Next Regular Meeting
Tuesday, April 11, 9:30 a.m.
At Crown Bar, 2705 Sixth Ave

Spring Fairy Festival
Saturday, May 6, 2017, | 11-7 | FREE!
Presented by Crescent Moon Gifts
2502 6th Ave, Tacoma WA 98406
Fantasy themed festival of Art, Music & Dance - Fun for the Entire Family!
Businesses who would like to partner with Crescent Moon by offering a special for attendees, please contact Angela Wehnert, and she will promote this for them.
Info 253-572-8339
Artists - Vendors - Workshops - Music - Dance - More!
Costumes Encouraged!

District Manager’s Report
By District Manager Angie Lokotz

Pots on the Ave
Beware the Ides of March. On March 15 I received an email from Fritz Loesch, property manager of the building at 3002 6th Ave, currently occupied by Mary Mart.

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TAPCO Garners Marketing Awards For Rebrand

TAPCO Credit Union has been honored by the Credit Union National Association’s Marketing & Business Development Council.

The credit union, headquartered in Tacoma, received two Diamond Awards and one Category’s Best Award for its marketing achievements. The Category’s Best award, in the New Corporate Identity category, recognized TAPCO’s rebrand efforts. TAPCO introduced a new corporate identity last year.

“The credit union industry has no shortage of marketing and business development talent, but, as the name of the prize suggests, these professionals shine the brightest,” said Amber Scott, Chair of the CUNA Marketing & Business Development Council’s Diamond Awards Committee. “Bold, inventive and fearless in the face of uncertainty, the 2017 Diamond Award winners inspire us to aim higher and try new approaches.”

TAPCO was recognized at the council’s 24th annual conference, held March 29-April 1 in San Antonio.

Street Beat by Peter Vanrosendael

Lets talk about SYNERGY. The sum of the parts being greater than the individual's views. We're talking about that well oiled machine hee-yah, that quick pit stop giving three seconds to win the race. This machine (despite its' incongruous parts) functioning as one, with a common goal (oh yeah by the way if yaz doesn't agree with the common goal, then stop reading now, or run for office on our board and support YOUR ideas of goals for 6th Avenue Business district.

This is what leadership is i.e. kudos to our new President for steering us into a better place. Now I know some of you are already thinking; don't tell me how to run my business, but think about this; If there were 10 restaurants (or record stores) on Sixth Avenue and by some misadventure, nine went out of business, do you think the remaining ONE would have an exponential increase in business??? really??? VARIETY is the spice of life, and that's precisely why 6ABD is becoming that destination of destinations in the environs of the South Sound. Just by joining our team and paying your dues ($100.00 a year), you are making this 6ABD entity a better entity, and have a nice day.
Some shop owners are made and others are born to the task. Jessica Prindel is the latter. Although she’s only 25 years old, she brings a lifetime of experience with 6th Ave and thrifting to her shop. She grew up with family who regularly visited garage sales and she enjoyed discovering treasures among the many items for sale. She worked retail for years, learning how to choose, display, offer, and price merchandise. She attended Spaceworks training to learn the “business” of operating a business.

She spent four years on the Ave working at Hi-Voltage Records and during her time as manager there she realized her passion for thrifting and resale. She often thought about the kind of stores she saw along the Ave and what type of store she would like to shop. When Hi-Voltage moved to their new location she opened her store in the spot they vacated, because, she explains, “I already had the key.”

Her elevator statement: Tacoma Thrift & Consignment offers unique curated secondhand treasures made, found, and donated by the people of Tacoma.

Her inventory is a little bit of everything: vintage housewares and decor. About 10% of her stock is consignment (items that would retail for $50 or more), about 45% is donated, and the rest she finds by zealously attending garage sales on weekends. According to their website, Tacoma Thrift will even make house calls! So, for those of you contemplating a moving sale or estate sale, check with Jessica as well.
Tacoma Thrift & Consignment  
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Her typical customers fall into three categories:

- College kids attracted by low prices and unique retro stuff
- Mid 30’s women buying for their first house or starting a family
- Women mid-50’s to 60’s looking for items to decorate and embellish their homes

She loves being on 6th Ave because of the relationships she has built here and because she saw a need for another family-friendly store within walking distance of neighborhoods. The street traffic doesn’t hurt. She says she has a great rapport with Shakabrah who regularly sends their customers to browse at her store while they are waiting for a table to open up.

She operates under the philosophy that “a fast nickel is better than a slow dime” so she has not had the need to have sales or lower her prices. But her long history with retail has not stopped her from thoughtful planning. She says her tags are color-coded just for that purpose.

A trip to Tacoma Thrift is well worth the time, in fact you may lose yourself browsing the shelves and finding that perfect item to enhance your own home.

