De-pave — from Parking Lots to Paradise!
At Division and Sprague, Sun. March 16

We’re ready to rip up some blacktop and we need your help! Please join us for a one-of-a-kind, hands-on experience to transform unnecessarily paved areas across from Mt. Tahoma Seventh Day Adventist Church into green space.

You’ll get to take part in removing asphalt (it’s easier than it sounds) and planting trees and native plants that will help to beautify this intersection and filter polluted runoff before entering Puget Sound. These new garden spaces will complement the rain garden being installed at the corner of Division and Sprague Avenues.

Depaving Date & Time: Sunday, March 16th, noon until 3:00
Planting Date & Time: Sunday, March 23rd, noon until 2:30
Location: Gather under the shade tents for orientation at noon along 6th Avenue – between Mt Tahoma Church and Money Mart.

[Continued on page 5]
Main Street is Really an Avenue At Northwest Costume!
By Mario Lorenz

Main Street, as described by Tacoma’s Municipal Code, is really an avenue. You will find it at Northwest Costume, a costume rental business owned by Tom and Mary Johnson at 2315 6th Ave in Tacoma, WA. 98403. But describing it as a costume rental business is surely an understatement. It is the mysterious and exquisite experience of time travel, adventure, and personal transformation all rolled into one.

Sherlock Holmes would be proud of this establishment, and so would Floyd Clark, the personal friend of Tom Nix, the famous American Cowboy actor, and a personal friend of Mary’s grandfather, whose original vaudeville trunk is located in the Sherlock Holmes room on the second floor of this incredible building. The Sherlock Holmes room is just across the hall from the newly restored Avelon Ballroom named after the famous Avalon Ballroom of the 20’s and named Avelon because of Tom and Mary’s love for 6th Ave.

From the outside, the building is well kept and looks right smart and distinguished. It is the former home of Mel’s grocery store where people remembered as little children the pickle barrels that were outside and that fragrance of the Nalley Valley pickle that they would pick up at Mel’s for 2 cents. After Mel’s closed, the building became home of the Knights of Columbus and the smell of Friday night fish fries and cigar smoke drifted down the huge staircase that lowered everyone into the excitement of a pink pepto bismo kind of color on the walls. In those days fish and cigars and pink paint went very well together. However, Tom and Mary soon put some changes in that were more to their liking.

As Mary recalls, you simply cannot believe where the purchase of a $35 dollar sewing machine a few short years ago would lead you. For Mary Johnson it led away from a nursing career and into the intricate web of Sherlock Holmes and the exquisite mystery of her life as she sewed, stitched and designed her way into this historic building now known as Northwest Costume.

I know you will agree that when you get a costume from Northwest Costume, you are not only getting something to wear to a party, but are transforming yourself into an era that can only be seen from the inside. If you have never visited this enchanted place, now is the time for you to get acquainted with yourself first of all and then as you enter the world of costume and intrigue, with Tom and Mary Johnson and Northwest Costume.
El Guadalajara to Sport A New Look
By Angie Lokotz

If you haven't yet been to El Guadalajara Mexican Restaurant on 6th Avenue in Tacoma, get over there! Tucked behind the Food Co-op is one of the best Mexican restaurants on the Ave.

- **Food:** Very good
- **Decor:** Very good
- **Service:** Excellent

And, look for new things coming in March.

We spoke with owner Alfonso Ramos recently. He says that when the restaurant opens its doors in March it will sport a new look and some new menu options including some fresh organic fare as Alfonso re-introduces "El Guad" to the Ave.

The changes have already been put into motion. There is a fresh new look for the upstairs bar, a new color scheme, and better seating.

"There's an upstairs?!" you ask. Yes! And there's special days of the week from date night to jacket night, to speed dating.

Alfonso is a well established restaurateur in the area. He originally opened in the Stadium District in 2000, where his authentic cuisine even drew the high school Spanish classes to meet on occasion for lunch. In 2010 he moved his restaurant to 6th Avenue where he has continued refining his tasty luncheon specials and authentic dinners.

