Operation Epic is the theme of this year’s Art on the Ave Festival so everything will be just a little bit bigger and better than last year. Last year was a tough act to follow, the weather was perfect, there was a gigantic crowd, the band line up was phenomenal and the artists were incredible, but there is always room for improvement. In order to improve something already so great, we had to aim for ‘epic’, hence the ‘Operation Epic’ theme.

One of the improvements this year is we turned the VIP Lounge (for sponsors and guests only) into a Tasting Lounge that everyone can enjoy. We also turned an empty baseball field (Jason Lee Middle School) into a carnival with rides and a stage under a... [continued on page 3]
President’s Update by Daniel Smith

As we arrive at the six month Anniversary of the 2014 SABD Board, I want to take a moment to reflect on our Board member’s personal accomplishments thus far this year:

Given her growing vibrant consignment store on 6th Ave and the amount of time necessary to serve as its proprietor, Rachael gave careful consideration to the decision to run for Vice President, and I’m glad she said yes. Rachael has been instrumental in helping to find a solid balance between decisions that are put up for a motion at the Board level and those that are presented to the General Membership for their consideration and ultimate approval. She participated in the Earth Day Clean-up on 6th Ave, and has helped me during some of the more chaotic and time consuming moments. She shows up at every Board meeting enthusiastic and ready to support her fellow Board members.

If running one business is stressful, I can only begin to imagine what running two would be like. Yet, with this as a reality, CJ Singh not only made the decision to volunteer as an At Large Board member this year, he stepped up once again and said yes to serving as the new Treasurer, when asked. CJ is a strong, silent force. He listens attentively, and after receiving all of the facts at hand, renders questions and comments that help the Board to visualize the broader effects of our actions. It is for this reason, in part, that we have been able to provide multiple opportunities to the SABD membership in regards to advertising.

An organization cannot move forward into greater realms of prosperity and success without thorough organization. And yes, the homonym is intentional, as one would be hard pressed to find a Secretary with greater recordkeeping abilities than Mary Jo. Her experiences as a past President of the Proctor Business District and as a former Secretary of the North End Neighborhood Council serve to give Mary Jo a unique perspective on what it takes to help a volunteer board stay focused and on task.

A working relationship between that of the district’s daytime retail and the vibrant nighttime establishments has proven to be a slight challenge. Dano, through his position as an At Large Board member, has helped to maintain an open level of communication between these two spheres of business. He is often referred to as the liaison to the Ave’s nightlife and his leadership position within Jazzbones gives him a trusted level of respect.

In an effort to reach out and give a voice to those living within the SABD’s boundaries, we invited a resident of 6th Ave to serve on our board in an At Large position. Marta heeded this call, and her insights on what it is like to live within the 400ft boundaries of our district have been vital in helping us to broaden our volunteer base. She will be one of the first to advocate that the changes that we have been making this year will serve to benefit not just business and property owners but patrons and residents alike.

One of the first accomplishments that this board implemented at the start of the year was the member subsidized advertising fund. The success of this program, in a large part, stems from the continued efforts of Marlene. As an At Large Board member, she has spent many hours informing business owners of the existence of this new SABD benefit. Not only was she successful in helping over 15 businesses advertise through this subsidy, she was also responsible for getting new members to join our growing association.
Operation Epic AoA [continued from page 1]
big top tent. We call it “Cirque du Tacoma” and the performances will be inspired by Cirque du Soleil.

There have always been free outdoor concerts at Art on the Ave, but this year, instead of three stages, there will be five, and rumor has it there will be at least one major headliner performing.

Internet access won’t be an issue at Art on the Ave because everyone inside the festival footprint will have free wifi access thanks to in-kind sponsorship from 2Bridges. Attendees can Facebook, Tweet, Instagram, live stream and Snapchat their little hearts out. By all means, share the love!

Art on the Ave is already famous for the Grub Crawl but this year there will be even more restaurants participating (11 so far and possibly 13). Here’s how it works: From 11 a.m. to 7 p.m., participating restaurants will serve portable dishes for only $6. Festival attendees can try food from more than one restaurant without missing any art or music during the festival. You can start at one end of the festival and eat your way from restaurant to restaurant.

The challenge comes in when participating chefs go head to head as our three celebrity judges sample and rate their dishes. The winning restaurants will be announced on the Jazzbones Main Stage.

Another epic aspect to the event is the large scale art installations like the giant puzzle by Angela Jossy and sponsored by Tacoma Games and Clear Channel outdoor, the epic paint pour by Eileen Newton and an interactive mural project by Tacoma Children’s Museum.

Even the poster is epic. Scrapbook artist Kimberlee Titus Gerstmann designed a tryptic (three posters that fit together as one) which look gorgeous when displayed together or separate. One poster features the music aspect of the festival, one features the art and the last features the carnival. Prints of the poster will be for sale at the festival in the Art on the Ave Store, which will be managed by Buzzards CD/Stadium Video former owner and current Tacoma City Councilman Marty Campbell. The Art on the Ave Store will also feature merchandise from local bands, festival T-shirts and other cool Tacoma swag. It will be good to see Marty behind the counter again.

