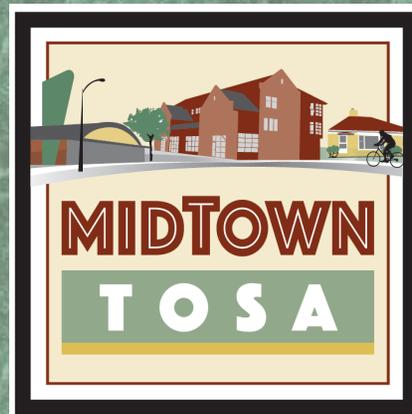


MidTown Tosa Annual Meeting

May 18, 2017

www.midtowntosa.com

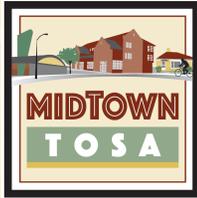
midtowntosa@gmail.com





Agenda

- ❖ **Who we are**
- ❖ **History**
- ❖ **Membership**
- ❖ **Strategic Master Plan**
- ❖ **MidTown Madness**
- ❖ **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**



History

- ❖ **Businesses approached the alders of Districts 2 & 6 with a desire to meet and share common opportunities and challenges**
- ❖ **First meeting was in April 2015**
- ❖ **Alders surveyed the business and neighbors (300+ responses) in late 2014**
- ❖ **MidTown North Avenue Traffic Study in July 2015**
- ❖ **Brought in Village BID and East Tosa to share ways to organize**
- ❖ **MidTown Tosa Week July 2015 and July 2016**
- ❖ **Approved Mission, By-Laws and elected 7 person board: June 2016**



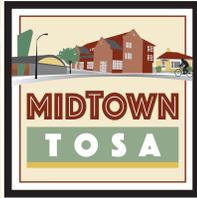
Mission

❖ 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: Michael Gardner, Ray's Wine & Spirits**
- ❖ **Vice President: Matt Poulson, Ruckus & Glee**
- ❖ **Secretary: Nick Bandoch, Sendiks**
- ❖ **Treasurer: Cindy Seemann, Design Vision**
- ❖ **At-Large: Jamie LaMora, Colectivo**
- ❖ **At-Large: Dr. Tim Marsho, Tosa Pediatrics**
- ❖ **Community Member: Jeff Roznowski**



Membership

- ❖ **Member: \$300 annual donation**
 - ❖ **Ray's Wine and Spirits, Ruckus & Glee, Sendiks, Design Vision, Firefly Real Estate, Ace Drapery, Wisconsin Garden & Pet, Tosa Pediatrics, Tosa Dental, MidTown Dental Care, Uniquely You Orthodontics, AlignLife, Anytime Fitness, Galbraith Carnahan Architects, Jeff Roznowski**

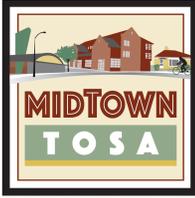
- ❖ **Supporter: \$150 annual donation**
 - ❖ **Ann O'Neil DDS, Colectivo**

- ❖ **Friend: \$40 annual donation**
 - ❖ **Alderwoman Kathy Causier, Jesse Dill**



Strategic Master Plan

- ❖ **The Strategic Master Plan for MidTown Tosa will describe a desired vision for the future of the district and provide recommendations to achieve that future. A Plan helps decision makers, stakeholders, and community members define redevelopment opportunities and improvements throughout the corridor. Doing so establishes 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

❖ Steering Committee

- ❖ Michael Gardner
- ❖ Tom Kreinbring
- ❖ Sean Phelan
- ❖ Dr. Ellen Stabelfedt
- ❖ Matt Borden
- ❖ Marty Vandervelde
- ❖ Brad Foley
- ❖ Monica Deluhery
- ❖ Lori Hagopian
- ❖ Ed Haydin
- ❖ Kevin Hardman
- ❖ Jeff Roznowski

❖ Alderpersons

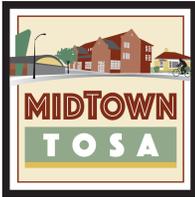
- ❖ Allison Byrne
- ❖ Kelly Rifelj
- ❖ Kathy Causier
- ❖ John Dubinski

