Contract Signed with Event Coordinator and Chair of Events

By Casey Cowles

The Board for the Sixth Avenue Business District (SABD) is pleased to announce we have reached an agreement with Danno Rankin and James Tucker to serve as our Event Coordinator and Chair of Events through July 31, 2016. Their main responsibilities will be planning and executing The Santa Parade, Art on the Ave (AoA) and a Spring Event that at this point is a blank slate. The Board is excited for Danno and James to continue growing our events to both raise additional funds for our District and to bring people into our core for an awesome time that will give them reasons to visit again.

It’s important to note that Danno and James came to us with a fair proposal that for financial reasons we had to counter and after hearing us out they both made concessions to get this agreement in place. Although the agreement has the ability to be financially rewarding for Danno and James, which recognizes the amount of work these positions require, it also financially protects the SABD while illustrating that Danno and James are in this to help our District.

Like everything our District does, these events will not work without volunteers. If helping plan and execute events that bring tens of thousands of people to our District and gives everyone the opportunity to share their business with the visitors is something you want to get behind, contact Danno and James for details on upcoming meetings.

danno@jazzbones.com
jtucker@jamesatucker.com

SABD Manager’s Report

By Mario Lorenz

Sixth Ave! The vision and the promise!

The Vision at least in part is to create a new and wonderful holiday event. To that end Al Switzer has stepped up and is creating a Santa Parade that will be second to none in the district and the entire city. I think the promise has to do with getting a contract signed with our event coordinator and committee chairman for the rest of this year and into the most of the next.

The Good news is we got a contract signed with James Tucker and Danno Rankin for the production of events during the rest of 2015 and up to September of 2016. To my knowledge this is the first time we have gotten a contract done the year before (September) in the history of Sixth Ave. It would be my hope that those involved will be adequately motivated to action and be able to enhance the events that are already in motion and be able to support any new events that may arise that will bring more walking persons into the shopping district for the betterment of the business district as a whole. I am sorry that Day of the Dead was lost in the process but there were several reasons for this. And it can easily be brought back next year with the formation of a good and eager committee.

The search begins soon for new board leaders that will replace the ones that decide not to run for 2016. Hopefully the current board, will stay intact for another year, if for no other reason, than to maintain stability within the business district. The progress, in the past couple of years, has been healthy for the district. The next goal is to have a more active membership com-
Maximize your Social Outreach

Most business owners these days have social media strategies. They post on their Facebook pages, they Tweet, and many use Pinterest, Google+, or Instagram to promote their businesses. You spend a lot of time planning your social posts and you know the engagement by your clients/customers is worth the effort.

You can get more Likes by cross-promoting your business posts with the 6th Ave Facebook page (https://www.facebook.com/6thAveTacoma). For the last year, your Secretary has been working on increasing our social outreach. We have thousands more followers than other business districts here in Tacoma. The attached image shows where we rank compared to some other Tacoma districts. We have over 7,000 total page Likes and our engagement is three times that of the others.

Post to our page, or mention our page in your post and reach more potential customers. Like our page. And Like the pages of other 6th Avenue businesses (yes, even your competitors). Successful businesses draw other successful businesses. Restaurant owners know that they do better when located in a district with many restaurants. Gift shops tend to pop up in clusters. When your neighbor business does well, chances are you will too.

[continued on page 6]
Traffic Box Wraps Coming Soon

Last May the City of Tacoma put out a Call to Artists for a city-wide Traffic Box Wrap Project. They invited artists living within the city limits to submit artwork designs to be reproduced as vinyl wraps which would be applied to traffic signal boxes throughout the city. The project was an extension of the Tacoma Murals Project, which has been responsible for 27 murals across Tacoma since 2010, murals which strategically revitalize and beautify our city.

The Traffic Signal Box Wrap Project’s intent was to enhance public infrastructure that is often targeted by vandalism, and as you know, Sixth Avenue is often hit by tagging. The wrapped boxes should discourage tagging, enhance our neighborhood identity, turn ordinary spaces into community landmarks, and—as all good art does—promote community dialogue.

At our last General Meeting Kala Dralle, Economic Development Specialist for the City of Tacoma, announced that the City had made their choice of artists for the Traffic Box Wraps. About 20 artists were selected. Sixth Avenue has four traffic signal boxes within our boundaries (6th & Oakes, 6th & Pine, 6th & State, and 6th and Steele). Kala offered a selection for 6th Avenue to choose from and Robyn Liss convened the Promotions Committee to make their decisions.

The City will be responsible for printing and installation of the box wraps. We are looking forward to seeing the results.