Art on the Ave is always on the second Sunday in July. This year it falls on July 13th. The festival is located on 6th Avenue in Tacoma between Cedar and State Streets and it’s organized by 6th Avenue Business District. The festival opens at 11 am and closes at 7 pm. For more information, visit http://www.artontheave.org or to get the festival smartphone app, download “Guidebook” for free from your phone’s app store and then search for “Art on the Ave.”

**Need to make contact?**

Vendor Coordinator: Cathy Marcotte, vendor-saoa@on6thave.com
Volunteer Coordinator: Morgan Grimes, volunteers@on6thave.com
Visual Arts Coordinator: Jennifer Wedderman, jennifer@weddermann.com
Entertainment Coordinator: Daniel Rankin, danno@jazzbones.com
Grub Crawl Coordinator: Charla Ojala, charla16@gmail.com
Marketing Coordinator: Jackie Casella, jackie.d.fender@gmail.com
Festival Director: Angela Jossy, angela.jossy@gmail.com
6th Avenue Business District President: Dan Smith, info@tacomacustomjewelers.com

**District Manager’s Report**

**Sixth Ave - Higher than the flooding Mississippi River**

Summer is fast upon us, firecrackers are cracking and Art On the Ave is primed. The grates are gone, and ground cover in place, thanks to the mavericks from Mandelin’s. Serious landscaping as shown by H&R Block, Northwest Costume and several business and property owners has made a terrific difference in the Ave. The more I see the value of this district, the more value actually appears, thanks to those who stake a claim to the district.

I had been out of town vacationing on the Mississippi River in Minnesota where the water was higher than all the smoke being stirred up by the new marijuana laws. Two marijuana stores are wishing to move into the district at 2702 and at 3005 when the lottery is concluded on July 7th of this year.

For the most part I am indifferent to this issue and I am not sure how to respond to it. There seem
Nearsighted Narwhal
By Angie Lokotz

2610 A 6th Ave
Hours: Tues-Sat 10-9, Sunday 11-6, Closed Monday
facebook.com/thenearsightednarwhal
thenearsightednarwhal.com
Twitter @Narwhal253
thenearsightednarwhal@gmail.com
253-348-6281
Owners: Ossain Cardenas and Christina Armstrong

To foster creativity and give a voice to lesser known artists and writers (and help boost local economy)

The website for The Nearsighted Narwhal calls itself “A cute little self-publishing shop in Tacoma, WA,” and that’s what it is: a haven for zine and self-published authors, artists, and musicians. You will find racks of one-of-a-kind zines and comics, as well as cleverly displayed music dvds, and art-covered walls.

The shop is quiet and inviting. The coffee is brewing, and there is plenty of comfortable seating if you decide to stay a while and peruse the materials. There are work stations set up with materials if you need a space to create. And create, they do. The Nearsighted Narwhal attracts customers of all ages from parents with toddlers to school-age kids to adults. People are attracted to the live demonstrations, the artist and author sightings, and the ambiance.

Their business is heavily consignment-oriented, but they also have a number of wholesale and self-produced items. Their stock is constantly changing and you will likely not see an item twice, so buy it if it strikes your fancy.

Buttons!

The most fun part of the store is the button-making station. Who doesn’t need buttons? Buttons can advertise anything. Everybody looks at buttons. Like their website says, “Business cards get thrown away, but buttons get collected!” You can make your own, or if you need a great quantity, they will help you. Their prices are extremely reasonable.

Christina and Ossain have been open since June 3 in the space between Studio 6 and Kiss My Lash. They feel like 6th Avenue is the right fit for them because it offers easy parking, lots of foot traffic, and a great creative vibe. They were an Art Bus Third Thursday Tour Stop in June and will be again in July.

Stop in and say hello. “Nerds welcome!”

Subway
By Angie Lokotz

3001 6th Ave (6th & Junett)
Hours: Mon-Thur 7 am to 10 pm, Fri 7 am to 3 am, Sat 8 am to 3 am, Sun 8 am to 10 pm
subway.com
(253) 272-3633
New Owner: Jaspreet Samra

New Owner, New Paint, New Landscaping, New Hours

Casual counter-serve chain for build-your-own sandwiches & salads, with health-conscious options.

You may have wondered what happened to the bright yellow Subway on the corner of 6th and Junett. It has a new franchise owner: Jaspreet Samra, a recent graduate of UW-Tacoma with a degree in business. Entrepreneurship is in her blood. Her family owns 7-11 franchises, but this is all hers.
She commented that there are lots of opportunities for business on the Ave. Foot traffic gives it a community feel, but the location on a main thoroughfare brings auto traffic as well. Indeed, the parking lot at Subway is rarely empty.

Aside from the neater look and extended hours, Jaspreet is also working with Metro Parks and nearby schools such as UPS for athletic sponsorships.

