New Year’s Resolutions
6th Ave Manager’s Report
By District Manager Angie Lokotz

New year; new goals. Some are mine alone; others will take team effort. Who’s with me?

Jump start the 6 on 6th Socials. These are perfect networking opportunities for businesses. Let’s invite the locals as well. 6:00-8:00 on the 6th of the month we will have a social gathering at a designated business. Who’s game?

Think of it as a breakfast club only in the evening; maybe with a box of wine and crackers. A chance to introduce yourself and show off your business to others in the area. Contact me and let’s get you on the calendar so that we can promote it.

100+ members. Most years I have a bet with Mario Lorenz, manager of the Hilltop Business District, to see who can get to 70 members first. Let’s up the ante. Why join?
Because you are part of the group working to make 6th Ave the best district in Tacoma. Because you get a reduced rate on an Art on the Ave Booth. Because it allows you to vote. Because you, working with other businesses as a group, can influence the City of Tacoma to provide better services and better opportunities for our district. Look for invoices to start going out in the next few days. Remember, we have incentive pricing until January 15. $150 for two years!

Articles about 6th Ave Nightlife. I am a morning person. Most day’s I’m in my pajamas by 8:00. I will never be able to write about or understand the needs of the bars, clubs, and other open-late establishments here on 6th. But someone out there can. Step up.

Thank You, Community Partners!

Lind Pest Control
TAPCO Credit Union
Central Neighborhood Council

O’Malley’s Irish Pub
University of Puget Sound
North End Neighborhood Council
New Year’s Resolutions [continued from page 1]

Create a directory of amenities that businesses can offer each other. Some of you have stages, some have baby changing stations in your bathrooms, some have ATMs, some have treesaws, some have helium for filling balloons, some have strong cousins named Vinny who can lift heavy objects. Whatever you have to offer, it is my goal to create a directory for the members.

More Advertisers in Newsletter & on Website. A wise man on my newsletter distribution route once said, Lawyers gotta eat. Businesses want to support each other. Advertise so that they know who you are. Many businesses have asked why we are not distributing our newsletter in the surrounding blocks of 6th Ave. Simple answer: money. We can do more, be more, print more when we get enough money to make it worthwhile. In the meantime; I hand out extra copies at coffee shops and businesses who request them.

Update Website. Our theme is old and not optimised for phones. This year’s priority is to update the theme.

More small events. I’d love to see more events that bring groups of people to the Ave; not only for stores, but something that gets them into every business. Ladies’ Nights, Bridal Party Pampering, Wine Walk, Chocolate Walk, Chalk Artist Exhibit, Sketch Night, Coffee Tastings, Upcycle/Recycle Contests, Scavenger Hunts, 10-minute challenges, anything that brings people into each participating businesses. One per month would be ideal. I can’t do this on my own. Who’s willing to help?

HAPPY NEW YEAR EVERYONE

By Peter Vanrosendael

Let’s make 2018 a bigger and better success for 6th Avenue Business District. We all can do our little part by doing as little as paying dues to our organization. There are a number of Business Districts in Tacoma (15-ish) each going about their particular provenance of unique, jockeying for position as teacher’s pet to our beloved city. I say this (beloved) in all sincerity as Tacoma is on the rise. If you don’t get out of the city often, then you have nothing to compare our city to. And what/who do you think is your liaison to our city? It’s The 6th Avenue Business District and in particular, the general membership and the governing board. So if you have an idea for a better mousetrap, please join as a member, and consider joining the board if you want to be a community leader. Remember … a chain is only as strong as its weakest link in avoiding that epic fail.
2017: Tough on Retail

[continued from page 1]

and attendance at shows.

Resale shops fared well. Tacoma Thrift & Consignment succeeded through careful curation of goods and a well thought-out business plan which brought customers through the door. Scorpio Rising knows its market and pays close attention to its look and brand. Record shops Hi-Voltage and Turntable Treasures/House of Records have been 6th Ave “must” stops for years.