Here are the wrap design selections for our four box locations along with a current photo of what they look like:

6th & Pine - Isaac Olsen

6th & Oakes - Chandler O’Leary
Traffic Box Wraps  [continued from page 3]

6th & Steele - Julie Luke

6th & State - Chelsey O’Sullivan

Article and Photos by Angie Lokotz)

Serious Personal Injury?  
Talk to a Serious Personal Injury Attorney

TERRY E. LUMSDEN

• $6 million for E.Coli hamburger contamination
• $4.5 Million for 80 clients, 100 unit Bremerton apartment fire
• $5.5 Million for 750 clients due to defective home diesel oil contamination
• $5.0 Million for child birth negligence
• $5.3 Million for brain injury to child due to window blind cord strangulation
• Millions in injuries and deaths due to baseboard heater and thermostat failures; car accidents, brain injuries, product liability, industrial toxic injuries, elder abuse
• Each case is different

PH: 253-537-4424  
EMAIL: telumsden@aol.com
3517 6th Ave, Tacoma (6th and Union)  
accidentattorneytacomawa.com

GET ON THE MAP

South Sound Pano

Dan McCormack
Business View Photographer | Google Maps 360 Degree Virtual Tour of Your Business
southisoundpano@gmail.com
www.southisoundpano.com
253-228-2337 | 253-227-6061

Adv.
SABD General Meeting Minutes | 9/8/15

New Location: Epworth LeSourd Church (Now called “The Spire”, an educational performance space/kid theatre/murder mystery theatre/and more under new owners Tacoma Musical Playhouse)

Call to Order 9:05 am by President Dan Smith

Introductions

Move to Approve Minutes | Casey Cowles/Al Switzer | Approve

President’s Update | Dan Smith
The contract for AoA event manager is now with Danno Rankin and James Tucker. They are reviewing and will send back. We have sent invoice to City of Tacoma for their $4,000 funds. The tree wells are done all down the Avenue.

Treasurer’s Report | Absent

CLO Report | Daren Skaanes (happy to be back) | dskaanes@cityoftacoma.org | 253.594.7961
- Burglary Reduction Initiative is proving effective. Burglaries down 50% from this time last year.
- Update on Sluggo’s: Some arrests made, search warrants served, some property returned
- Alcohol Impact Update: As of October 24, the North End will all be an alcohol impact area. We should begin to see a reduction in inebriants on the Avenue.

Bugs are being worked out with the TacomaSafe.org online crime reporting site. Project Peace next meeting 9/14 at Asia Pacific Cultural Center, 5:15 to 8:15-ish. An opportunity to voice concerns to the Tacoma Police, community members, and City Manager, with constructive dialogue. Working on the concept that we “need conflict to grow.” CLOs are 2 degrees of separation with the community.

City Dept. of Econ. Development | Kala Dralle | kdralle@cityoftacoma.org
- The Wraps on the Elec. Boxes: Naomi Avila is sending design selections to our Sixth Ave Design Committee. We have four box locations on 6th Ave that qualify for the wraps: Oakes, Pine, State, and Steele. Design Committee will select four designs and two alternates.
- Monday Mixer 9/21 at Harmon Tap Room 5-6:30 pm featuring Tech Startups
- Sunday Downtown to Defiance all along the waterfront of Tacoma; closed to cars, open to any other form of transit: bike, skates, skateboards, etc. Tacoma “Make a Splash” grant funds are available up to $50,000. Apply in the Spring: stormwater runoff projects considered. Puget Sound Starts Here

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Maximize Your Social Outreach  
[continued from page 2]

On Twitter, you can cross promote by using @6thAveDistrict in your tweets. Every post we make on Facebook is also posted on our Twitter feed.

We are currently working on building a more dynamic website that will be more useful for members. Let Sixth Ave help you get more customers and please help bring more customers to Sixth Ave. We are better together.

If you do not yet have a Google Business Page or need help with your page, please feel free to contact Angie at southsoundpano@gmail.com for a consult, or sign up for one of her "Get Your Business on Google" classes at FreeUNW.com.

Article by Angie Lokotz | Secretary, Sixth Ave Business District | SouthSoundPano.com
Members 2015

