Every so often, I come across a Facebook posting promising to reveal a hidden aspect of my being. Ten simple questions are all it will take, so look out Socrates and Plato, there’s a short-cut to self-awareness and it’s found in one’s personality color. My answer is usually blue, and falls well short of a life altering experience, yet still, I can’t help but wonder what the Sixth Avenue Business District’s color would be if afforded the same ten simple questions.

Would we choose: Green, Black, Red, or Blue; colors already used in other districts? Or would we open the dialog amongst ourselves and pioneer a new color not yet seen in Tacoma’s business districts?

The choice, in part, is up to us and so too is the effort to implement the desired change.

Mary Jo Strom Copland is the Secretary for the S.A.B.D. and she chairs the district’s Safety Committee. That committee has been delegated the task of aiding business and property owners with their efforts in fighting graffiti. Since the graffiti extends to the City’s garbage cans and telephone poles, we have an opportunity to prompt the City to re-paint those items.

A decision was made within the Safety Committee to move forward with the idea of changing the current color, green, to something else. As we move farther along in this process, the S.A.B.D. will arrive at the point of seeking public and General Membership feedback on the ultimate color choice for Sixth Avenue.

So stay tuned, as we are on the cusp of determining what Sixth Avenue’s color actually is.

Agenda

9:00 Welcome, Self-Introductions, Approval of March Minutes
President Update
CLO report
City Dept. of Economic Development Report
Council Member Robert Thomas
Presentation: Saturn Barter Josh Serrick
Treasurer’s Report
District Manager’s Report
Event Coordinator’s Report
Committee Reports: Volunteer opportunities available please sign up!
*Promotion/Design
Member announcements
10:05 Adjourn

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Community Partners Unite for Beautification at 6th and Sprague

Mid March generally means rain, an occasional sun break and slow transition from Winter hibernation to Spring in the Puget Sound. But in Tacoma, mid March 2014 has served as much more.

The intersection of Division and Sprague avenues have become a one-of-a-kind experience in the effort to make Tacoma more beautiful. After months of collaborative neighborhood planning efforts, public & private partnerships, and open calls for volunteers, depaving has arrived to the Puget Sound region.

Depave, a Portland based nonprofit, organizes inspired projects which "regreen paved areas with native gardens". The central Tacoma project funded by the Russell Family Foundation, included the planning efforts of a host of neighbors from the City of Tacoma, River Network, Stewardship Partners, Pierce Conservation District, North Slope Historic District, 6th Ave. Business District, Tacoma Art Group, The Mt. Tahoma Seventh-day Adventist Church and Trinity Presbyterian Church, The Money Mart.

Longtime North Slope resident, Bill Connolly recalls the "convergence site" being an eyesore among neighbors for sometime. "We had to find an effective way to address unsightly electrical boxes, proper storm water run-off, and wasted space". A conversation with Keith Williams, City of Tacoma, encouraged an interest, exploration, and information meeting among residential and business neighbors regarding the issue.

Keith was invaluable to the initial efforts of the project, introducing City of Tacoma and environmental partnership resources to consider innovations among rain gardens. Pastor Rogers of the Mt. Tahoma Seventh-day Adventist Church hosted the first meeting, and welcomed future meetings to assist with the effort. Before long, ideas and possibilities of beautifying the intersection of Div. & Sprague flowed from Julie Stoltman, assistant to Councilmember Ryan Mello, 6th Ave. Business District leader Nick Fediay, Gary Boone, North Slope resident and Co-President of Tacoma Art Group.

Boone welcomed the idea of a collaboration project mixing [continued on page 3]
"Green Garden" sustainable solutions with the Arts. He and business neighbors in the Theater District had worked with the Historical Society, and the Theater District Association on a similar beautification of the dedication of the Goddess of Commerce Statue project in 2011 at 6th & St. Helens.

"The 6th & Sprague project offered a different set of circumstances altogether, first being located at a busy, high traffic intersection. The complication of electrical boxes, portions of the site encompassing City right of way and private property. We're also seeking to be inclusive of ideas from all of our neighbors, like Jason Lee Middle School student art contributions, area Churches, 6th Ave future project tie-ins".

Boone chuckles about the Sprague planning group's determination not to leave any idea unexplored. We even arranged an "at your own risk" tour of the Kalakala with its owner. Those who went, "it was a great day to remember". The idea of the Kalakala, (the number three most recognized icon most associated with Washington State behind Space Needle, Mt. Rainier) was circulated as an artistic theme among the group. An upcoming "Call to Artists" is planned to invite the local Art Community to introduce ideas to the rain garden.