At each end of the Ave, destination shops are the draw. Wedding Bell, Brides for a Cause, Tacoma Bike, Aloha Oasis, and Casual Comfort Futons and Mattresses all target very specific customer bases.

Our 6th Ave marijuana stores Emerald Leaves and Mary Mart each have a dedicated customer base. Glass shop Hippie House has long been the gold standard for elegantly displayed pipes and merchandise, and in-store glass blowing demos and specialty sales have made them a city-wide destination shop. Piece of Mind sustained damage in its fire and has not reopened as of this writing. However, the store I think most exemplifies the 6th Ave spirit is The Nearsighted Narwhal. It is an unapologetic, in your face explosion of locally crafted items. Buttons, stickers, t-shirts, art, zines, bags, jewelry and more are offered up in an exuberant display of Tacoma attitude.

This year I plan to interview store owners and get their take on what they’ve learned over the years. What works, what went wrong. How can the Shop Local movement help in the age of Amazon? As retail giants topple, how can the tiny shop hope to survive? Look for these articles in the coming months of the newsletter.

December Broomie Winner: Crescent Moon Gifts!

First Impressions Count

People judge a business by its appearance. The Broomie is a traveling award (recently reinstated by Bill and Susan Connolly) presented to business owners who have shown that they care about the appearance not only of their business but also their district, neighborhood, and city.

Crescent Moon Gifts was the December winner of the prestigious Broomie award. They face a hard-fought battle with their street trees in the fall as the leaves swirl into the vortex on the side of their building creating a glop of slippery goo. It’s not easy to keep up, but they do their best. They have also noted that since the old street cans were removed and replaced by the new cans and compactors that litter has gone down considerably at their location.

Business Insider List of Stores Closing in 2017

Keeping up the tradition, Crescent Moon proudly displayed the Broomie in their front window this month. We hope that the Broomie will be featured in the front window of each month’s awarded business. At the end of the month, a new business will be selected and the Broomie will make its rounds of the district. With luck, it will visit each and every business.

If you have suggestions for a business you believe deserves the Broomie, please contact a Board member.
Notes from 12/12/ Meeting
Call to order 9:34

Welcome and self introductions
Tom & Mary Johnson | Northwest Costumes |

Announcement
• 11/25 fire, the night of the Small Business Saturday and Santa Walk.
• Insurance put building back to normal but costumes won’t come back. Mary said all fabrics and costumes gone.
• Carol Wolfe gave an impassioned farewell to Northwest Costume Shop. City loved them - an institution. They were one of the driving forces behind the revitalization of 6th Ave.

Broomie to Crescent Moon Gifts
Gale Hemmann | Goodwill Women 2 Work Employment Specialist

Think about bargains, workforce development. Most Women 2 Work candidates are single moms at least one child 15 and younger. Goodwill of the Olympics & Rainier Region are one of 7 sites around the country grant.
• Soft skills & technical training, resume assistance.
• Paid work experience, 6 months wages exchanged, payroll assistance from Goodwill.
• Partner with single seniors as well, senior program.
• Employment fliers, variety of training in different fields.
• Roundup at the register, 91 cents of every dollar goes to workforce programs. Goodwill has Holiday pop up shop on 6th Ave.
• 3200 employed in 2016 through Goodwill.

Contact Gale:
Gale Hemmann
Women 2 Work Employment Specialist
Goodwill of the Olympics & Rainier Region
253.573.6709
www.goodwillwa.org

Stephen Baldwin | Colvos Construction | Redesigning the Pop’s Liquor Space for Pizza Press

Trying hard to minimize impact on Business District. Structural upgrade, new roof, new interior, replacing alley approach, manholes, sidewalk panel, biggest impact, alley shut down for week, leave street open, not messing with parking, pizza press is national chain, organic, unique, 22 beer taps, owner is excited to be here, abatement begun.

Short aggressive schedule, contract on parking next to Pine Room, dumpster in side parking lot and parking for construction workers
Two double doors, available tenant space in same spot for another business
Colvos will remove bench temporarily, trim back tree that touches building, Shrink wrap roof while asbestos is removed.

