Small Business Saturday
By Chantine McBain, Spec. Events

Greetings! Small Business Saturday is just around the corner, and 6th Ave is prepping for the event. Historically, most businesses on The Ave have done their own thing for SBS, and we don't want to mess with a system that's working for you. We would, however, like to get all of the information out to our local patrons in a handy map and specials booklet so they can plan their stops accordingly. So to that end, we need your help! Please send any information regarding your plans for SBS to chantine@soapandclay.com so we can promote you and get your info on our map! Face painters? Let me know! Refreshments? Food and drink specials? Musical performances, special guests, [continued on page 2]

Hello 6th Ave. Business Owners and Managers!

This is Eileen Newton, art teacher from Grant. Ms. Stegeman, art teacher from Jason Lee and I will be offering the Holiday Window Painting Event again this year. The Saturday event will occur on November 17th. Families will gather together at Jason Lee at 10:00 for instruction and to get materials and then be sent out in small groups. As a member of the 6th Ave. Merchant's Association, you are invited to get on our list of businesses to have windows painted that day!

Some things to keep in mind:
- Windows without an awning to protect them from the weather will need to be painted from the inside.
- Families may need access to water or restrooms. (If you don't have public restrooms, maybe locate a near neighbor who is participating and ask if families could share theirs.)
- By having families help with your holiday decorations, you may be creating customers for life.

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Santa Parade Information for Businesses

The 5th Annual Santa Parade will kick off at 4:30 pm on Sunday, December 2. The street will be closed at 2:30 pm from Sprague to Alder to guarantee room for the parade participants and facilitate the lineup.

"No Park" signs will be deployed the day before the event and this, as usual, will cause confusion with your customers. Please let them know that it is OK to park all day Saturday, but on Sunday ask them to start moving their cars around 2:00 pm, so that we have a wide open street for the parade. Any vehicles that are still parked on 6th Ave at 2:30 pm will be booted and will not be released until after the parade.

We have received a Green Event award again this year for the parade which is great because it covers the cost of the Porta Potties and the trash and recycle containers; however it comes with some inherent problems as well. The Porta Potties will be delivered on Friday night (I will try to negotiate a Saturday delivery) and will be zip-tied shut until parade day. The trash and recycle containers will be delivered to Crescent Moon's parking lot on Saturday. I have asked that they be delivered to the back of the store, but they often seem to favor the front parking stalls for their dropoff. Please email or text me if there is any problem with the receptacles and I will arrange to have them moved.

Thank You,
Community Partners!
Nick Feday TAPCO Credit Union
Central Neighborhood Council
North End Neighborhood Council

[continued on page 2]
Sixth Avenue Business District
Tacoma’s Eclectic Destination

Santa Parade Information for Business [continued from page 1]

There are plans for two music stages this year: one at Crescent Moon and one at Meineke. Musicians will entertain from 2:30 until parade time. There will be food vendors located at O’Reilly’s (along with a food waste bin). And Tacoma Artists Collective (TAM) have plans to hold a Kris Kringle Market at the old Taco Stand parking lot (the building with the LOVE mural).

We are talking to Lime Bike/Scooters about holding a demo on the street before the parade and possibly arranging a helmet sale as well. I hope to get the Bird Scooters as well.

Chantine McBain, our Event Chair, is asking businesses to provide hot chocolate or cider (or even mulled wine) and cookies or biscuits for customers (whatever you think will bring businesses into your shop). The Banquet permits are the responsibility of each business. The street will be closed so you can also use part of the sidewalk along your building to promote sales). If you tell us what you are planning, we will promote it.

Any logistics problems can be directed to Angie. Any parade-related questions to Kristy. Any promotions you’d like advertised, send to Chantine. All of our emails are listed on page 2 of the newsletter.

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fun interactive projects that patrons and their kiddos can enjoy? Send them my way - we will add it all to the event.

We are promoting this event as a customer appreciation day. We love our locals and their support throughout the year, so it would be nice to give them a fun day as a thanks for their continued support of our local businesses.

I did send out emails to the businesses and eateries/bars last night - check your inboxes (and spam) for more information on what we are planning. All businesses that get their info to me will be promoted and added to the map and lists; we can't promote you if we don't know what you are doing! Enjoy your November, 6th Ave!
Holiday Store Window Painting
[continued from page 1]

- I will need:
  1. Your name and/or a contact name and number
  2. The name of your business
     address of your business.