El Guad consistently receives 4- and 5-star reviews on Facebook and Google+. Here’s what some of his customers have said:

- If this isn't where you spend every Thursday night you either A: are crazy. or B: love paying way too much for drinks
- Excellent food
- Great food, great service . . .
- Hermoso lugar

Alfonso loves family, his restaurant, and soccer (futbol). He is a long time soccer player, a goal-keeper. He puts his best effort into all he does. Join Alfonso in March as he puts his best "fut" forward in the new El Guad.

New Business/Service Provider: South Sound Pano

South Sound Pano photographer Dan McCormack gave a presentation at the February 2014 Business Meeting. Dan is a business photographer for Google Maps. South Sound Pano provides 360-degree views of your business that act like Street View for your business interiors, and help get your business on Google Maps and Google+ Local so that you may be more easily found on Google Search and mobile devices.

Your 360-degree See-Inside view can be embedded on your business facebook page and your website. In today’s fast-changing world of social media, a Google See-Inside view makes your business more interesting and accessible to your potential client base. 6th Avenue businesses pride themselves on their unique styles and products. South Sound Pano can help your business grow your customer base by giving new customers a walk-around in your store whether you are open or not.

Dan is currently featuring an introductory special rate for businesses. Please visit www.southsoundpano.com to see some recent See-Inside Views of your neighbor businesses and use the contact form to contact Dan for more information on how he can help your business.

South Sound Pano can provide other photographic services as well. Email southsoundpano@gmail.com for more information.

Thank You from Mandelin’s

We here at Mandelin’s just wanted to say THANK YOU to all who came out to the shop for the 6th on 6th! For us it was a huge success!

We enjoyed meeting new neighbors that never had the chance to make it in to the shop.

We would love to host one again, but we will share. Looking forward to more 6th on 6th gatherings!

Thanks again
Mandelin’s Consignment
6 pm on 6th—on the Ave
By Mario Lorenz

Sixth Ave brings people into its midst for a variety of reasons. Each business is a draw unto itself and this is certainly a value to the district and the entire city of Tacoma. However within the greater Tacoma community of eclectic, eccentric, and at times extraordinary business personalities there is an event that personifies the nature of the personalities who make their business home on the Ave.

This social event is called 6 pm on 6th.

People come to a district because there is something special happening. Look for the next one coming Sunday, April 6th. We will get the word out soon on the location.

Art on the Ave 2014 Is on the Way!
By Angela Jossy, AoA Coordinator

Hello 2014! Since the beginning of January I’ve been focused on building our festival team and meeting with potential media partners. We are putting together a spectacular marketing plan. The festival theme for this 16th year of Art on the Ave is “Operation Epic.” This theme reflects our intention to increase the size and scope of the festival to include even more art, music, food and fun.

Vendor applications will be released this week. We will also be releasing a call to artists inviting them to submit proposals for large temporary art installations to be featured at the festival.

I’d like to introduce you to two new members of the Art on the Ave Team who will be in charge of those things:

Cathy Marcotte will be our Vendor Coordinator this year. You may know her as the former manager of the 6th Ave Farmers Market. She is one of the nicest people in Tacoma and has a lot of experience as a vendor and a vendor manager. We are so happy to have her at Art on the Ave!

Jennifer Weddermann will be coordinating the large-scale art installations project. An artist and an architect, Jennifer is well versed in the creation and display of public art. You may know her as the metal sculptor who will be creating special bike racks for 6th Avenue Business District.

I’m very much looking forward to working with both of these terrific ladies and I know they care about our community on 6th Avenue as much as I do. If you have any questions about the festival, feel free to contact me, Angela Jossy (6th Ave Event Coordinator) at Angela.Jossy@gmail.com.

2013 Art on the Ave Wins “Best Community Event”
Hello everyone!

Art on the Ave won Best Community Event in Tacoma Weekly's Best of Tacoma.!! If Art on the Ave would like to thank the citizens who voted for this, you can book a thank you space in our Best of Tacoma guide. Our Best of Tacoma Guide will be published on March 21st. The deadline for placing a thank you ad is March 10. I have attached a flyer with more information. Congratulations again!

