AoA Vendor Wrapup
By Cathy Marcotte, Vendor Coordinator

This year Art on the Ave stayed true to its theme “Operation Epic!” by attracting more vendors than it ever has before, with a total of 120 from Tacoma and around the region. Of these there were about 70 art vendors, 25 non-profit and community groups, 10 food vendors, 10 businesses within the festival footprint that chose to purchase a booth at the festival, and the remaining spaces were filled by sponsors.

Through vendor fees, Art on the Ave was able to bring in over $15,000 for the business district. Our partnership with Saturn Barter also served the festival well and brought in a handful of Tacoma businesses that purchased their booth space with barter points. These businesses otherwise might not have participated.

Feedback from the vendors along the street was in general very positive, with great sales and foot traffic overall. Unfortunately the same cannot be said for vendors in the carnival area, which lacked the visibility and clear accessibility from the rest of the festival. Improvements for next year should include clear guidelines on when refunds can be given for vendor spots.

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AoA - A huge Success, but loses its Event Coordinator
By Mario Lorenz, SABD District Mgr.

Contracts at times are difficult at best, but necessary for honesty in the way business is conducted. Most people know how great a job Angela Jossy did on this year’s Art on the Ave and the year before. There were the usual difficulties, some bands were too loud and a little off color, driving attendees away and making the conducting of business difficult if caught in the crossfire of the competing sound; the new site at Jason Lee had some dust and unhappy vendors and, maybe as some said, there was not enough art for this Art On the Ave event, but for the most part the reports were positive.

I thought we might be coming through a new era on the Ave where we might keep the same event coordinator for at least three years running. How foolish am I? A contract unsigned does not hold water. For better or worse nothing stays the same on the Ave. So if the board has not already done so I’m sure they will be sending out an RFP for the position of Event Coordinator for Sixth Ave. I do have to commend the board this time.

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From Our President
By Daniel Smith

Dear fellow owners,

Our District Manager, Mario Lorenz, stopped by my store recently to introduce me to his visiting cousin. In the course of our conversation, his cousin mentioned the phrase, “principles above personalities”. That intriguing choice of words provoked a reflection of our business district and what we stand to gain when we, as volunteers, implement that style of approach.

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District Manager’s Report [continued from page 1]

year as they have stayed fast on this decision to require a signed contract ahead of time for anyone providing a service for the district during this event or another. I am sorry it had to happen at the expense of Angela Jossy. I always look when possible for the highest and best resolution for all parties concerned. Where is the common ground?

While this commotion concerning Art on the Ave and its aftermath was taking place, the Ave’s Welcome Wagon Hostess (Natasha Thayer from Studio 6) had the foresight to schedule a ribbon cutting ceremony with Mayor Marilyn Strickland, The Sonics Guy, Stan Flemming and other significant attendee’s for the grand openings of five district businesses on Saturday July 26, 2014.

These businesses included a double ribbon cutting at Kish My Lash 2610 B 6th Ave and The Near Sighted Narwhal at 2610 A 6th Ave. The next ribbon cutting took place at Pure Body Shop at 2501 6th Ave then Southern Exposure at 2715 6th Ave. The ribbon cutting concluded at Ice Cream Social, 2914 6th Ave.

As the manager of the Sixth Avenue Business District I am so appreciative of Natasha Thayer and Studio 6 stepping up and taking care of business on the Ave to welcome these businesses into the district. Maybe with a little effort on my part, the SABD board and I, might be able to assist her efforts in getting the word out further throughout the district membership through the district’s email list.

For me it remains evident that a unified vision and objectives are advisable for the district.

A broader sense of involvement, through better communication would bring out the best in everyone concerned. If businesses and property owners are not already communicating, then it would be wise to do so. I remain open to working toward this end. Finding common ground is a worthy goal.

I view my position as manager of Sixth Ave as that of a servant leader. If we could all begin to understand this concept for our time in each other’s company as I believe most do, it may be a benefit for the entire Sixth Avenue Business District, members and non-members. Let us consider at this time an unwritten contract with each other that we become of service to all and seek higher ground for the betterment of the district.

In Love and Service
Mario Lorenz
SABD Manager
Dog Days of Summer
By Angie Lokotz

You’ve heard that phrase before. What does it really mean? According to Wikipedia, the Dog Days of Summer are those days from mid-July to mid- to late-August associated with the star Sirius. They labeled Sirius the "Dog Star" because it is the brightest star in the constellation Canis Major (Large Dog). Sirius is also the brightest star in the night sky. Dog Days were thought to be a time of evil: "the Sea boiled, the Wine turned sour, Dogs grew mad, and all other creatures became languid ...." according to Brady’s Clavis Calendaria, 1813.