As the planning effort wound down, volunteers converged on the site the day of the depaving. A rain soaked Northwest morning greeted wave after wave of volunteers who answered the open request to rip out asphalt, to clear the way for native plants.

Four and half hours of dedicated, hard work ensued in a steady rain, rekindling old neighborly relationships, and building lasting new ones, from as far away as Portland. The afternoon fittingly culminated at the Red Hot, over hot dogs, conversation, and "a cold one". The parting view of the afternoon, was an appreciation of the vision of Depave and its organizers, for "seeding an opportunity to serve", and contributing to a meaningful aesthetic in our neighborhood.

Best regards,
Gary Boone | Gallery Director
B2 Fine Art Gallery, a division of The Art Brokeress
711 Saint Helens Avenue, Suite 100 | Tacoma, WA. 98402 USA
TEL: +1 253.238.5065 |
Email: gary@b2finearts.com |
WEB: http://www.b2finearts.com
Notes from District Manager Mario

- Last month I proposed goals, some of which have been completed and others that can be. This month I just want to keep my head above water. I know I am not the only one that is busy, so take a deep breath and smell the flowers. Spring is popping and with it all the excitement of the new growth. However in our midst is danger and tragedy, with flight 370 disappearing, the awful mud-slide in Oso, Washington that cost several lives. In our district, a terrible shooting that cost the life a 19 year old.
  Yes take a breath!

- In union we are stronger! A Safety Committee has been formed for the district and will be connecting and seeking your help to make it work. It will be rather simple and ask you to get a gallon of matching paint and a brush or roller to immediately cover any tagging that occurs on your building. We ask for 100% buy in to this project. Everyone will need to be vigilant and to watch each others back. Especially with car prowls, etchings, and graffiti tagging that is prolific in our district and the city.

- On another note: I am looking for those who wish to grow in areas they may not be familiar with. Leaders in training! People that might like to manage or submit articles for the Newsletter and to volunteer in other capacities. What did mom say? “Many hands make light work” Thanks Mom.

- And last but not least: I hope to have a calendar of events listed next month so if you have activities that you would like to have posted in the newsletter and online please submit the information to me or Dave Parker at Marioslorenz@gmail.com or Printer-dave@nventure.com

In Love and Service,
Mario Lorenz
SABD Manager

Meet & Greet Councilman Fleming

He’s running for Pierce County Councilman for District 2. We will be having a meet and greet for him on Thursday, April 10th from 11:00am to 1:00pm at Gateway to India. There is room for seven people. If you’d like to attend, please let me know. Bill Connolly 253-272-2924.

Art on the Ave 2014 Developing

Operation EPIC is well underway now. We started receiving vendor applications and proposals from artists interested in creating large temporary art installations at the festival. More information about both of these opportunities is available at ArtontheAve.org.
We also secured the use of the front field of Jason Lee Middle School during the festival to help us with the epic growth of the festival. Things are shaping up to look very exciting for Art on the Ave 2014.

Just like I did last month, I’d like to take this opportunity to introduce a few more people from the Art on the Ave Committee.

- Charla Ojala will be organizing this year's Grub Crawl Challenge. Charla has lots of friends and associates on 6th Ave and she owns her own event planning business (C & M Events). Before striking out on her own, she worked as Events Coordinator for American Lung Association, Seattle Humane Society and PAWS.

- Tom Johnson, co-owner of Northwest Costume, is back this year taking charge of the glamorous stuff like barricades and honey buckets. His title is Logistics Coordinator. He did an amazing job last year of keeping track of all the collateral it takes to put on a festival and we are very glad to have him in this role again this year.

- Dan Rankin, Manager of Jazzbones, is taking charge of Stage Management this year. He will be helping to coordinate with the bars on their stage setup, booking and entertainment schedules.

I'm working on pulling in a few more sponsors for the festival. If you are interested in taking advantage of all the marketing we've set up through print, TV, radio or on-site please get in touch with me. Likewise if you have a contact that you feel I should reach out to about sponsoring Art on the Ave please let me know.

If you have any questions about this year's events, don't hesitate to reach out. Thanks!

Angela Jossy
6th Ave Event Coordinator
E: Angela.Jossy@Gmail.com
PH# 253.314.9418
By Jackie Fender jackie.d.fender@gmail.com

There are many "tools of the trade" when it comes to marketing your business and while some trends are solid go to basics, sometimes it takes some thinking outside the box to create unique and compelling strategies to make people walk through those doors.