If you’re looking for something to do, grab some friends and a foot long sub and head over to Tacoma Games for a board game demo. There’s always something to do on 6th Ave.

Sixth Ave - Higher than the flooding Mississippi River  [continued from page 3]

to be several sides, and no one is certain how to react to the projected outcomes. A first step, if not done already, is to speak with the impacted business owners, and see where they stand on this issue. The space at 2702 was leasing for a considerable amount, and has been vacant for several years. In the recent past it was not very inviting for would be clients. As for the space at 3005, it might be good to see why the Yoga Studio left, and consider addressing how to better keep good tenants in our buildings, so this issue will not arise so often. I believe that literally the smoke will begin to clear after the 7th of July, and we will have a more concrete understanding of what may or may not be happening with both spaces. If there is only one owner concerned about the way the district is taking shape, it might be a good idea to see if other owners share this concern.

It is evident that a unified objective, with all, or several owners involved, is advisable. I would think any business might want to know what type of establishment is trying to open near by.

A broader sense of involvement, through better communication would hopefully bring out the best in everyone concerned. I believe that a core of owners if they are not already communicating would be wise to do so. I am open to working toward this end with any business in the district that wishes to address this matter. I do believe that the reason we have a business district association is to find common ground, unify and then begin to construct ways in a proactive manner that will improve our district over all, and for all.

It is my voice and vote that we become pro active rather than reactive. The water is still rising and the smoke has not yet cleared. Finding time to sit down with each other on dry land for a while to air our concerns and goals for the district is one answer. Some times it is plain to see that we need all the elements to thrive in a district such as 6th Ave, and in a city of destiny like Tacoma.

In Love and Service,
Mario Lorenz
6th Ave District Manager

Thank you Tacoma Weekly Readers for voting our festival #1 Best in Tacoma!

Tacoma weekly will be featuring an AOA full color page story on July 11th. AOA was voted by our community this year as the "Best Community Festival in Tacoma" published by the Tacoma Weekly Newspaper. This may grow into a two page story. Tacoma Weekly is proud to support and highlight one of the largest and well known festivals here in our community. Feel free to email me pictures you may have from last years AOA. This may grow into a two page story. The deadline for getting an ad to go with this story is July 7th. Call me for rates.

Thank you,
Marlene Carrillo, 253-534-6563

Sixth Avenue Business District
Tacoma’s Eclectic Destination
Members, 2014

- **A+ Driving School**, Latonya Gore & Sean Harris, 253-272-5869, 608 North Oakes
- **Bluebeard Coffee Roasters**, Kevin McGlocklin, 253-272-3600, 2201 Sixth Avenue
- **Chalk Talk Bistro**, Mike Sandfor, 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.
- **Commenence 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, Therese Tucker, 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.
- **Fedway, Nick**, Nick Fedway, 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
- **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 98378
- **Laughter Masters**, Mario Lorenz, 816 So. L St., 253-272-6622
- **Laundry Masters**, Rose Mathes, 5401 Sixth Avenue, 253-752-6100
- **Law Offices of Terry 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.
- **Northwest Costume**, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue
- **O’Malley’s Irish Pub**, Pat Mawhinney, Richard Jenning, 253-367-9403 2403 Sixth Ave COMMUNITY MEMBER
- **Paul Reilly ND**, 253-752-4544, 3620 Sixth Avenue
- **Pierce County Community Newspaper Group**, John Weymer, 253-922-5317, 2888 Pacific Highway Ea., Fife WA 98424
- **Primo Grill**, Jacqueline Plater, 253-383-7000, 601 So. Pine Street
- **Retrospect**, Julie Bennett, 253-327-1399, 2709 Sixth Avenue
- **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
- **Taco & Custom Jewelers**, Dan Smith, 253-572-0508, 3013 Sixth Avenue, Suite A
- **Taco Co-op**, Vickie, 253-627-3344, 3002 Sixth Avenue
- **Taco Bike**, Mike Brown, 3010 Sixth Avenue
- **Taco Frame Makers**, Kim Weiser, 253-564-2320, 3013 Sixth Avenue, Suite C
- **Taco Games**, Loren Hess, 253-301-2137, 3001 B Sixth Avenue
- **Tandem Gear**, Dmitriy Mikheyev, 253-301-3026, 3019 Sixth Avenue, Suite B
- **TAPCO Credit Union**, Elizabeth Stewart, 253-565-8995, 2802 Sixth Avenue
- **The Hippie House**, Justin Stiegliitz and Sinha, 253-267-9846, 3109 Sixth Avenue
- **The Travel Company**, Mary Jo Strom Copeland, 253-564-8189, 2522 No. Proctor Ste 153
- **Turntable Treasures/House of Records**, Peter W. Vanrosendaal, 253-272-9229, 608 No. Prospect
- **University of Puget Sound**, John Hickey, 1500 No. Warner #1027, 253-879-3203
- **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