On 6th Avenue we have many Dog related businesses; some of which are featured in this issue of the Newsletter.

The Affordable Animal Hospital at 2615 6th Ave Tacoma, WA 98406 (253) 627-0005 was unavailable for an interview, but the receptionists are friendly and they receive favorable reviews on Google. They also have plenty of parking in front of their facility.

Lucky Dog Outfitters
Pet Supply Store 3411 6th Ave, Tacoma, WA (253) 761-4486
Mon - Fri: 09:00 - 20:00; Sat: 09:00 - 19:00; Sun: 09:00 - 18:00
Find them on Facebook.
Jennifer Blankers, owner

Changing dogs’ lives in the healthiest way possible with lots of love.

Lucky Dog dogs are truly lucky. Not only are they some of the best-dressed dogs in town (check out the collar selection!), but they are some of the healthiest. It is Lucky Dog’s mission to provide organic, holistic, made in USA foods and treats (most are human grade). The staff tell me that they often taste what they offer to their four-legged customers. The staff is exceptionally well-informed. They attend trainings for their various foods and treats and actually prepare the treat mixes and check them out so they can confidently answer their customers’ questions.

Lucky Dog has been On the Ave in the Mustard Seed Mall at Warner and 6th since 2005. Their store increased its footprint, more than doubling its size since its opening. Parking is free, easy, and plentiful. They host many events: dog photography, Spay/Neuter Truck; and support many pet rescue causes. At the other end of 6th Avenue (since 1999) is Lucky Dog Day-care (253) 274-WOOF, owned by Tara Bergford, Jennifer’s sister.

Lucky Dog Outfitters has a loyal customer base who come in regularly for supplies, but they entice gift shoppers by offering fun seasonal items such as holiday clothing, collars, toys, and treats. You can even find the supplies for a great doggy birthday party (including a dog-friendly cake).

They also carry limited selection of human merchandise, as well as a small, but comprehensive selection for their feline friends.

Tacoma’s Best Pet Grooming
Pet Groomer 3411 6th Ave # E, Tacoma, WA (253) 756-7385
Open 9 to 4 -- 7 days a week (appointment only)
Find them on Facebook.
Tanja Oliver, Owner
If your pet isn’t becoming to you, you should be coming to us!

For almost 20 years, Tacoma’s Best Pet Grooming has been tucked into the corner of the Mustard Seed Mall on 6th and Warner. Parking is easy and free in the big lot, but many neighbors walk their dogs there, and the steady

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Tacoma’s Best Pet Grooming
[continued from page 3]

stream of happy, well-groomed dogs (and cats) going in and out of their doors is a testament to their exemplary service. The staff is well trained; most have been there over five years and some for much longer. They even have a groomer who specializes in cats.

Their philosophy is to cater to the animal’s comfort. Dog-shy cats are scheduled before the doors officially open. The staff does only what is necessary for animals, taking care to keep pet and owner happy. Their customer retention rate is fantastic. Rich and poor, Yorkies to Newfies, they get them all.

Their advice to pet owners for the long, hot days of summer is to let their pets find a cool place to wait out the heat. Give them plenty of water, and walk them only in the very early morning or late evening hours.

Shampooch, Inc.
Self Service Dog Wash
3219 6th Ave, Tacoma, WA (253) 272-5450
Monday 11:00-19:00, Thur-Fri 11:00-19:00, Sat-Sun 10:00-18:00
Find them on Facebook www.shampoochselfserve.com
Owner, Jenny Friel
Because your dog’s favorite groomer is You!

Shampooch relocated down the Ave to their newly remodeled facility between Lawrence and Union on April 19, 2014. This is their 9th year On the Ave.

The high, easy-to-use tubs, many shampoo choices, hair dryers, and grooming stations with tools make Shampooch a popular spot for owners who like to groom their own pets. Their philosophy is that it keeps a strong relationship between the pet and the owner. But, the real advantage to Shampooch is that you leave the mess there and they clean it all up!

They do offer full-serve grooming service by appointment on Monday, Thursday, and Friday, according to Sue Murty, the groomer I spoke with. She also said it is good for people to see how their dog is groomed so that they can maintain it themselves.

Shampooch has street- and well-shaded behind-the-store parking. It is also an easy walk for neighborhood pets.

