Next Meeting Tuesday, March 8
7:30 a.m. at Shakabrah Java
Board Meetings, Last Wednesday each month, 7:00 p.m. Location TBA

From President Dan . . .

Here’s what’s happening (because we are off to another great start): Councilmember Thoms will be providing the SABD with a motion for us to consider at our next General membership meeting regarding boundaries between recreational marijuana stores. In an effort to make it easier to pay membership dues (as well as other costs), the district has opened a Square account. Our prior relationship with NPC has been cancelled due to monthly fees. The Promotions Committee is quickly developing various activities throughout the year that will continue to highlight the various businesses within our core. The first such event will be March 19th. Santa will walk the Ave as the Easter bunny to handout candy and coupons to various businesses. We are collectively working on a grant to fund banners throughout the core as well as finishing the update to our gateway pieces at State and Alders streets. I’m also pleased to announce that Jacob Pugh has stepped up to serve as the SABD Secretary. We will have an opportunity to ratify this request at our next General membership meeting.

And now, you’re up to date!

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Boss Otter Presentation
http://www.bossotter.com/
info@bossotter.com

What’s black and white, has whiskers and a top hat, and can help your business attract new customers? Boss Otter. Boss Otter is a messaging app that allows customers to earn rewards by spreading the word about their favorite local business.

Bryan Bell, the developer of Boss Otter App will give a presentation at this month’s SABD Meeting on March 8 at Shakabrah. How does the app work? The users can select which business’s reward they want. That appends the business name at the bottom of their text. When the user has texted the required number of times, he can redeem his reward at your business.

Now with Incentive Pricing for SABD Members!
Dan McCormack
Business View Photographer | Google Maps
360 Degree Virtual Tour of Your Business
southsoundpano@gmail.com
www.southsoundpano.com
253.227.6061, 253.228.2337

Thank You to our Community Partners!
TAPCO Credit Union
2802 6th Ave, Tacoma, WA 98406
(253) 565-9895
Upcoming Events:
March:
Sunday, March 6 - Tacoma Games
6 on 6th Social for March (the 6th is a Sunday). 5:00 to 6:00 pm at Tacoma Games, 2509 6th Ave. Family Friendly, bring the kids! Please contact angie.lokotz@gmail.com if you’d like to host in April.

March SABD General Meeting
Tues, March 8, 7:30 am, Shakabrah Java, 2618 6th Ave
Contact: Dan Smith, President, info@tacomacustomjewelers.com

Monthly Drum Circle - Crescent Moon Gifts
Fri, March 11, (always the 2nd Friday) from 6:30-7:15pm Free, no experience necessary

Saturday, March 19 | Bunny Walk
Santa Al, disguised as the Easter Bunny, handing out Coupons and Candy. Say no more.
Contact: Al Switzer, aChristmasWishes@gmail.com

SABD Board Meeting
Wed, March 30, 7-8pm, Location TBA
Contact: Dan Smith, President, info@tacomacustomjewelers.com

District Manager’s Report
This has been a busy month for the SABD Board and Committees, and me too.

Nick Fediay, SABD Vice President Elizabeth Stewart, and I met with Lynette Claire, a UPS business professor, early in the month to discuss the possibility of getting her students to help SABD with a development plan. She suggested that their marketing club might help us create a more robust social marketing strategy. We may meet with the club sometime in March if they can find an opening in their schedule for us.

On February 17, Elizabeth and I attended the Fundraiser Luncheon for the Hilltop Street Fair. We met representatives of the Hilltop Business District, heard speeches by various Tacoma dignitaries and
The app is currently available only on Android; iOS is in the works. You can download the app at the Google Play Store.

Bryan has offered to stay for a while after the meeting if members have unanswered questions.

Images are from Boss Otter Facebook page.

New Secretary for SABD

Jacob Pugh of TAPCO has stepped up to fill the Secretary role for the SABD Board. Jake is a 2012 graduate of PLU, a world traveler, writer, and efficient organizer.

His talents will be appreciated on the Board. We will need a vote to make it official. We will take a vote at the March meeting.

Angie Lokotz, previously serving as secretary, has stepped into a new role, District Manager. She also collects the news of the District and writes the articles for the newsletter.