- A+ Driving School, Latonya Gore & Sean Harris, 253-272-5869, 608 No. Oakes St., alusschool@hotmail.com
- Advanced Chiropractic, Dr. James Fletcher & Dana Clark, 253-906-3363, 606 So. State St.
- Asado, John Xitco, 253-272-7770, 2810 Sixth Avenue, xfella@msn.com
- Brass Monkey Tattoo, Josh Miller, 253-589-0290, 2914 Sixth Ave., nakedjosh24@gmail.com
- Cannabis Club Collective, Jennifer Williams, 253-507-4725, 2706 Sixth Avenue, cannabinoidscoop@gmail.com
- Cascadia Well Being Center, Doug Taylor, 253-229-6928, 4133 Sixth Avenue, doug@cascadiawellbeing.com
- Constellation Art Gallery, Stella Maris Vera, 253-625-7107, 3013 Sixth Avenue, stellavera@comcast.net
- 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., diamondgreenrecreational@gmail.com
- Dirty Oscars Annex, Alex Henderson, Alicia Boss, 253-572-0588, 2309 Sixth Avenue, info@dirtyoscarsannex.com, aliciaboss@gmail.com
- Engine House #9, John Xitco, 253-272-3435, 611 No. Pine
- Epworth LeSouard United Methodist Church, Dave Parker, 253-370-6208, 3615 So. 10th St., printerdave@aventure.com
- Evergreen State College Tacoma, Olga Iglebritson MPA, 253-680-3000, 1210 Sixth Avenue, inglbreo@evergreen.edu
- Foundation Escrow, Jolyne Baines, 253-222-8835, 4119 Sixth Avenue, jb@foundationescrow.com
- Gateway to India, C. J. Singh, 253-552-5022, 2603 Sixth Avenue, csingsh72@hotmail.com
- Grant Center for the Expressive Arts, Dan McKeown, 253-861-2370, 1018 No. Prospect St., grantcenter@expressivearts.org
- Gray Law Firm, The, Judson Gray, 253-759-1141, 4142 Sixth Avenue, jgrayattorney@harbornet.com
- Gray Lumber Co., Steve Gray, Greg Clair-Woldt, 253-752-7000, 6th Avenue at Adams, Stve@GrayLumber.com; HardwareGreg@outlook.com
- Green Kross, Kahn Shakirov, 206-267-0337, 3014 Sixth Avenue, logitechnik@gmail.com
- Goodwill, Sarah Butler, 253-341-3779, 5401 Sixth Avenue, sbutler@tacomagoodwill.org
- H & R Block, Julie Lomas, Ron Pinckney, Bert McKinney, 253-383-5603, 360-260-2010, 2411 Sixth Avenue, rpincnkey@hrblock.com
- Hippie House, Justin Stieglitz & Sintha, 253-267-1708, 3109 Sixth Ave., Justin@thehippiehouse.biz
- House of Tattoo, Katie Williams, 253-274-8282, 2701 Sixth Ave
- Ice Cream Social, Layla Isaac, 253-372-1660, 2914 Sixth Ave #A, LAYLA@icecreamsocialtacoma.com
- Jazzbones, Daniel Rankin, 253-396-9169, 2603 6th Ave, danno@jazzbones.com
- Jon’s Barber Shop, Jon Tryfon, 253-752-5162, 3825 1/2 Sixth Avenue, jontryfon@yahoo.com
- Kathleen Creso, 253-537-7565, 1601-16th Ave So., Spanaway 98378
- Laughter Masters, Mario Lorenz, 816 So. L St., 253-272-6622, marioslorenz@gmail.com
- Laundry Mart, Rose Mathes, 5401 Sixth Avenue, 253-752-6100, laureymart@hotmail.com
- Law Offices of Terry E. Lumsden, Terry Lumsden, 253-537-4424, 3517 Sixth Avenue, Suite 200, telumsden@aol.com
- Lawn Equipment Repair, Al Switzer, 253-756-7459, 3519 1/2 Sixth Avenue, achristmasdreams@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
- Lives Changed Thrift Store, Lonia J. Evans, 1601 Sixth Avenue, 253-632-2753, Turfraise@gmail.com
- Mandelin’s Consignment, Rachael Kragelund, 253-301-3383, 2714 Sixth Avenue, mandelinconsignment@gmail.com
- Mary Mart, Noel Roberts, Damien Mdkivitt, 253 327 1675, 3005 6th Avenue Ste B, 253mmarymart@gmail.com
- MASA, John Xitco, 253-254-0560, 2811 Sixth Avenue, xfella@msn.com
- Minuteman Press, Casey Cowles, 253-474-9900, 2941 So. 38th St. Ste C, Cowles@minutemanpress.com
- North End Neighborhood Council, 2522 No, Proctor #418, chair@nenc.org
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue, tomjohnson3649@comcast.net
- O’Malley’s Irish Pub, Pat Mawhinney, Richard Jennings, 253-627-9403, 2403 Sixth Avenue, patmawhinney@comcast.net, COMMUNITY MEMBER
- Paul Reilly ND, 253-752-4544, 3620 Sixth Avenue
- Primo Grill, Jacqueline Platner, 253-383-7000, 6th Avenue at Oakes
- Proctor Chiropractic, Dr. George P. Keogh & Leah, 253-756-7500, 3901 Sixth Avenue, health@proctorchiropractic.com
- Pure Body Shop, Brandy L. McDaniel LMP, 253-267-0367, 2501 Sixth Avenue, purebodyshop.massaged@gmail.com
- Real Assets Property, Adam Simon, 206-686-6362, 270 Hanford St., Ste 205, Seattle WA 98134, axsimon@realassetsprop.com
- Real Estate Investment Services, Debbi Anderson, 253-380 – 3444, 4427 6th Ave Tacoma, 98406, Debbia@reinvest.com
- Red Hot, Chris Miller, 253-779-0229, 2914 Sixth Avenue Suite B, delicioushotdogs@gmail.com
- Retrospect, Julie Bennett, 253-327-1399, 2709 Sixth Avenue, retrospectacoma@icloud.com
- Shakabrah Java, Caesar & Tina Kalinosky, 253-572-2787, 2618 6th Ave., tina@dietoself.com
- Smart Reach Digital, Michelle H. Cote, 206-687-5598, 1101 No. Prospect, mcote@smartreachedigital.com
- South Sound Piano, Dan McCormack, Angie Lokotz, 253-228-2337, 704 No. Warner St., southsoundspiano@gmail.com
- Starbucks, Jessica Hamilton, 253-272-1023, 2008 Sixth Avenue, S13916@retail.starbucks.com