Shout out to Tacoma Frame Makers who offer water for our four-legged friends.
The Red Hot

2914 6th Ave Tacoma, WA 98406 (253) 779-0229
Mon - Thu: 11:00 - 23:00, Fri - Sat: 11:00 - 00:00, Sun: 11:00 - 23:00
Find them on Facebook and Twitter for specials redhottacoma.com
Owner, Chris Miller (and family)

The Red Hot has been a 6th Avenue staple for 7 years, but last month they moved (next door) into their beautifully remodeled, spacious storefront that is 3 times the size of their old digs.

Almost from the day they opened their doors, they were legendary. They serve hot dogs of all kinds (with inventive toppings), sausages, kielbasa, German potato salad, and even offer vegan options. You can also find an amazing rotating selection of craft beer choices from all over the world, but the emphasis is on the Pacific Northwest.

The friendly atmosphere, reasonable prices, and a smart, well-informed staff, make this a great gathering place attracting a wide variety of clientele from college students to older customers.

Specials include $3 Rotating Taps on Tuesday, Washington Wednesday, and Test Kitchen Thursday with offerings that change weekly.

There is street parking and bicycle parking out front. Their cool new space makes it a great get-away from the summer heat.

From Our President [continued from page 1]

It’s easy to fathom, that when a group of individuals volunteer in an official board capacity, not everyone is going to share a like opinion. We became business owners not by luck, but because we are entrepreneurs; we are aggressively pursuing our dreams, and we’ll fight to have our voices heard. There will be differences, and with strong personalities comes strong opinions, but that is what makes a strong business district.

This year’s S.A.B.D. board is anything but typical. The board members tackle each issue pragmatically, and when opposite viewpoints arrive, and they do, it’s the various personalities that take a back seat, not the mission or the goals.

Which is why, during the course of this year, our district has expanded to include more paid members than last year. It’s the reason why we can now host board meetings at the District’s leased office space, and put together the largest annual budget in the district’s 15 year history. And it’s why business owners, whom have never participated in the district, are now volunteering.

Principles above Personalities, it’s one of the reasons we’re accomplishing great things this year.

Can You Do This?

The Sixth Avenue District Newsletter would like to have two or three more carriers to assure delivery to all our business along the Ave. The time required is one hour or a little more each month for a share of the total delivery. The newsletter is printed on the Thursday before each regular meeting and can be delivered either Thursday or Friday.

This is a great way to get to know the folks in businesses along The Ave.

If you can do this as a service to the district, please call District Manager Mario Lorenz at 921-1718.
Sixth Ave Business District Newsletter
By Angie Lokotz

Many of you have been enjoying reading about your neighbor businesses in the Sixth Avenue Business District Newsletter, but most of you likely do not know a force behind the newsletter: 90-year-old Dave Parker (better known as Printer Dave). Dave is no stranger to the print industry. He owned Mercury Press downtown on Tacoma Ave for 49 years and also had a silk-screening business on MLK which he closed in 1988 (the height of the dark days on MLK). He creates the newsletters on his computer and prints them at his church, Epworth Lesourd.

Dave has had a long history with the SABD. He joined (at the behest of the pastor of the Epworth Lesourd United Methodist Church) in 1999, when there were only 9 paid members, just in time to be on the team that developed the first Art on the Ave. In 2004 when he was Secretary of the Association, Carol Wolfe was the City liaison and asked him to put out a newsletter for the Sixth Avenue District. He continued as secretary and newsletter publisher for seven years. He wrote the stories, printed the newsletter, and delivered it, with several members helping, to the Ave’s over 200 stores and businesses.

At first the newsletter was a single letter-sized sheet, front and back. Dave’s original goal with the newsletter was to provide information about what businesses in the district were doing that contributed to their success and provide a map of success for other businesses to use, highlighting their business model and cross-pollinating the business community. With the regular publication of the newsletter the district membership began to climb to a peak of 138 businesses by 2010. Dave says much credit for the growth also goes to Cary Nilson, who was an energetic membership chairman.

In 2011 there was a movement afoot to digitize all of the business district’s communication (through a website, facebook, email and other social media). Dave’s wife was seriously ill and with the evident desire to digitize communications, he retired as publisher of the newsletter. Ironically, with all this electronic communication, the membership began to fall and ultimately the district lost well over half its former membership. Reintroduction of the newsletter has seen the membership climbing once again. Credit for encouraging the restart of the newsletter also goes to District Manager Mario Lorenz who wrote much of the material in the first several issues. Dave says Angie Lokotz has given invaluable help through stories and pictures in the last three issues.