18-24 year olds send an average of 2022 texts a month. This gives your store 2000+ opportunities to be seen by potential customers. And, it would seem that businesses are lining up to get in on the action. The app has only been available since the beginning of the year, but already many well-known Tacoma businesses have signed on.

A quick glance at the Boss Otter Facebook page lists some of the businesses, including: Puget Sound Pizza, Odyssey 1, Cloverleaf, Half Pint, DOA, Tatanka Take-Out, Lyon Pride Music, Mexico Magico (formerly El Toro), Steel Creek, Loose Wheel Bar and Grill, Emerald City Smoothie, Tower Lanes, Hot Rod Dog, and more. In fact, every time I go to the page, I see more and more businesses signing on.

How does a business sign up? What are the costs to you? Bryan is here to answer those questions and more!
Promotions Committee Report

Hi, there. As Chair of the Promotions Committee I would like to invite all of you to visit one or more of our meetings to discover what we can do to get customers into our doors, because without them, what’s the sense in being in business? Everything we do as a district should benefit the member businesses.

Everything starts with the first step. Let’s get everyone working toward the same goal on the Ave. It would be fun for all and everyone would benefit from it. The more hands we have, the easier the task, so come on out and join in the fun and planning.

Meetings will be held in the mornings and evenings so that everyone has a chance to participate. We all have businesses to run and we are on different time schedules. I will be happy to stop by any business to talk about your issues, ideas, or needs on your timeframe.

Some ideas we are tossing around:
- Mother/Daughter Day
- Ladies Night Out
- 6th Ave Pub Crawl
- Selfie Wall
- Trick or Treat

Our first venture will be the Bunny Walk on March 19. Santa Al will be walking around on 6th Ave dressed as a giant bunny and handing out packets of coupons to potential customers. Coupons should be no larger than 4x5. Businesses are responsible for printing and cutting out their own flyers and coupons; the Promotions Committee will stuff envelopes and get them to Al. If a few businesses want to sponsor a bag of Easter Candy to hand to the kids please let us know.

You can call contact Al or Angie to arrange pickup, or drop off your coupons at Ubi’s (2607 6th Ave).

Remember, let’s shoot for the moon and see how close we can get. Next time, we’ll get closer.

Let’s make it happen! It’s up to us.

Thank you for your trust,
(Santa) Al Switzer
Promotions Chair
253.756.7459 | achristmaswishes@gmail.com

More Info on Bunny Walk from Angie:

We hope to have 100-200 envelopes stuffed with coupons or flyers for 6th Ave Businesses. If you plan on having a Spring/Easter special and would like your coupons to be included, please let us know. A representative of the SABD Promotions Committee will stop by to pick them up.

Coupons can be business-card size up to 1/4 page (4x5) size. You are responsible for printing them and cutting them up. We will stuff envelopes and hand them out.

Think of it like a 6th Ave Val-Pak, delivered in person, by a big bunny. Because children may be the recipients of the packets, please keep the coupons family-friendly.

Please call Santa Al (253.756.7459) or Angie (253.228.2337) to arrange pickup of the coupons, or you may drop them at Ubi’s (Ubiquitous Journey, 2607 6th Ave) by March 8, or bring them with you to the General Member Meeting at Shakabrah (2618 6th Ave), March 8, 7:30 am.
District Manager’s Report

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met many Hilltop business people and proponents. Kristie Worthy is their Street Fair organizer and in a rousing speech, she presented their poster, their various sponsorship levels, and impressed upon the crowd the need to give.

Hilltop and 6th Ave business districts will be doing a united crossover newsletter for our June issues. That issue will be devoted to our respective street fairs and offer expanded advertising opportunities for our businesses. The cost of advertising in the special crossover issue will remain the same as for our normal issue, and it will give businesses roughly twice the readership potential while providing new networking possibilities. Because the newsletter will be larger than usual, the deadline for advertising will be early May. Details to follow.

The Art on the Ave theme for 2016 is Community. The committee has been working on their web page (https://on6thave.org/art-on-the-ave/) and it is filling out nicely. The Board is working to create a storefront page through Square so that vendors can pay their fees there, members can more easily pay their dues, and we can collect advertising fees there as well. This should be complete by mid-March.