Any issue for look? Have known guy graffiti side of building - graffiti guys police graffiti guys
Contact Stephen:

Stephen Baldwin / Project Manager
Colvos Construction
office: 253-844-4640
mobile: 253-468-8008
fax: 253-267-1439
email: sbaldwin@colvosconstruction.com
website: www.colvosconstruction.com
711 Court C Tacoma, WA 98402

CLO Report | Officer Norling
TPD is Still shorthanded, possibility to get more CLO’s in Feb/March.

Since last month:
• 10 Vehicle Prowls
• 2 vehicle thefts
• 1 drive by shooting 11/11 6-8th Trafton, couple of victims; someone invited people he didn’t know at bar, they invited others, two cars hit three houses, nobody hurt
• 1 aggravated assault 12/2 in front of O’malleys around 1am, everybody scattered, guy in front didn’t want to report anything, no explanation
• Holiday season, people looking inside car, keep car clean
• Eggings: white VW-like car driving by, trying to get license plate, every weekend, midnight

Econ Development | Carol Wolfe
• Pop’s Liquor development - really excited, a lot of work into making it okay
• minimum wage - stringent rules in effect 1/1/18
• Santa parade; heard good things
• City of Tacoma News: between now and jan 5th - busy time, new mayor and 5 new council, budget year next year, really start thinking and delivering by May for streetscape design
• Garbage cans, based on who wanted them originally, now based on usage, commercial trash coffee, public not responsible, can’t compensate for, subset talk to to city, is it based on business trash or community, ie...
• Jason Lee
• Public Forums, 1st and second readings, after tonight, second reading, whatever is proposed goes into law, avoiding one day in the month free for all, truly civic and not special interest strategy

Design Committee: John Wolters working on finalizing Big Belly wraps and New Grant Application for Bulletin Boards

Safety Committee: Casey Cowles absent

Promotions Committee: has shopping bags to give businesses

Manager’s Report: Santa parade went well, music at CMG (or designated location) through the year

Dues Promotion: Through January 15, $150 for Two Years. Contact Angie.
Sixth Avenue Business District
Tacoma’s Eclectic Destination

Full Page
7.5 x 10"

Half Page Vertical
3.5 x 9"

Half Page Horizontal
7.5 x 4.5"

Advertising Rates

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*Two months Free with 12 month commitment

Quarter Page
3.5 x 4.5"

Business Card
3.5 x 2.25"

Newsletter Sponsorship Levels
We regularly print 300 newsletters monthly and distribute to businesses along 6th Ave from Sprague to 6th Ave Plaza. Businesses or organizations providing sponsorship for printing costs receive a complimentary Banner on the Front Page of the Newsletter.
$100 (1 month) (Businesses can opt to co-sponsor [share the costs] with another business for $50 each)
$1000 (12 months)

Ads must be camera ready jpg or pdf file.
Make checks payable to 6th Ave Business District and mail to 2802 6th Ave, Tacoma WA 98406 with instructions.
To pay with credit card contact: angie.lokotz@gmail.com

Note: ad sizes are approximate and may change due to amount of copy.
January Calendar

6th Ave Business District Meeting
When: Tues, January 9 @ 9:30 am - 10:30 am
Where: Crown Bar, 2705 6th Ave; Agenda: Committee Reports, Broomie, Goals, Budget
President: Christina Smyre, Crown Bar owner

6th Ave Promotions Committee
When: Last Monday of the Month Before the Board Meeting @ 10:00 am - 11:00 am
Where: Crescent Moon Gifts; Agenda: Cross pollination between businesses
Committee Chairs: Angela Wehnert, 253-572-8339; Peter Vanrosendael, 253-272-9229

6th Ave Board Meeting
When: Wed, January 31 @ 7:00-8:00 pm
Where: Primo Grill (unless otherwise indicated)
President: Christina Smyre, Crown Bar owner

We Need You!!

We still are looking for someone to head the Economic Restructuring Committee. That position has long been unfilled and it is an important one. That committee keeps track of properties on the Ave: vacancies, square footage, owners, tenants, special amenities, requirements, etc. This would be a great position for a realtor to take on.