Design Committee Report

The Design Committee went to the North End Neighborhood Council meeting to present our Innovative Grant proposal. The proposal includes designing and installing vinyl graphic wraps on the new solar compacting trash cans and decorative trash cans coming to 6th Avenue later this year. The design committee will work with a graphic designer, 6th Avenue business owners, and neighborhood members to showcase the cultural diversity of the businesses and people in our district.

Since 6th Avenue is the joining boundary between the North End and Central Councils, we've asked they work together to fully fund the $10,500 proposal. The North End Council has agreed to fund half of the project and we will present to the Central Council this week for the remaining half.

The trash can graphics will be a key component of a larger "place-making" strategy currently being updated for the District. Goals of the place-making strategy include improving pedestrian experience in terms safety and appeal, strengthening 6th Avenue's identity and character, and attracting business activity to the District.

The steps of the process are:
1. review previous neighborhood plans
2. organize community input for visioning
3. develop concepts based on public input
4. define phasing and funding priorities
5. prepare a 6th Avenue Business District streetscape improvement document

Look for opportunities in the coming months to get your ideas for the neighborhood into the plan. We will be sending out notices in the 6th Avenue newsletter and online.

John Wolters, chair, Design Committee  
206.371.5152

WC STUDIO  
architecture agency

Angie Lokotz
Next 6th Ave Dinner Tour April 9

- 6th Ave's longest running promotional event after Art on the Ave, 6th Ave Dinner Tours
- Tours on The Ave for almost 10 years!
- Next tour date: Sunday April 9th
  Menu, guided start time options, and ticket purchases available online: 6thAveDinnerTours.com
- Must purchase ticket ahead and spaces are limited!
- Come solo, date, or with friends! Request your own group! Great for getting to know your neighborhood and networking!
- Businesses: tours not only visit the restaurants that are signed up but also pop in to show off any businesses that are open and encourage attendees to buy stuff from your store! See if you can extend your hours so that we can bring people to you - at no charge to you! I appreciate any heads-up as well to pre-advertise places we'll visit and any specials you might have.
- I'll put your info out there across several platforms! - creator and organizer of 6th Ave Dinner Tours, Natasha Thayer, Studio 6 Ballroom Event Hall & Studios

Back at Work!

6th Ave Business District Vice President and TAPCO Branch Manager Elizabeth Stewart is back at work on the Ave after a maternity leave.

Welcome back, Elizabeth, and congratulations on little baby Roman!
SABD General Meeting Minutes  
03/14/17 Crown Bar, 9:30AM

Call to order 9:36 am by Pres. Christina Smyre

Introductions

Motion to approve minutes (Casey Cowles moved, Jacqueyl Plattner seconded), All Approved

President’s Report | Christina Smyre • Christina was interviewed by Business Matters (shown on local channel 12) to promote the Ave • The interview will be on between April 16th and May 15th

Treasurer’s Report | Tracy Hansen • Our current balance in our account is $11,230 • We have two outstanding checks that have not been cashed; they are paid to the order of two of the officers that we hired to patrol the Santa Parade

District Manager’s Report | Angie Lokotz • We are looking to get a grant to wrap our trash cans • According to Shari Hart from the City, these will be solar compacting trash cans • We have multiple vacancies for business spaces on the Ave • If anyone is in the real estate business, please consider applying to the SABD board to manage this • Call 311 for graffiti

CLO Report | Imtiaz Norling • Counterfeit bills were used at Taco Bell • We had relatively low crime this last month • No violent crimes • Only property crimes, these are down as well • 5 vehicle prowls this month, 4 vehicle thefts • Bike patrol has been approved by Norling’s Sergeant and Lieutenant

Economic Development Report | Carol Wolfe • The City is replacing lights around the city with LED lights • Any big lighting projects, like one we would like on the Ave, is considered a capital project. The expense would cost six figures. • Garbage can replacement • The garbage cans in the 6th Ave, Stadium, and Hilltop business districts will all be replaced with big belly, solar powered garbage cans. • The placement of these cans will be where the City finds trash generated (through a study), the trash cans will not be placed for businesses. Businesses are to handle their own garbage. • Vacancies on the Ave • Carol has a lot of information regarding the buildings on the Ave. Reach out to her for information regarding permitting, code, etc…. • Citizens Forum is held at 747 Market, generally the 2nd Tuesday of every month at 5:00PM • This a place to address issues with councilmembers that they may not know about

Chamber of Commerce | Len Ganduglia • The Chamber of Commerce for the City is now the second largest in the state at over 1,700 members • The Chamber is creating a Chamber Relocation Guide (different than Travel Tacoma) • The guide will be available to people moving to Tacoma and will feature all of the business districts within the City • Business will be able to put a link to their businesses on this website • It will be available online. A printed version will not exist • The Chamber has been actively involved in the legislative agenda with issues such as the transportation packet for the region and an increase to the minimum wage. • Chamber events • Meet & Greet Happy Hour on Thursday nights from 5-7PM at the Freighthouse Square • Westside wakeup, a business forum on the last Friday of the Month at 7:30AM at the Allenmore Pavilion

Candidates for Mayor of Tacoma • Victoria Woodard • Victoria has served on the Metro Parks Board, was the Metro Parks Commissioner, has served on the city council for 7 years, and has lived in Tacoma since she was three years old • James Merritt • James is a small business owner. He started his architecture firm 30 years ago with a colleague.