Duchess of Downtown Tours is one such resource. Having successfully produced Tacoma Art Bus, a tour celebrating the local arts and culture for the past 4 years, Duchess of Downtown Tours has recently undergone other projects using the same concept. Load up a bus full of people. Wine, dine, entertain and introduce Tacoma enthusiasts to gems that help cultivate what makes our city a personality of its own.

Past tours have included holiday shopping tours to encourage support of the local economy, studio tours during Tacoma's Art at Work month to bring recognition to just some of the many artists who open their studios up to the community and even an underground tour, exploring long forgotten nooks and passageways that are rich Tacoma legend and lore.

Why am I telling you all this? Simple. To inform all that individual specialty tours can be custom made to promote and support our district. 6th Avenue, affectionately known as "The Ave" is teeming with entertainment, dining and retail options and serves as a major life line for locals from their daily commute to the creature comforts luxuries and any number of tours can be designed to introduce both Tacoma enthusiasts and tourists to everything 6th Avenue has to offer.

Want to learn more and begin brainstorming on specialty tour ideas, the possibilities are endless- shopping, dining, tasting/sampling, educational tours can be coordinated to introduce both locals and out of towners to what "The Ave" is all about. Check it out at duchessofdowntowntours.com and fill out the contact sheet or call 253-235-9264.

The Equinox Party
An inaugural 6th Ave Event?

On Sunday, March 23rd, The Equinox Party happened at Jazzbones. Although attendance could have been better, those attending had, to a person, a "wonderful time" and will definitely be back next year for the event. Master of Ceremonies Mario Lorenz, had everyone crying with laughter as he involved audience members in a seemingly endless array of hilarious gags. The audience was also completely receptive to the music of Jaden Row who performed and recorded three hours of music.

Most of the people that came to the event had never been to 6th Ave, let alone Jazzbones, and now have wonderful memories of their experience. "Equinox Blues" will be the name of one of the live Jaden Row CDs, and will hopefully be played on KLPU blues shows where they’ll be sure to mention the music was recorded at Jazzbones at “the Equinox Party”.

6th Avenue is always looking for new, profitable seasonal events to bring people to the Ave. We need a spring event, and with proper promotion this Party could become a major “all Ages” 6th Ave Spring Event. Many thanks are due to Jazzbones, who opened on Sunday for the Party, with full Bar and restaurant service, and impressed everyone with their courteous service.

If you missed the Party this year, make sure it happens next year so you can join in the Fun
O’Malley’s Irish Pub

When Irish eyes are smiling, sure they steal your heart away
And tis true O’Malley’s Irish Pub is just off of Steele Street
So Steal your way to O’Malley’s some time and bring your heart along

By Mario Lorenz

O’Malleys is indeed an Irish Pub and that means of course according to Webster that it is a bar, café, cantina, dramshop, gin mill, grog-shop, barroom, public house, saloon, taproom, tavern, watering hole, watering place, alehouse, barrelhouse, bistro, bottle club, brewpub, cabaret, dive, Joint, nightclub, roadhouse, speakeasy, sports bar, wineshop; package store and more and more, but for sure a pub in the truest sense of the word. It’s a place where friends and family gather for a good time to share a beer and to talk over the goings on of the day.

The Mawhinney family owns O’Malley’s Irish Pub, a place of good food, good service and employees that stay with them for a long time. It has a family atmosphere that provides for the family. Sixth Ave would absolutely not be the same without O’Malley’s.

Pat Mawhinney’s mother’s maiden name is O’Malley, but he takes his father’s name of Mawhinney, a Scottish name. “O’Malley is my grandfather’s last name on my mother’s side. He got off the boat from Ireland at Ellis Island. I have been to Ellis Island, but I do not know which boat he was on.” says Pat.

O’Malley’s Pub has been in the family for twenty-five years since around 1990. Pat bought the Pub from his brother Richard about 13 years ago. His 14th St. Patrick’s Day celebration donated all proceeds to The Susan G. Komen 3-Day, which is a 3-day, 60-mile walk for women and men who want to make a personal difference in the fight against breast cancer. He said he wants to give back to the community. Every year he gives to one charity or another. When there is an admission at the door, the money goes to a charity. “We grew up here in Tacoma. Everyone in my family went to Lincoln to school and I went to Bellarmine. We were all Catholic. “Lincoln wasn’t a good fit for me, so I worked my way through Bellarmine doing janitorial work at the school on a scholarship”.