Dave thinks increasing membership is helped by the newsletter which helps inform the members and prospective members who to contact, when and where the SABD meets, and what they are doing for the District. The District keeps improving. Dave credits Holly Minetti, John Loesch, Dusty Trail and Judy Caine for their early revitalization efforts. They fought dirt, crime, drugs and shuttered storefronts which were the trademarks of the Ave in the early 90’s. With the City’s support of the Business District, the SABD introduced Art on the Avenue, improved the streetscape, brought multiple kinds of actual art to the Ave, including embellished garbage cans, the wheel rim sculpture at Meineke, the carved lighthouse bench at the Food Co-op. Businesses were highlighted with murals. There were art competitions, ceramic tiles were created to decorate buildings (such as the ones at Masa), doors were painted with distinctive patterns. The district reached out to the schools and Grant Elementary began painting the store windows during the winter holidays and support was given to the music program at Jason Lee.

Sixth Avenue has had its ups and downs, but it keeps improving. The way to keep the improvements happening is by getting the word out, and as Printer Dave says, “A newsletter is good for that.”

AoA Vendor Wrapup [continued from page 1] fees as well a reworking of the carnival set up if it remains. Finally, even though well over half of the vendors at Art on the Ave are artists from the street perspective I received feedback of the lack of “art” as it is Art on the Ave. But overall, I found the vendors to be very enthusiastic about this event and their presence at it. Congratulations on another successful event and thank you all for the work that you do. I feel honored to have been able to contribute.
Members, 2014

- **A+ Driving School**, Latonya Gore & Sean Harris, 253-272-5869, 608 North Oakes
- **Bluebeard Coffee Roasters**, Kevin McGlocklin, 253-272-5600, 2201 Sixth Avenue
- **Chalk Talk Bistro**, Mike Sandford, 206-290-5765, 2301 Pacific Avenue
- **Charity Connections**, Tom Donnelly, 253-475-0751, 3108 Sixth Avenue #A
- **City of Destiny Float**, Marca Ouida, 253-792-9735, 406 Ea. 26th St.
- **Commencement Bay Animal Hospital**, Dr. Karen Comer, 253-475-5301, 3511 Sixth Avenue
- **Connect Realty**, Christopher List, 253-219-3041, 3407 So. 7th St.
- **Constellation Art Gallery**, Stella Maris Vera, 253-625-7107, 3013 6th Avenue Ste B
- **Creatively Unique Gifts**, Joan Johnson, 253-383-4438, 3009 Sixth Avenue
- **Epworth LeSourd United Methodist Church**, Dave Parker, 253-370-6208, 710 So. Anderson St.
- **Fediay, Nick**, Nick Fediay, P.O. Box 3336, 360-507-7001, Lacey WA 98509
- **Gateway to India**, C. J. Singh, 253-552-5022, 2603 Sixth Avenue
- **Gray Law Firm, The**, Judson Gray, 253-759-1141, 4142 Sixth Avenue
- **Gray Lumber Co.**, Steve Gray, 253-752-7000, 3800 Sixth Ave.
- **H & R Block**, Julie Lomas, Ron Pinckney, Bert McKinney, 253-383-5603, 360-265-2010, 2411 Sixth Avenue
- **Half Pint**, Josh Norris, 253-272-2531, 2710 Sixth Avenue
- **Jason Lee Middle School**, Kelli Johnston/Mary Boone, 253-571-7755, 602 No. Sprague Ave.
- **Jazzbones**, Daniel Rankin, 253-396-9169, 2803 Sixth Avenue
- **John L. Scott Tacoma No.**, Debbi Anderson, 253-752-1025, 4424 Sixth Avenue Suite 1
- **Jon’s Barber Shop**, Jon Tryfon, 253-752-5162, 3825 1/2 Sixth Avenue
- **Just Loving Care Farm**, Jeff & Lisa Breiner, 253-441-8811, 843 So. Pine St.
- **Kathleen Creso**, 253-537-7565, 160151- 6th Ave So., Spanaway 98387
- **Laughter Masters**, Mario Lorenz, 816 So. L St., 253-272-6622
- **Laundry Mart**, Rose Mathes, 5401 Sixth Avenue, 253-752-6100
- **Law Offices of Terry E. Lumsden**, Terry Lumsden, 253-537-4434, 3517 Sixth Avenue, Suite 200
- **Legal Shield**, Bill Connolly, 253-272-2924, 1321 No. 5th St.
- **Mandelin’s Consignment**, Rachael Kragelund, 253-301-3383, 2714 Sixth Avenue
- **Marta Gronlund**, 253-448-8282, 614 So. Oakes St.
- **Michele Malec**, 253-272-6336, 710 So. Fife St.
- **Minuteman Press**, Casey Cowles, 253-474-9900, 2941 So. 38th St. Ste C
- **MSM Deli**, Mike Mohamed, 253-272-4814, 2220 Sixth Ave.
- **Mt. Tahoma Seventh Day Adventist Church**, Pastor Kevin Rogers, 253-572-6470, 615 No. Sprague Ave.
- **North China Garden**, Andy and Jenny Yee, 253-572-5106, 2303 Sixth Avenue
- **Northwest Costume**, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue
- **O’Malley’s Irish Pub**, Pat Mawhinney, Richard Jenning, 253-627-9403 2403 Sixth Ave COMMUNITY MEMBER
- **Paul Reilly ND**, 253-752-4544, 3620 Sixth Avenue
- **Pierce County Community Newspaper Group**, John Weymer, 253-922-5317, 2588 Pacific Highway E., Fife WA 98424
- **Primo Grill**, Jacqueline Platner, 253-383-7000, 601 So. Pine Street
- **Reclamation Candle Company**, Tammi and Barney Loucks, 360-770-3806, 751 St. Helens Avenue
- **Retrospect**, Julie Bennett, 253-327-1399, 2709 Sixth Avenue