Thank you,
Marlene Carrillo, 253-922-5317 ext 20, 253-534-6563 cell
SABD Manager Letter

By Mario Lorenz

Last August I was presented with the opportunity of being the manager of the Sixth Avenue Business District so I said yes. The Ave has a little bit of something for almost everyone. This newsletter has been a big part of the success on the Ave and an asset for the district so it is one of my intentions to keep it going and thriving in this year of the horse. I have chosen to help bring it back and with the help of my good friend Mr. David Parker, we will get it up and running once again. But I will ask for several of you in the district and in the surrounding neighborhood to participate in its production from time to time and I truly hope you will find a way to say yes when you can. You can help by writing an article or purchasing an ad in the April edition. Below I have listed some goals and you may have ones to add please come to the meeting Tuesday May 11th at 9 AM at El Guadalajara and share them.

Projected Goals for 2014:

- Restoration of the SABD district newsletter
- Produce a modest stipend for an editor through ad sales.
- Strengthen Farmer’s Market with district presence, paid entertainment & more participation.
- One mural completed this year in SABD
- Active promotion and support of Solstice event at Jazzbones on March 23, 2013.
- A resurgence of the 6 on 6 events headed by a coordinator.
- A Splendid and growing AOA (Art On the Ave) event
- A bigger, better and profitable DOD event
- Coordinate early start (May) on holiday lights, hire a professional to install rooftop lights.
- Double the active membership in 2014 (It was 60 last year)

- Encourage a coordinated promotion effort for the 2014 holiday season.
- Produce a new, better, and more inviting district brochure.
- Inventory of the district, vacancies available and new business openings
- Explore parking availabilities and discuss, and plan possible shuttle options.
- Develop a strong promotions committee to create more foot traffic in the district.

In Love and Service,

Mario Lorenz
SABD Manager

De-Pave Event [continued from page 1]

Volunteers of all ages are welcome to participate. Parents are responsible for attending their younger depavers. All the necessary tools, safety gear, and refreshments will be provided. This event will take place rain or shine, so please come prepared!

Please be advised that there are no restroom facilities on site. Due to the physical nature of asphalt removal, volunteers MUST wear long pants and closed-toed shoes to depave.

Parking is available on the Jason Lee parking lot or on the street.

This project was made possible by a partnership between Depave, Stewardship Partners, River Network, Pierce Conservation District, and the City of Tacoma Environmental Services. Funding provided by the Russell Family Foundation. For information on Depave, visit us online: www.depave.org

For event information, email Melissa Buckingham at PCD: melissab@piercecountycd.org or call at 253.845.9770 x109.
President’s Update

“We are the ones we’ve been waiting for”; that inspiring and motivating line was part of a United States’ Presidential campaign speech, and while it was spoken to a National audience, its implications hold specifically true to us.

As business and property owners, patrons and residents of Sixth Avenue, we have the capacity and unique opportunity to volunteer in a manner that affords each and every one of us with the ability to affect a lasting level of change within our business district.

And, we are off to a great start.

Thus far, the SABD Executive Board has proposed a new revenue source that has the potential to create an additional $15,000 per year. We have consolidated our committees making them more productive, and have established a security committee that will work in tandem with the Tacoma Police Department.

The Executive Board has proposed the funding of a new $2,000 line item expense for core-member subsidized advertising, which has already generated a large amount of interest and excitement from core-business owners. The Board has also allocated funding for office space, something that the Sixth Avenue Business District definitely needs. The ever popular 6on6 monthly social event is back, and so too is the newsletter.

It’s our time to make a difference, and we are doing just that.

There are plenty of opportunities to take part in this exciting period in our business district, and I encourage all reading this to do just that. Volunteer this year by joining a committee, attending one of our Board meetings, and/or contributing in a way that satisfies your personal desire to help Sixth Avenue continue down the path of excellence.

Dan Smith
President

Agenda
March 11, 2014 9:00am
General Membership Meeting
El Guadalajara
9:00 Welcome, Self-Introductions, Approval of February Minutes
President Update
CLO report
City Dept. of Economic Development Report
Presentation: Pierce County Council Member Stan Flemmung
Presentation: Saturn Barter, Josh Serrick
Treasurer’s Report (AOA Budget & Annual Budget up for review)
District Managers Report
Event Coordinators Report
Committee Reports: Volunteer opportunities available please sign up!
*Promotion/Design
Member announcements
10:05 Adjourn

February Fun Event on The Ave!