Sixth Avenue Business District
Tacoma’s Eclectic Destination
Membership  [continued from page 7]

- 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 Custom Jewelers, Dan Smith, 253-572-0508, info@tacomacustomjewelers.com
- Tacoma Farmers Market, Stacy Carikon, 253-227-2054, 902 Market St., stacy@tacomaframersmarket.com
- Tacoma Weekly, Marlene Carron, 253-534-6563, 2588 Pacific Highway E, Fife WA 98424, marlene@tacomaweekly.com
- Tandem, Bonnie Larson, 360-489-2171, 3019 Sixth Avenue, Suite B, bonniejeanlarson@gmail.com
- TAPCO Credit Union, Elizabeth Stewart, Bethany Neiman, 253-565-9885, 2802 Sixth Avenue, Elizabeth.Stewart@tapcocu.org, BethanyNeiman@Tapcocu.org
- Tesla’s Cellular Repair and Wholesale, Lindsay Godwin, 253-719-3799, 3518 Sixth Avenue Suite 102, lgodwin@wacellrepair.com
- North End Neighborhood Council, 2522 No, Proctor Ste 418, chair@nenc.org
- Turntable Treasures/House of Records, Peter W. Vanrosendael, 253-272-9229, 608 No. Prospect, peter@turntabletreasures.com
- Ubiquitous Journey, Robyn Liss, 253-572-2550, 2607 Sixth Avenue, robyn@ubiquitousjourney.com
- University of Puget Sound, John Hickey, 1500 No. Warner #1027, 253-879-3203, hickey@ups.edu
- Vapor Café, Chris & Andrea Hendricks, 253-302-4985, 2802 Sixth Ave/, vaporcafe72@gmail.com
- Zion Evangelical Lutheran Church, Linda Dibwad, 253-752-1264

Minutes of 9/8 Meeting  [continued from page 5]

Chinook Book is available. Questions? see chinookbook.com

- Homeless Encampment discussions taking place UWT Carwein Hall (tickets available thru Event Brite) 3013 Craft Beer Tasting Lounge end of October

Safety Committee | Casey Cowles
City of Tacoma made a 20 crosswalk commitment, five have been done. Casey will talk to Councilman Boe and Campbell about the progress.

Promotions Committee | Robyn Liss

Motion to allow the Promotions Committee to review and approve the electrical box wraps. (Casey Cowles/Al Switzer) Approved

Day of the Dead is stalled for now due to budget constraints and awaiting the contract with Events Coordinator

Organizations Committee | Angie Lokotz
- We will try to hold the next 6 on 6 Social in October. Let Angie know if your business is interested in hosting. New adveriser for the newsletter.

District Manager’s Report  [continued from page 1]

District Manager’s Report

[continued from page 1]

mitment and possibly board involvement from those businesses that are in the Core of the district and to have more input from them and participation. It can only lead to better results for the entire district.

Re forming and re editing the membership package and benefits letter is necessary soon. Anyone with ideas for this project is invited to step up and help make the changes.

We are all excited about the Tacoma Musical Playhouse setting up shop at Epworth LeSourd. This move will benefit everyone.

When you think of Sixth Ave. What is missing? That would make this a better place to shop, work and play? Together we can make it happen and make a difference.

Adjourn 10:10

Respectfully submitted by Angie Lokotz, Secretary, Sixth Ave Business District