❖ City Staff

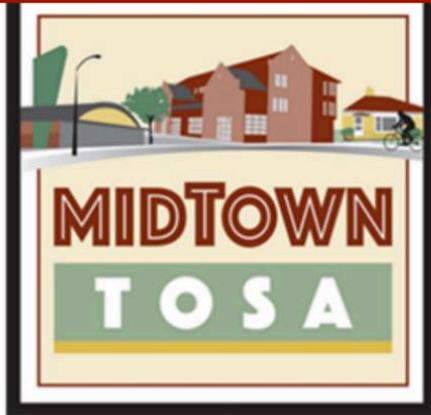
- ❖ Jen Ferguson

❖ RDG

- ❖ Marty Shukert
- ❖ Cory Scott



MidTown Madness

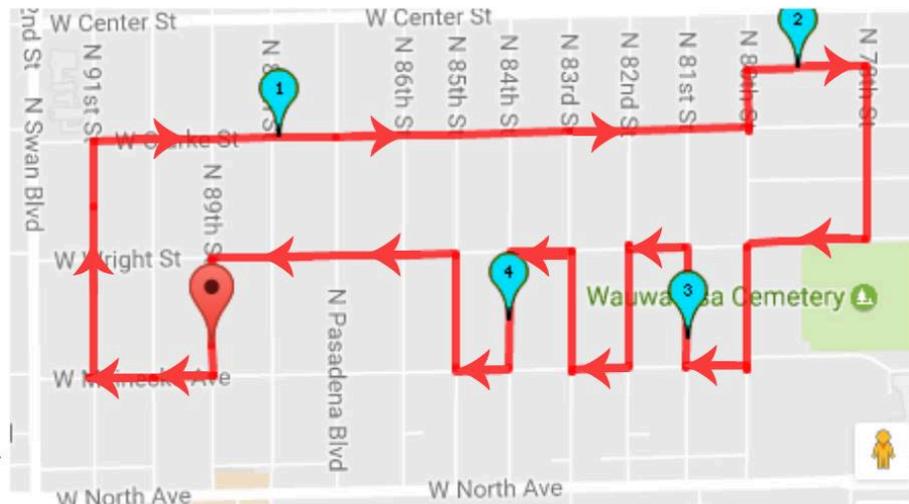


MidTown Madness 5K Run for Wellness

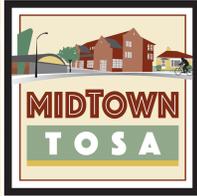
Saturday, July 22, 2017

Join us for MidTown's inaugural 5K and kids' 600 m dash through the picturesque Pasadena neighborhood with proceeds to the Tosa Library Foundation. Afterward, head to the MidTown Madness Festival at 8730 W. North Ave.

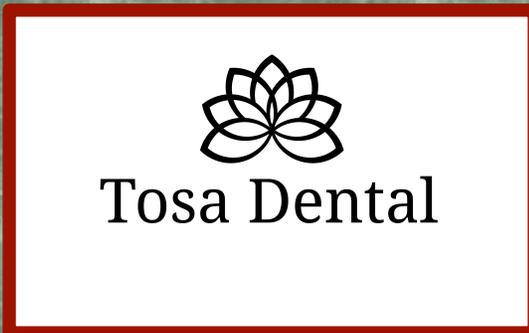
- Kids' run at 9:30 a.m.; 5K at 10 a.m.
- \$25 for 5K(T-Shirts guaranteed through July 1st); \$30 after
- \$8 for kids' run(T-Shirts guaranteed through July 1st); \$10 after
- Register at midtowntosa.com
- Kids' run reserved for those 10 and under
- Ribbons to all registered in kids' run
- Medals for age bracket winners
- Trophy for overall men/women winners
- Check the map for street closings between 9-11 a.m.



Start/Finish located at 2435 N. 89th St.
Register/full details at midtowntosa.com



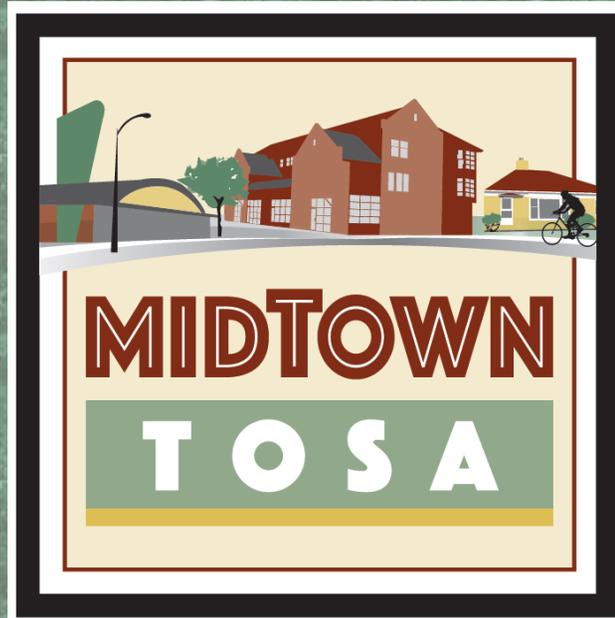
Thank You to the 5K Sponsors:





Board Elections

- ❖ **Three Open Seats**
- ❖ **Two Year Terms**
- ❖ **Nominated Candidates**
 - ❖ **Dr. Tim Marsho – Tosa Pediatrics**
 - ❖ **Jeff Roznowski – community member**
- ❖ **Nominations from the floor or write-ins**



Thank you!

**www.midtowntosa.com
midtowntosa@gmail.com**