Angie has also been acting as the Organization Committee, keeping the membership and contact lists up to date.

All committees need input and involvement. Pick what interests you and join up.

All are welcome! You don’t have to be a district member to come to a meeting or be on a committee. (But we’d like you to.) 6th Ave needs and wants your input!
Members 2018

- H&R Block, Brian Nelson, 2135 6th Ave, Ste 102, Tacoma 98406, 253-383-5603, brian.nelson@tax.hrblock.com
- Parker, David, (aka Printer Dave), 253-370-6208, printerdave@comcast.net
- Pierce Transit, Alexandra Mather, 3701 96th St. SW, Lakewood 98496, 253-581-8000, amather@piercetransit.org
- Rescue Smart Phone Repair, John Pulliam, Gary Vaughan, 3701 6th Ave, Suite 6, Tacoma 98405, 253-752-6547, services@rescuesmartphonerepair.com
- Tacoma Musical Playhouse | The Spire, Jon Douglas Rake, 710 S. Anderson St, Tacoma 98405, 253-627-0700, jon@tmp.org
- Gray Lumber Co., Greg Claire-Woldt, 253-752-7000, greg@graylumber.com
- Hi-Voltage Records, Brian Kenney, 2714 6th Ave, (253) 627-4278, bwkenney@comcast.net
- Hippie House, The, Justin Steiglitz & Sintha, 253-267-1708, 3109 6th Ave, justin@thehippiehouse.biz
- Homestreet Bank, Tracy Hansen, 253-627-1700, 3315 So. 23rd Suite 104, tracy.hansen@homestreet.com
- Ice Cream Social, Layla Isaac, 253-372-1660, 2914 6th Ave, Ste A, icecreamsoctacom@gmail.com
- Jon’s Barber Shop, Jon Tryfon, 3825-1/2 6th Ave, 253-752-5162, jontryfon@yahoo.com
- Laundry Mart, Rose Mathes, 253-752-6100, 5401 6th Ave, Ste 501, laundrystack@hotmail.com
- Law Offices of Terry E. Lumsden, Terry Lumsden, 253-537-4424, 3517 Sixth Avenue Suite 200, telumsden@aol.com
- Lawn Equipment Repair of Tacoma, Al Switzer, 3519-1/2 6th Ave, 253-756-7459, achristmaswishes@gmail.com
- Legal Shield, Bill Connolly, 253-272-2924, 1321 N. 5th St, susanconnolly@sprintmail.org
- Lind Pest Control, Beth Lind, 4138 6th Ave, 253-503-1100, info@lindpestcontrol.com
- Lindeza Brows, Brandy Daw, 2505 6th Ave Ste. A, 253-820-2472, lindezabrows@gmail.com
- Lucky Dog Outfitters, Jen Blankers, 3411 6th Ave, Ste B, 253-761-4486, teamluckydog@gmail.com
- Mary Mart, Damien McDivitt, 253-327-1675, 3002 6th Ave, 253marymart@gmail.com
- Melody Williams Insurance Agency LLC (Allstate), Melody (Kanter) Williams, 253-759-9999, 4304 6th Ave, melodywilliams@allstate.com
- Melody Williams Insurance Agency LLC (Allstate), , 253-330-9353, 3701 Sixth Avenue Suite 2, meltedmuscles@gmail.com
- Minuteman Press, Casey Cowles, 2941 S. 38th St., Ste C, 253-474-9900, ccowles@minutemanpress.com
- NZ Publishing, Michael Skiff, michael.skiff@nzpub.com
- Nick Feday, property owner, 360-507-7001, nfdelay@comcast.net
- North End Social Club, Justin Callier, 3013 6th Ave, Ste C, 253-212-3913, fattbelly@gmail.com
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 6th Ave, tomjohnson3649@comcast.com
- O’Malley’s Irish Pub, Pat Mawhinney, 2403 6th Ave, 253-627-9403, Ptmawhinney@comcast.net
- Pacific Medispa, Sylvia Sheridan, 4114 6th Ave A, 253-682-2005, pacificmedispa@gmail.com
- Parker, David, 253-370-6208, printerdave@comcast.net
- Paul Reilly N.D., Paul Reilly, 253-752-4544, 3620 Sixth Ave
- Primo Grill, Jacqueline Plattner, 253-383-7000, 6th Avenue at Oakes, pgrill@qwestoffice.net
- Pugh, Jacob, TAPCO CU, Jacob.pugh@tapcoco.org
- Pure Beauty Bar and Spa, Megan Sacks, 253-267-0367, 2501 Sixth Avenue, britnee.pattiens@yahoo.com, rarebeautybar@gmail.com