Please call me at 253.571.5401 and leave a message to get on our list!

Kindest Regards,
Eileen

“Our greatest natural resources are the minds of our children.” - Walt Disney

Eileen Newton
Art Teacher | Tues. and Thurs.
Grant Center for the Expressive Arts | 253-571-5401
Title I | Mon. Weds. all day and Fri. until noon only
Arlington Elementary School | 253-571-3216

Businesses, be advised, you must contact Ms. Newton directly at 253-571-5401. If no answer, please leave a message with your name, contact number, business name & business address.

First consideration is given to member businesses within the core; but Ms. Newton can arrange for those outside our core footprint to be painted as long as parents accompany and/or drive the children. Ms Newton and Ms Stegeman have the discretion to decline if they feel the business is too far.

We ask businesses to provide bathrooms, treats, hot chocolate, etc. for the kids and parents. Soap & Clay gave out some bath bombs and the kids were thrilled. These are the families who live along the 6th Ave Business District. Treat them nicely and they will be lifelong friends and customers.

Also, last year, 6th Ave businesses The Studio, Tacoma Games, and Half Pint Pizza put together a pizza party for the kids and families that was very well received. If you'd like to be part of this again this year, please contact district manager Angie.

Tim Marlowe Reports

FYI - Here is a brief (bullet points) report from our newest Board member Timothy Marlowe of BD Local. He attended the Point Defiance/Ruston Wine Walk to see how it was organized and to get ideas that we could incorporate into ours. PD/R Business Group asked Chantine to address their business meeting soon after we held our Wine Walk and she gave them some pointers.

I also asked Tim to attend the Bicycle and Technical Advisory Group meeting on behalf of 6th Ave to gauge interest and/or animosity toward the scooters that have been deployed to Tacoma of late.

Tim is hitting the ground running.

-Angie

North Pearl Wine Walk

- Great time of the day
- Easy access to where the tickets were given out
- The better venues had a larger space with places to sit and relax
- Smaller spaces made it like a cafeteria line for wine
- They had raffles, I did not like that they had a raffle off at the end; Sadie and I were beat by then
- No local attempt to get rideshare drivers or safe driving home after event; SABD did

City of Tacoma Bicycle and Pedestrian Technical Advisory Group

- Lime- Scooter update:
  - Seattle locals are coming to Tacoma to ride
  - 250 scooters, 100 bikes
  - Company goal during trial is 3 rides/vehicle/day
  - Exceeding their goals on the weekends
  - 1 transportation accident involving car and scooter
  - Hot spots- Downtown and Pt Ruston
  - 11/20 is their expiration for 60 trial; can extend to 120 trial
  - Once last extension has ended, all scooters and bikes will be removed until deployed permanently (TBA)
November Calendar (and beyond)

6th Ave Business District Meeting
**When:** Tues, Nov 13 @ 9:30-10:30 am
**Where:** Crown Bar, 2705 6th Ave; Agenda: Committee Reports, Lime Scooters, CM Blocker (if possible; he has Tuesday meetings downtown)
**President:** Christina Smyre, The Bar Association LLC

Third Thursday Art Walk | Every Month on 3rd Thursday
**When:** Thurs, Nov 15, Time 4 to 7 pm (Third Thursday of the month)
**Where:** Various | 6th Ave from State to Alder; Map will be online at tacomaartwalk.com

6th Ave Liaison: Chantine McBain, Soap & Clay
**Tacoama Artists Collective Contact:** Jennifer Mason, jennifermason-fineart@gmail.com (to request an artist)

**District Benefit:** Hundreds of potential new customers come into your establishment! Show off. Give coupons and flyers, offer samples. Feature music or artists. New businesses participating each month. 16 this month! Contact Chantine or Angie if you are interested in joining the Art Walk.

Tote Bag Tuesday | Every Tuesday!
**When:** New! Every Tuesday at Participating Businesses!
**Where:** Participating businesses: Crescent Moon, Garlic Jim’s, HM Spa, Mary Mart, Restyle Clothing, Scorpio Rising, Soap & Clay, Stargazer Comics, Turntable Treasures/House of Records, Studio 6 Ballroom, Hippie House

**District Benefit:** Specials at participating stores lure shoppers to the Ave. If you are interested in participating, or need more green bags, contact Angela Wehnert at Crescent Moon or District Manager Angie.