Elizabeth and I have also begun a walk-about on 6th Ave introducing ourselves to business owners and talking about our membership drive. We have been working to establish what is covered by the various fees. The $200 Community Partner level will get you a thank-you spot on the front of the newsletter as well as a mention on the website. This is a good opportunity for some of the larger businesses and franchise businesses on the Avenue to feel more involved without having to spend a lot of time at meetings, etc. Our website is mostly fleshed out, and it is mobile-friendly, but it is not complete. I hope to have all the business links up by mid-March as well. In the meantime, check it out (on6thave.org). If you have suggestions, please let me know.

On February 26, I had the opportunity to attend the Annual NBDA Leaders-CED Director Summit, which is a gathering of Business District representatives and their City of Tacoma counterparts led by Ricardo Noguera, the Community and Economic Development Director for the City. It was interesting to hear the goals and accomplishments, as well as challenges for each of Tacoma’s Business Districts. Many of us have similar problems (located on thoroughfares, more vehicle-than-foot traffic, lack of parking, graffiti, etc.) Every district that had banners installed felt it gave them more presence and unity as a district. Our banners are in the works.

Our goal this year is 100 paid members. We have about 25 paid members so far. Mario is now the manager of the Hilltop Business District and he and I have a bet to see who gets to 50 first. I have $10 riding on this; please don’t let me down.

Our 6 on 6 Socials are continuing each month (with the exception of July) and attracting more business owners. If your business would like to host a social, please contact me.
Bring Your 2016 Membership Dues to the Next Meeting
Or Mail to Sixth Avenue Business District, 2802 Sixth Ave., Tacoma WA 98406

Clip and fill in the form below and enclose it with your dues. Thank you, Your Membership Committee

SABD General Meeting Minutes
2/9/16

New Meeting Time & Place: Shakabrah Java, 2618 6th Ave, 7:30 am

Call to Order 7:37 am by Pres. Dan Smith

Introductions

Motion to Approve Minutes (Casey Cowles/Al Switzer) Approved.

President’s Report | Dan Smith:
New District Manager: Angie Lokotz
Need Secretary Position filled; please step up.
Invoiced the City for $4000

Treasurer’s Report | Peter Vanrosendael:
Currently in bank $2660.65
To be paid………………..500.00 (last installment to Landscapers for tree wells)
Paid members to date: 16
Members, please pay your dues promptly and recruit a new member. Thank you.

CLO Report | Daren Skaanes: (also present were Michael Johnson of Pt. Defiance and Don Stodola, CLO for West End of 6th Ave)
• 12 Vehicle Prowls since last report Leave NOTHING in your car
Reports of a transient harassing customers in 6th Ave Businesses, goes by name of Tyga Officers have re-
Paid Members 2016