[continued on page 8]
Members 2017 (continued)

- Red Hot, The, Chris Miller, 2914 6th Ave Ste. B, 253-779-0229, delicioushotdogs@gmail.com
- Ruston Mercantile, Troy Smith, 2503 Sixth Avenue, trsmith123@me.com
- Salvation Army Citadel Corps, Major Donald Sheppard, 1110 S. Puget Sound, 253-572-8452, donald.sheppard@usw.salvationarmy.org
- Scorpio Rising, Ryan Swain, 2709 6th Ave, 253-209-3134, scorpiorisingvintage@gmail.com
- Shakabrah Java, Philip Panagos, 2618 6th Ave, 253-572-2787, philip@thesocialbarandgrill.com
- South Sound Pano | Business Photo 360, Dan McCormack, Angie Lokotz, 253-228-2337, 704 No. Warner St., southsoundpano@gmail.com
- Southern Kitchen, Gloria Martin, 1716 6th Ave, 253-627-4212, SouthernKitchenRestaurant@gmail.com
- Sutton-McCann & Co., PS, Gordon Bower, 253-564-2217, 7320 Sixth Avenue Ste 2, admin@sutton-mccann.com
- Tacoma Frame Makers, Stacia Harvey, 253-564-2320, 3011 Sixth Avenue, frame4ubabe@gmail.com
- Tacoma Games, Jeremy Button, 2509 6th Ave, 253-301-2137, jeremy@tacoma-games.com
- Tacoma Musical Playhouse, Jon Douglas Rake, Managing Dir., 253-565-6867, 7116 Sixth Ave, jon@tmp.org
- Tacoma Thrift & Consignment, Jessica Prindel, 253-720-1695, 2812 Sixth Avenue, tacomathrift@gmail.com
- TAPCO Credit Union, Elizabeth Stewart, 2802 6th Ave, 253-565-9895, Elizabeth.Stewart@tapcocu.org
- The Evergreen State College Tacoma, Olga Inglebritson, MPA, 253-680-3000, 1210 6th Ave, inglebree@evergreen.edu
- The Spire (former Epworth LeSourd), Jon Douglas Rake, Managing Dir., 253-301-9690, jon@tmp.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@ubjourney.com
- Unity Church of South Sound, 253-517-3883, 710 So. Anderson St. www.unityofsouthsound.org
- University of Puget Sound, Rachel Cardwell, 1500 N Warner St, #1027, 253-879-3530, rcardwell@pugetsound.edu
- WC Studio | Architecture Agency, John Wolters, 206-371-5152, 323-C Puyallup Ave, Tacoma 98421, john@wc-studio.com

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Design Committee Report

Solar Compacting Trash Containers Vinyl Graphics:

We are in the final steps before installing the vinyl graphics on all the solar compacting garbage cans installed on 6th Avenue between State Street and Alder. Look for them early in the new year. This project was made possible by the Innovative Grant program through the City of Tacoma and the Neighborhood Councils.

Innovative Grant 2018 application:

The Design Committee is looking forward to 2018 and the next cycle of Innovative Grants as we near completion on the solar can graphics. For 2018, the 6th Avenue Business District board has decided to look for ways to spread the word about local events through community bulletin boards or columns. Over the next few months the Design Committee will be investigating locations along 6th Avenue that could be a suitable locations. If you have a location in mind, get in touch with John Wolters john@wc-studio.com