**Holiday Window Painting**
**When:** Saturday, November 17; between 10:00 am to 2:00 pm
**Where:** Participating businesses along 6th Ave
**District Benefit:** Holiday themed windows painted by Grant & Jason Lee students in time for our Small Business Saturday event and our Santa Parade. Holiday windows brighten the Ave and you get a chance to meet the people in the surrounding neighborhood who will frequent your shops. Businesses, be advised, you must contact Ms. Newton directly at 253-571-5401 to get on her list.

Small Business Saturday
**When:** Sat, Nov 24, All Day
**Where:** All Along 6th Ave | Selfie Stations | Sales | Promotions
**District Benefit:** Nationally advertised Small Business Saturday draws attention to neighborhood business districts! Sponsored by American Express, but not necessary to accept AMEX to participate. Tote Bags, Balloons, Welcome Mats, Big Social Media Event Push by 6th Ave Business District. 6th Ave has three neighborhood champions, so we will have swag galore to hand out. Contact Chantine or Angie with your specials so that we can promote it on our Facebook Event and map.

6th Ave Promotions Committee
**When:** Last Monday of the Month Before the Board Meeting (Nov 26) @ 10:00-11:00 am
**Where:** Crescent Moon Gifts; Agenda: TBA, rack cards, Tuesday Tote Bags, the toilet stall project?!
**Committee Chairs:** Angela Wehnert, 253-572-8339; Peter Vanrosdael, 253-272-9229

6th Ave Board Meeting
**When:** Wed, Nov 28 @ 7:00-8:00 pm
**Where:** Lately La Ca Bar has been a good venue for us. Check email or website event calendar.
**President:** Christina Smyre | If you have room for about 12-14 people for a meeting, please let Christina know.

5th Annual Santa Parade
**When:** Sunday, Dec 2, 4:30 to 6 pm (Street closes at 2:30)
**Where:** Along 6th Ave from Jason Lee to Alder Street

District Benefit: Families along the Ave in the lead-up to holiday shopping season.

6 on 6 Social
**When:** Thurs, Dec 6, 6 to 8 pm
**Where:** Any Volunteers? Contact Angie, 253-228-2337

**District Benefit:** Network with fellow business owners. See what other businesses are doing. Strong neighbors, strong neighborhoods. All business owners/employees welcome.

All are welcome! Are you hosting an event or celebrating an anniversary? Let us know! We need your input! You don’t have to be a district member to attend a social, come to a meeting, or be on a committee. (But we’d like you to.) Please consult our web events calendar for updates. 6th Ave needs and wants your input!

Petal | Home, Gift, Botanical
2509 6th Ave, Suite B | 253-355-2585
FB: Petal on the Ave | IG: @petalontheave
Wed, Th, Fr 11-7; Sat 10-6; Sun 12-5

6th Ave is constantly changing. Our newest business is located directly across from the LOVE mural off of the alley, but you can’t miss it if you follow the arrow painted on the side of the building. Petal is a highly curated boutique with affordable price points. You can find beautiful gift items: succulents, fresh flowers, cosmetics, bags, jewelry, candles, all with a “green” reusable feature; most with a Tacoma spin.

Owner Jillian Fried has fulfilled her dream and converted an old garage into a beautiful cozy boutique. She hopes to provide a destination community for people to come, shop and feel comfortable. Many items (like the Pepper Pot Polishes) are created by Tacoma artists and artisans.

Jillian has been working nonstop since just after AoA re-vamping the space. She hopes to be open November 7. Please follow the arrow painted on the side of the building to her door. Stop in and say hello.
Benefits from our Membership in
The Tacoma-PC Chamber of Commerce

This article is by Stacia Harvey, owner of Tacoma Framemakers. As you may know, this year 6th Ave Business District joined the Tacoma-Pierce County Chamber of Commerce, making Chamber benefits available to our member businesses. Stacia took advantage of the member discount to attend the South Sound Summit. Here is her take:

• It was encouraging to see so many City of Tacoma Business supporters in one venue.
• Thank you to The Tacoma Chamber Of Commerce for putting this event together.
• The speakers really made it clear that success is first about having passion for your business.
• We all need to support our community because of them we have a business.
• The new contacts I made have already reached out to me and want to know how they could help grow my business.
• I look forward to partnering up with at least three new contact I made in one afternoon.
• All the break out sessions were very easy to get to and the speakers were very informative.
• It truly shows that Tacoma has a lot to offer.
• We as business owners, with the support of our Business Districts, will be the key to success.