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Membership [continued from page 7]

- **Rogge Law Offices P.S. Inc.**, Theodore C. Rogge, Gayle Doiron, 253-272-0503, 253-219-3797, 3211 Sixth Avenue
- **Satori**, Diamond Sanger, 253-272-0910, 2503 Sixth Avenue
- **Seabury School**, Sandy Wollum, 253-952-3111, 1801 NE 53rd St.
- **Southern Exposure**, Gloria Gentry, Angela Hernandez, 253-272-2514, 2715 Sixth Avenue
- **Starbucks**, Janelle Graciano, 253-572-9525, 601 So. Pine Ste 100
- **Starbucks**, Jessica Hamilton, 253-272-1023, 2008 Sixth Avenue
- **South Sound Pano**, Dan McCormack, Angie Lokotz, 253-227-6061, 704 No. Warner St.
- **Suton-McCann & Co., PS**, Gordon Bower, 253-564-2217, 7320 Sixth Avenue Ste 2
- **Tacoma Custom Jewelers**, Dan Smith, 253-572-0508, 3013 Sixth Avenue, Suite A
- **Tacoma Food Co-op**, Vickie, 253-627-3344, 3002 Sixth Avenue
- **Tacoma Bike**, Mike Brown, 3010 Sixth Avenue
- **Tacoma Frame Makers**, Kim Weiser, 253-564-2320, 3013 Sixth Avenue, Suite C
- **Tacoma Games**, Loren Hess, 253-301-2137, 3001 B Sixth Avenue
- **Tandem Gear**, Dmitry Mikheyev, 253-301-3026, 3019 Sixth Avenue, Suite B
- **TAPCO Credit Union**, Elizabeth Stewart, 253-565-9895, 2802 Sixth Avenue
- **The Hippie House**, Justin Stieglitz and Sintha, 253-267-9846, 3109 Sixth Avenue
- **The Nearsighted Narwhal**, 253-301-4098, 2610A Sixth Avenue
- **The Travel Company**, Mary Jo Strom Copeland, 253-564-8189, 2522 No. Proctor, Ste 153
- **Tiki Hut**, Steve and Tamera Lerma, 253-625-7690, 4427 Sixth Avenue, Suite 1
- **Turntable Treasures/House of Records**, Peter W. Vanrosendael, 253-272-9229, 608 No. Prospect
- **University of Puget Sound**, John Hickey, 1500 No. Warner #1027, 253-879-3203
- **Vapor Café**, Chris & Andrea Hendricks, 253-302-4985, 2602 Sixth Avenue
- **Vapor Works LLC**, Kevin Mitchell, 253-448-2625, 6409 Sixth Avenue Suite 15
- **Vantive**, Mark Davis, 253-677-5170, 411 No. G St.
- **Zion Lutheran Church**, Linda Dybwad, 253-752-1264, 3410 Sixth Avenue

72 paid members!