❖ 200 Runners and Walkers
- ❖ \$2500 Donation to the Wauwatosa Library





MidTown Madness

2018

- ❖ **July 21, 2018**
- ❖ **Location: 90th and North Ave**
 - ❖ **Between the new MidTown Grill and new home for Tosa Dental**
- ❖ **New running route: south of North Ave, including the Parkway**
- ❖ **5K Run/Walk starts at 9 am**
- ❖ **Featuring Food, Music, Beverages & Local Businesses!**
 - ❖ **Face painting, Balloon man, and bouncy house for the kids!**



Holiday Window Decorating Contest

❖ **Theme: MidTown at the Movies**

❖ **12 businesses participated**

❖ **Winners:**

❖ **Best Bling: Candy Bouquet**

❖ **Truest to Theme: Langlois Vital Nutrition Center**

❖ **Best in Show: NorthShore Bank**





Block Watch

- ❖ **2018 Initiative, will be first active business block watch program in Tosa**
- ❖ **Working with Officer Dan Kane of Wauwatosa Police Community Support Division**
- ❖ **Objectives:**
 - ❖ **Improving communication through structured phone and email “trees”**
 - ❖ **Learning how to recognize and report suspicious activity and other violations**
 - ❖ **Learning proven crime prevention techniques for your business**
 - ❖ **Receiving crime prevention materials and business watch signage**
 - ❖ **Creating the safest environment for your customers and employees**
- ❖ **Block Watch Captains:**
 - ❖ **Judy Doyle, Swan Pharmacy**
 - ❖ **Dr. Sara Mahalko, AlignLife**
 - ❖ **Dr. Tim Marsho, Tosa Pediatrics**
 - ❖ **Mary Rose Balzar, NorthShore Bank**



Business Milestones

❖ **Anniversaries**

- ❖ **Ace Drapery, 90 years (Happy Retirement Greg!)**
- ❖ **Candy Bouquet, 10 years**

❖ **Farewell & Best Wishes from MidTown**

- ❖ **Ruckus & Glee, Mode, John's Sandwich Shop, Kitchen Design Studio, Visual Image Photography, Callan, Langlois Nutrition**

❖ **Welcome & Congratulations!**

- ❖ **2016/17: Cody & Company, Uniquely You Orthodontics**
- ❖ **2018: MidTown Grill, Firefly Real Estate expansion, Design Vision expansion, Tosa Dental Relocation**

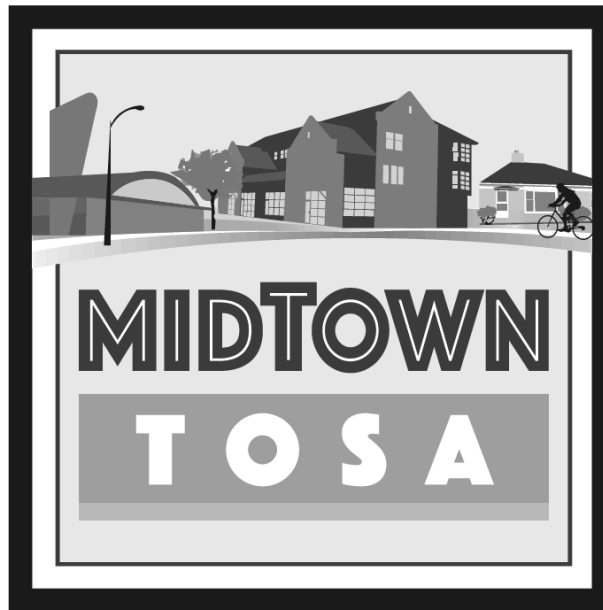
❖ **Firefly Real Estate Grand Opening & Ribbon Cutting:**

- ❖ **Tuesday, May 8, 4 pm to 7 pm (ribbon cutting at 5 pm)**



Board Elections

- ❖ **Four Open Seats**
- ❖ **Two Year Terms**
- ❖ **Nominated Candidates:**
 - ❖ **Michael Gardner, Ray's**
 - ❖ **Jesse Dill, Ogletree Deakins**
 - ❖ **Cindy Seemann, Design Vision**
 - ❖ **Mike Wichman, Sendiks**
- ❖ **Nominations from the floor or write-ins**



Thank you!

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