By Jamie McCormack

Free University’s 6th Ave Chocolate Stroll last month was a success! Despite the cold weather, participants came out to collect chocolates from businesses on the Ave to raise money for Free University. Coordinated by Robyn Liss, owner of Ubiquitous Journey, and owners from businesses such as Studio 6, The Wedding Bell and Crescent Moon, this event’s grassroots theme proved to be a fun adventure for newcomers to the neighborhood. Participants got the opportunity to tour 6th Ave and check out all that our diverse community has to offer.

Free University is a community learning organization offering free classes on a variety of subjects to eager learners of all ages. For more information about this volunteer-run organization, please contact Robyn Liss at Ubiquitous Journey (2607 - 6th Ave/(253)572-2550) or visit www.freeunw.com.
2013 Members

- 6th Avenue Photography, Vanessa Vanuren, 253-503-7611, 2506 Sixth Avenue
- A+ Driving School, Martin and Linda Kongsi, 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 Joudch, 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 Ave
- 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
- Fediay, 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 Amore*, Art Britton, Linda Greer
- Jason Lee Middle School, Kelli Johnson, 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,
- Liz Mayz Furniture, Jennifer Gintz
- Michele Malec, 272-6336, 710 So. Fife St.
- Mandelin’s Consignement, Rachael Kraglund, 253-301-3383, 2714 Sixth Avenue
- Masa, John Xitco, 253-254-0560, 2811 Sixth Avenue
- Medis’, 2710 Sixth Avenue
- Minuteman Press, Casey 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, 253-627-9403, 2403 Sixth Ave
- 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 Ave
- Sandhana-Karana Yoga, Pamela Higley, 253-254-6167, 3014 Sixth Avenue
- Six Olives, Eve Adams, 272-5574, 2708 Sixth Ave
- Sixth Avenue Farmers Market, Jamie, 253-272-7077, P.O. Box 707, 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, 253-572-5080, 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
- YES!” to Dave Parker, printerdave@nventure.com

New or Renewed for 2014

- Center for Spiritual Living, Rev. Frances Lorenz, 253-383-3151, 206 No. J St.
- Epworth LeSourd United Methodist Church, Dave Parker, 253-370-6208, 710 So. Anderson St.
- Marta Gronlund, 253-448-8282, 614 So. Oakes St.
- 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 98387
- Laughter Masters, Mario Lorenz, 816 So. L St., 253-272-6622
- Laundry Mart, Rose Mathes, 5401 Sixth Avenue, 253-752-6100
- Legal Shield, Bill Connolly, 253-272-2924, 1321 No. 5th St.
- Michele Malec, 272-6336, 710 So. Fife St.
- Mandelin’s Consignment, Rachael Kraglund, 253-301-3383, 2714 Sixth Avenue
- Minuteman Press, Casey Cowles, 253-474-9900, 2941 So. 38th St. Ste C
- MSM Deli, Mike Mohamed, 253-272-4814, 2220 Sixth Avenue
- Northwest Costume, Tom & Mary Johnson, 253-383-4700, 2315 Sixth Avenue
- O’Malley’s Irish Pub, Pat Mawhinney, 253-627-9403 2403 Sixth Avenue COMMUNITY MEMBER
- Paul Reilly ND, 253-752-4544, 3620 Sixth Avenue
- Sutton-McCann & Co., PS, Gordon Bower, 253-564-2217, 7320 Sixth Avenue Ste 2
- Starbucks, Janelle Graciano, 253-572-9525, 601 So. Pine Ste 100
- Starbucks, Jessica Hamilton, 253-272-1023, 2008 Sixth Avenue
- TAPCO Credit Union, Elizabeth Stewart, 253-565-9895, 2802 Sixth Avenue
- The Travel Company, Mary Jo Strom Copeland, 253-564-8189, 2522 No. Proctor Ste 153
- University of Puget Sound, John Hickey, 1500 No. Warner #1027, 253-879-3203

If you see any error in your listing, please email corrections to Dave Parker, printerdave@nventure.com
Jazzbones Proudly Presents

Equinox Party

03.23.2014
6pm Doors
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Jaden Row
With Special Guest Host and Emcee
Mario Lorenz

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www.jazzbones.com