Pat said, “When I took this club over from my mom, 6th Ave was not what it is today. It has been revamped. When I first started on the Ave there was E-9, O’Malley’s, the Sunriser, and a bakery. Over the years we upgraded the place and went from 1300 sq ft to 3900 sq ft. We really tried to become part of the community and make it a cleaner environment. It was a lot of work but worthwhile. It was originally Frank and Mikes in 1943, and then it became the 6th Avenue Pub owned by Marvin Greenup, then it switched to the Mawhinney family around 1990.”

O’Malley’s serves Irish cuisine: corned beef & cabbage, shepherds pie, Irish stew, fish & chips, and burgers are a specialty. There are 17 beers on tap and a full bar. They are still the only neighborhood bar around
Sixth Avenue Business District
Tacoma’s Eclectic Destination

2013 Members

- 6th Avenue Photography, Vanessa Vancuren, 253-503-7611, 2506 Sixth Avenue
- A+ Driving School, Martin and Linda Kongsli, 253-272-5869, 2703 Sixth Avenue
- Advanced Chiropractic, James and Dana Fletcher, 253-906-3663
- Annette B, Doreen Jensen, Boris Kogan, 253-761-0984, 2711 Sixth Avenue
- Asado, John Xitco, 253-272-7770, 2810 Sixth Avenue
- Blush Beauty & Organic Spa, Lilah Pearson, 253-302-5904
- Bronage Tanning, Lynsey Joudeh, 253-759-3444, 3518 Sixth Avenue, Suite 102
- Marlene Carillo, Tacoma Weekly, 253-922-5317, 151 So. 46th St.
- Casual Comfort, Amy Sym, 3019 Sixth Ave Ste A, 253-302-4648
- City Central Church, Jennifer Hollins, 253-404-0177, 2520 Sixth Avenue
- Commencement Bay Veterinarian, Dr. Karen Comer, 253-475-5301, 3511 Sixth Avenue
- Commencement Financial, Troy Sapp CPP, 253-820-6432, 611 No. Fife St.
- Connect Realty, Christopher List, 253-219-3041, 3407 So. 7th St.
- Constellation Art Gallery, Stella Maris Vera, Therese Tucker, 253-625-7107, 3013 Sixth Avenue Ste B
- Crown Bar, Jacqueline Platner, 253-272-4177, 2705 Sixth Avenue
- Dirty Oscar’s Annex, Jake Barth, 253-572-0588, 2309 Sixth Avenue
- Edward Jones Investments, 759-4136, 3813 Sixth Avenue
- Engine House #9, John Xitco, 272-3435, 611 No. Pine
- Farley’s Flowers, Alton Larson, 253-627-7161, 1620 Sixth Avenue
- Farelli’s Wood Fire Pizza, 759-1999, 3518 Sixth Avenue
- Fediy, Nick, 360-507-7001, PO Box 3336, Lacey WA 98509
- Forward, Inc.
- Gateway to India, C.J. Singh, 552-5022, 2603 Sixth Avenue
- Grateful Goods, Tracy Saxton
- Gray Lumber Co., Steve Gray, 752-7000, 3800 Sixth Avenue
- Marta Gronlund, 253-448-8282, 614 So. Oakes St.
- High Maintenance Spa, Su & Ehrin
- Ice Cream Social, Layla Isaac
- Its Amoore, Art Britton, Linda Greer
- Jason Lee Middle School, Kelli Johnston, 253-383-8725, 602 No. Sprague Ave.
- Jazzbones, Daniel Rankin, 253-396-9169, 2803 Sixth Avenue
- Laughter Masters, Mario Lorenz, 816 So. L St., 253-272-6622
- Legal Shield, Bill Connolly, 253-272-2924, 1321 No. 5th St.
- Legendary Doughnuts, Shannon Patton, Lizz Mayz Furniture, Jennifer Gintz
- Michele Malec, 272-6336, 710 So. Fife St.
- Mandelkin’s Consignment, Rachael Kragelund, 253-301-3383, 2714 Sixth Avenue
- Masa, John Xitco, 253-254-0560, 2811 Sixth Avenue
- Medi’s, 2710 Sixth Avenue
- Minuteman Press, Case Cowles, 253-474-9900, 2941 So. 38th St. Ste C
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue
- O’Malley’s Irish Pub, Pat Mawhinney, 627-9403, 2403 Sixth Avenue
- Pop’s Liquor Store, 2805 Sixth Avenue
- Primo Grill, Jacqueline Platner, 253-383-7000, 601 So. Pine St.
- Retrospect, Emily & James Jenkins, 253-327-1399, 2709 Sixth Avenue
- Sandhana-Karana Yoga, Pamela Higley, 253-254-6167, 3014 Sixth Avenue
- Six Olives, Eve Adams, 272-5574, 2708 Sixth Avenue
- Sixth Avenue Farmers Market, Jamie, 253-272-7077, P.O. Box 777, Tacoma 98401
- Starbucks, Janelle Graciano, 253-572-9525, 601 So. Pine Ste 100
- Starbucks, Jessica Hamilton, 253-272-1023, 2008 Sixth Avenue
- Tacoma Custom Jewelers, Dan & Shelly Smith, 253-572-5058, 3013 Sixth Avenue Ste A
- TAPCO Credit Union, Bethany Neiman, 253-565-9895, 2802 Sixth Avenue
- The Travel Company, Mary Jo Strom Copeland, 253-564-8189, 2522 No. Proctor Ste 153
- Ubiquitous Journey, Robyn Liss, 253-572-2550
- Urban Alchemy, Stella Maris Vera
- Wild Orchid, Lin Po An, 627-5889, 3023 Sixth Avenue