Design Committee | John • We have applied for a grant to wrap the 24 garbage cans along the Ave • We are researching what it would take to do a lighting project along the Ave to stay better lit at night

Safety Committee | Casey Cowles • We have violent mentally ill folks on the Ave • Councilmember Blocker said he would take stories of our interactions with these folks to the City Council • Please continue to share your stories about interactions with these folks

Artists for Life | Adam • Collective Spring Cleaning • Adam’s organization will get the items to organizations that need them • 50 business are on board, limit to 9 or 10 bins • Information can be found at fundamental-change.me

Plastic Bag Order • The order banning plastic bags from being issued from retail establishments within the city will start in July • Does anyone have a cost effective solution for bags? • If so, please reach out to any member of the SABD board with information

The Sister City Film Festival is currently going on through May 29th at the Grand Cinema

Meeting adjourned at 10:28

Respectfully submitted, Jacob Pugh, secretary
JOIN US! - 6th Ave Needs You!

Fill in, clip and mail the form below with your check (the address is in the form) and you’re all set for a great 2017 with the Sixth Avenue Business District. If you’d rather pay by credit card, please email Angie Lokotz, angie.lokotz@gmail.com, and she’ll invoice you via our Square account and we’ll all save postage.
property of the business district, placed there a number of years ago. The current tenant would like them removed as they do not fit his needs. He reached out to see if the district would be willing to relocate them, or grant him permission to sell/dispose of them. The planters are rather heavy--between 350 to 500 pounds. He said that if we didn’t get back to him by 4/1 he would begin the process of disposing of them.

I forwarded his request to the Board. We first asked if any businesses would like to be a home for the planters. Three businesses replied right away: Ubiquitous Journey, Tacoma Thrift, and Casual Comfort Futons. Not realizing exactly how heavy they were, we said they could move them to their property. Then Board Member Casey Cowles and I went to the property to inspect the planters. Casey tried to push one to nudge it and test its weight. It didn’t budge.

The planters have a long history. They were originally offered to business districts because they were surplus to the City of Tacoma. Hilltop Business District took advantage of the offer and so did 6th Ave. Both districts embellished the planters using grants. Claudia Riedener was the Art Chair for the 6th Ave Merchants at the time and wrote the grants for the planters as well as the embellished trash cans. They were inventive and decorative, but over the years they have been moved around, the plants are long-dead, and few survive. There is a planter on the corner by The Red Hot that acts as an ashtray/garbage can. Jazzbones has a surviving planter on its corner that has remained surprisingly clean. And there are three planters at the Mary Mart location that will either find a new home or be destroyed.

Our president reached out to some landscaping connections about possibly moving the planters. They demurred. I contacted a tree service located near 6th Ave suggested by Shari Hart. They said they were not equipped to do that type of thing. Shari and I also discussed where they could be placed. Apparently there are strict rules about the placement of large heavy objects on City streets. For instance, they cannot be placed where a car door can accidentally bang into them. There are also rules about moving them. Any firm who moved the plant-er would have to agree to cleaning up the mess in case it fell during the move. The clock kept ticking and suddenly it is April.

While we do not necessarily want to see these destroyed, the chances are slim that we will be able to find homes that fulfill all the requirements: placement and maintenance; that we will be able to move them to a new location without incident: losing chunks of tile or marring the paint; or that the businesses won’t have buyer’s remorse once they realize how large and immobile they all are.

Perhaps these are at the end of their life cycle. Time passes and things change. The “art” on 6th Ave has also changed. The embellished garbage cans will soon be replaced by the City with standardized containers. The planters have lost their luster. Other art has also been affected. There was a mural on the side of the Minitti building that was replaced with vinyl siding. There was a lovely carved bench on the corner by the former Food Co-op which had to be removed because it had basically rotted beneath a homeless man who had adopted it as his spot.

We are not against plants and planters and many businesses have installed their own much smaller scale planters by their businesses. The Ave is also looking to embellish the new garbage cans with wraps that will make them less attractive to graffiti and also tie in with our gateway pieces and banners and make the Ave more unified looking.

Our Design Chair, John Wolters, is developing a strategic plan for 6th Ave and we will be asking the input of the businesses and neighbors as we move forward. We envision a lively streetscape that will blend art and nature while still keeping the eclectic vibe that draws people to the Ave. John has written an update in this month’s newsletter and I encourage you to read it.