

MidTown Tosa Annual Meeting

December 2, 2019

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Agenda

- ❖ **Who we are**
- ❖ **Membership**
- ❖ **Zoning Update**
- ❖ **MidTown Madness Festival**
- ❖ **Holiday Window Decorating Contest**
- ❖ **Tosa Chamber of Commerce**
- ❖ **Block Watch**
- ❖ **Other Initiatives**
- ❖ **Business Milestones**
- ❖ **Board Elections**

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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**

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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.**


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Board of Directors

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

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Membership

- ❖ **Member: \$300 annual donation**
 - ❖ Complimentary booth at MidTown Festival,
 - ❖ Feature Story in MidTown newsletter
 - ❖ Periodic posting on MidTown web and facebook pages
 - ❖ MidTown collector mug, window sticker and T shirt
 - ❖ Current Members: Design Vision, MidTown Dental, Cody & Company, AlignLife, Men's Hair House, Anytime Fitness, Ray's Wine & Spirits, Tosa Dental, Swan Pharmacy, Ogletree Deakins, Galbraith Carnahan, Wonderkind Pediatric Dentistry, Jeff Roznowski
- ❖ **Supporter: \$150 annual donation**
 - ❖ MidTown window sticker and T shirt
 - ❖ Occasional posting on MidTown web and facebook pages
 - ❖ Current Supporters: Phelan Development, Firefly Real Estate
- ❖ **Friend: \$40 annual donation**
 - ❖ MidTown window sticker and T shirt
 - ❖ Current Friend: Nailshop

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Zoning Updates

- ❖ **Approved by Common Council in August**
- ❖ **Incorporates recommendations from Master Plan**
- ❖ **Simplified and streamlined process, maintaining current character of MidTown**
- ❖ **Only 3 designations:**
 - ❖ **MID-MIX (commercial), MID-RES (residential), MID-TRN (transitional)**
- ❖ **Modifies current non-conforming uses (e.g Dependable Auto, Ace Drapery)**
- ❖ **Prevents certain types of businesses (drive-thru retail)**
- ❖ **Limits building heights (3 stories in MID-MIX district)**



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MidTown Madness Festival

- ❖ **4th annual festival held on July 20**
- ❖ **12 exhibitors and 5 vendors**
- ❖ **\$1000 Donation to the Wauwatosa Library**
- ❖ **Thank you to our 5 generous sponsors:**
 - ❖ **Midtown Dental, Anytime Fitness, AlignLife**
 - ❖ **Design Vision, and Tosa Dental**
- ❖ **Planning a fall date for 2020**

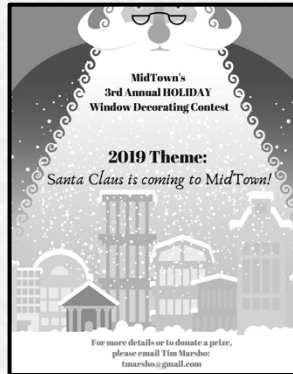


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Holiday Window Decorating Contest

Theme: Santa Claus is Coming to MidTown



- ❖ Currently underway
- ❖ Elected officials as celebrity judges (no ballots)
- ❖ Winners chosen at end of December
- ❖ Let us know if you would like to donate a prize

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Wauwatosa Chamber of Commerce

- ❖ MidTown joined the Chamber in 2019
- ❖ MidTown exhibited at the Chamber's Annual Meeting Showcase in January
- ❖ MidTown Board Secretary, Jeff Roznowski, joined the Chamber Board in 2019
- ❖ New Chamber Executive Director: Joan Hansen



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Block Watch

- ❖ 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
 - ❖ Mike Wichman, Sendiks
 - ❖ Jen Dunnington, Anytime Fitness
- ❖ Please consider joining this initiative and being a captain!



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Other Initiatives

- ❖ **2019**
 - ❖ Library Partnership
 - ❖ AlignLife and Wonderkind put on programs for the Children’s Library
- ❖ **2020**
 - ❖ Exploring visible branding
 - ❖ Banners
 - ❖ Murals



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Business Milestones

- ❖ **Anniversaries**
 - ❖ Club Tap, 80 years
 - ❖ Wisconsin Garden and Pet, 65 years
 - ❖ Ray's Growler Gallery, 5 years
- ❖ **Welcome New Businesses!**
 - ❖ Men's Hair House, Wonderkind, Kumon, Margerie Law, nAilshop, Sunseekers, M. Anderson Studios

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Business Improvements



Steinkellners Building



Men's Hair House



Mobil Gas Pumps



M. Anderson Studio



Thai-namite Mural

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Board Elections

- ❖ **3 Open Seats – 1 community member, 2 business members**
- ❖ **Two Year Terms: 2020 - 2021**
- ❖ **Nominated Candidates:**
 - ❖ **Community Member (1 seat)**
 - ❖ **Kit Slawski, Friends of Hoyt Park & Pool (MidTown resident)**
 - ❖ **Business Members (2 seats)**
 - ❖ **Dr. Sara Mahalko-Leonhardt, AlignLife (current Board Member)**
 - ❖ **Corey Boldt, Double Boldt Real Estate**
 - ❖ **Randy Dawes, Swan Serv-U Pharmacy**
- ❖ **Nominations from the floor or write-ins**

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Thank you!

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