New or Renewed for 2014

- Center for Spiritual Living, Rev. Frances Lorenz, 253-383-3151, 206 No. J St.
- 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
- Epworth LeSourd United Methodist Church, Dave Parker, 253-370-6208, 710 So. Anderson St.
- Fediy, Nick, Nick Fediy, P.O. Box 3336, 360-507-7001, Lacey WA 98509
- Gray Law Firm, The, Judson Gray, 253-759-1141, 4142 Sixth Avenue
- Health Connection, The, Jenny Schwartz, 253-396-1000, 601 So. Pine St. Suite 201
- Jason Lee Middle School, Kelli Johnston/ Mary Boone, 253-571-7755, 602 No. Sprague Ave.
- Jazzbones, Daniel Rankin, 253-396-9169, 2803 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 Mart, Rose Mathes, 5401 Sixth Avenue, 253-752-6100
- Law Offices of Terry E. Lumsden, Terry Lumsden, 253-537-4434, 3517 Sixth Avenue, Suite 200
- Legal Shield, Bill Connolly, 253-272-2924, 1321 No. 5th St.
- Mandelkin’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, Case Cowles, 253-474-9900, 2941 So. 38th St. Ste C
- MSM Deli, Mike Mohamed, 253-272-4814, 2220 Sixth Avenue
- 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, 253-627-9403 2403 Sixth Ave COMMUNITY MEMBER (continued on page 8)
O’Malley’s [continued from page 6)

here. Everyone knows everyone. Pat said “I can walk up to the bar right now, and I will know most everyone at the bar.” We have live music every weekend. We came from being a dive bar to what it is today, a 4000 square foot local yokel hang out where people can come and be themselves.”

“In the past 6th Ave was a scary proposition but I saw it as an investment for my future and my family. Now it is a little restaurant community with a night-life. It’s a place where for the most part people feel safe. All of us have put a lot of measures in place to make it a safe place and the 6th Ave Business District has done a lot to help the district with events like Art on the Ave. This is why I became a partner with the district to support the district with a little more money.”

Pat Mawhinney is a man who loves the Ave and loves being at O’Malley’s and like he says “If I had a goal for 6th Ave, it would be to increase the attendance for AOA to over 150 thousand and have it held over a two day period and have it go throughout the night.”

There are several in the district that share this idea with O’Malley’s, The Sixth Avenue Business District’s Partner.

Members’ Local Advertising Opportunity

If you haven't heard yet, the Board of 6th Avenue Business District along with the general membership have approved an advertising fund that all paid district members can take advantage of. The SABD will pay $100 towards your advertising purchase. This benefit is a one time per member business per year. If you would like to take advantage of this and get some advertising going with Tacoma Weekly, contact me. We also have the Be Well section which comes out once a month with a featured story and in all papers. We have a restaurant section which comes out weekly and also has a featured story. Our City Life section might be where you would like to advertise or on the web? We publish Tacoma Weekly, Fife Free Press, Milton - Edgewood Signal, we have online as well as our new Radio 253 online.

Thank you,

Marlene Carrillo
253-922-5317 ext 20
253-534-6563 cell

Six on Sixth!

A warm and casual time on the sixth of every month to enjoy old friends and business associates, to network and to make new friends! Each gathering is hosted by a different business on The Ave.

Photo is from the March gathering at Cork! A Wine Bar. See page one for the April and May hosts.