- Altman & Witt, Inc. P.S. Personal Injury Attorney, 253-761-1000, 3817 Sixth Ave., ryan@almanwitt.com
- Bluebeard Coffee Roasters, Kevin McGlocklin, 253-272-5600, 2201 6th Avenue, wh@bluebeardcoffee.com
- Crescent Moon Gifts, Angela Wehnert, 253-572-8839, 2502 Sixth Avenue, cmgtacoma.com@aol.com
- Diamond Green Recreational, Malkit Singh, 253-301-3148, 4002 So. 12th St., diamondgreen@tacoma@gmail.com
- Dirty Oscars Annex, Alex Henderson, 253-572-0588, 2309 Sixth Avenue, dero@dirtyoscarsannex.com
- Emerald Leaves, Matt Freet, Thomas Kaspana, 253-507-4591, 2702 6th Avenue, emeraldleaves253@gmail.com
- Fediy, Nick, Nick Fediy, 360-507-7001, P.O. Box 3336, Lacey WA 98509, nfediay@comcast.net
- Grant Center for the Expressive Arts, Dan McKeown, 253-571-5400, 1018 No. Prospect St., grantceapta@gmail.com
- Gray Lumber Co., Steve Gray, 253-752-7000, 6th Avenue at Adams, PO Box 7126, steve@graylumber.com;
- HHJ Inc., Calli, 253-922-4168, 601 St. Helens Ave, calli@hhjinc.com
- Laundry Mart, Rose Mathes, 5401 Sixth Avenue, Suite 1, 253-752-6100, laundrymart@hotmail.com
- Lawn Equipment Repair, Al Switzer, 253-756-7459, 3519 1/2 Sixth Avenue, achristmaswishes@gmail.com
- Legal Shield, Bill Connolly, 253-272-2924, 1321 No. 5th St., susanconnolly@sprintmail.com
- Lind Pest Control, Beth Lind, 253-503-1100, 4138 Sixth Avenue, info@lindpestcontrol.com
- Mihael Blikshteyn, Mihael Blikshteyn, 707-633-8077, mkblik@gmail.com
- Minuteman Press, Casey Cowles, 253-474-9900, 2941 So. 38th St. Ste C, ccowles@minutemanpress.com
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue, tomjohnson3649@comcast.net
- Primo Grill, Jacqueline Platner, 253-383-7000, 6th Avenue at Oakes, pygill@qwestoffice.net
- Red Hot, Chris Miller, 253-779-0229, 2914 Sixth Avenue Suite B, delicioushotdogs@gmail.com
- South Sound Pano, Dan McCormack, Angie Lokotz, 253-228-2337, 704 No. Warner St., southsoundpano@gmail.com
- Southern Kitchen, Gloria Martin, 253-627-4212, 1716 Sixth Avenue
- Sutton-McCann & Co., PS, Gordon Bower, 253-564-2217, 7320 Sixth Avenue Ste 2, admin@sutton-mccann.com
- Tacoma Bike, Mike Brown, 253-272-1351, 3010 Sixth Avenue, mike@tacomabike.com
- Tacoma Little Theatre, Jennifer Aylsworth, 253-272-2281, jen.a@tacomalittletheatre.com
- TAPCO Credit Union, Elizabeth Stewart, 253-565-9895, 2802 Sixth Avenue, Elizabeth.Stewart@tapcocz.org
- Turntable Treasures/House of Records, Peter W. Vanroosendaal, 253-272-9229, 608 No. Prospect, peter@turntabletreasures.com
- Ubiquitous Journey, Robyn Liss, 253-572-2550, 2607 Sixth Avenue, robyn@ubjourney.com
- University of Puget Sound, John Hickey, 1500 No. Warner #1027, 253-879-3203, hickey@ups.edu

Minutes of February General Meeting [continued from page 6]

Announcements:

James Allen Tucker | Art on the Avenue meeting Thursdays at 7:00 in the old Post Office Building downtown. Promotions Committee meeting at Northwest Costume shop Thursday evening at 7:00 pm

Drawing for Complimentary Breakfast at Next SABD Meeting:

Congratulations Winners: James Tucker and Olga Inglebritson

Adjourn 8:37 am

Respectfully submitted

Angie Lokotz
Secretary, SABD
Marketing Opportunities With Our Military Friends
From Lynette Portello
Swarner Communications

April 23 is our Military Travel Fair for the 51,500+ local troops and their families. Same as last year, we want to have lots of information for them so they can get involved in seeing the area. Plus, we are looking for organizations to bring travel information and interactive things to do at our fair as well. If this sounds like something 6th Ave Business District could help us with, we’d like to extend a complimentary booth.

We are also in need of donations tickets/accommodations/meals that we can give away throughout that day. We plan to have lots of different travel games going for all ages - a fun way to interact with our military as they also visit the travel booths in the fair. Donation value to be applied to any of our 7 marketing platforms below, including our March 24 Welcome Guide dedicated as a resource for thousands new to the area. 30,000 audited copies delivered to Pierce, Thurston & Kitsap counties plus mailed to housing at JBLM and Naval Base Kitsap.

Organizations already confirmed include the Seattle Premier, Tacoma Museum District, Puget Sound Tourism, Mt Rainier Scenic Railroad, Worldmark, Grey Gull Resort, Ocean Shores, Olympia/Tumwater/Lacey Visitors Bureau, Olympic Peninsula Tourism and more.

Let me know if you’d like to be a part.

Thank you,
Lynette Portello
253.225.9665