Stacia Harvey
Tacoma Frame Maker
3011 6th Ave Tacoma WA. 98407
Tue-Sat 11:00-7:00
253-564-2320
www.frame-makers.com
SABD (General Meeting) Meeting Minutes - 10/8/18. Crown Bar at 9:30a

Call to order by President Christina Smyre - 9:34a

Self-Introductions

Approval of Minutes - Christina Smyre moved, Elizabeth Stewart seconded, all approved.

President’s Report - Christina Smyre
- Start doing Broomie Awards quarterly - Omalley’s awarded the Broomie for the quarter
- Casey Cowles is still part of the CDA, and still a member of SABD.
- Majority ruling of Tim Marlowe becoming a Board Member, taking Casey’s seat and representing the Board at CDA meetings - head of the Safety Committee
- Stacy Hansen will be retiring from the Board at the end of the year. We’re in the market for a new treasurer with -beneficial and preferred- bookkeeping experience.

Treasurer’s Report - Tracy Hansen
- N/A
- CLO Report - Lt. Dan Still
  - Really quiet this past month
  - Less than a handful of vehicle prowls
  - Hired quite a few new officers (there is a huge need for police officers) many are still in the training academy
  - Still down 10 officers and 7 liaison officers
  - There should be a full staff of CLO by spring
    Right now operating with 50% of officers with 100% of work
  - Remind the officers how appreciated they are
  - Sector 1 needs volunteers to keep the doors open (TPD)

Community & Economic Development - Carol Wolfe

Budget
- Now is the time to bring forth good proposals for funding
- City Manager rolled out budget to council
- 3 more town halls to influence the budget before finalization
- Go to City Council’s website to city Council Dept Budgets Application deadline for art funding is Nov 9th
- Northwest Room at the Library
- Bunch of old pics from the business districts (historic photos)

Lime Bikes Program - came late
- Different appropriate and valid places to ride scooters versus bikes
- Bikes may only be ridden on the road on 6th Ave, not permitted on sidewalks
- Liability falls onto the person using the Lime vehicle
- There will be education events in the near future
- Lime Program Tacoma Manager will be starting this week
- There are designated hubs and spots
- Working on solution if a user needs the bike to back to where they came from (usually home or work)
- Call or email Lime for additional info, inquiries or complaints
- Contact info for Lime Rep: larissa@limebike.com
- After 3 month trial City Council needs to approve the program in order for continual operations
- Nov trial period ends
- Most cities who undergo the trial period usually approve
- There’s a few issues with operation of scooters but getting better
- Juicers go out and charge after 9p and have specific drop off locations
- Fee based business model

We requested that someone on behalf of Lime come to our meeting after the trial period is done for feedback
- Carole will ask the City Council what the evaluation process is

Art Walk and Night Market - James Tucker
- Skip, absent

Committee Reports

Design Committee | John Wolters - WC Studios
- We’ve received $12,000 for innovative grant from the City to create the community board
- Met with DT On The Go about biking on sidewalks
- Traffic division moving away from sharerows (faux bike lanes)

6th Ave is included in this as there is not enough space on 6th Ave for dedicated bike lanes to provide utmost safety
- Looking at S 8th for bike lane route
- National study shows that bikers spend $2 more than persons driving cars to businesses

Safety Committee | Christina Smyres
- N/A

Promotions Committee | Angela Wernert & Peter VanRosendael
- End of year - need someone to add to the promotions committee
- Once a month meeting at 10a

District Manager Report | Angie Lokotz
- A lot of garbage being dumped in the alleys and on 6th Ave
- We need evidence to build a case
- Pete found a bunch of needles in an alleyway close to Turntable
- Hazards campaign for littering
- PSA campaign for littering
- Marlowe is on the Board
- Art Walk is going great
- How to get involved with Art Walk is in the Newsletter
- Art grant instruction meeting - Angie is filling it out for AQA
- Small Busindss Sat (first Sat after Thanksgiving, Nov 24)
- Try to set up a restaurant or all restaurants on 6th to host a breakfast
- Barricade reimbursement submitted
- Nov 6th at Locust Cider (next 6th on 6th)
- Xmas parade will be 1st Sunday in December (Dec. 2nd) Streets close at 2:30 to whenever the parade ends (around 6:30)
- 6thave.org participation form for Santa Parade
- Jason Lee down on 6th to Alder/Cedar
- Any businesses with parking lot spaces - there will be 6 vendors looking for space to operate in
- Crescent Moon will have a music stage

New Bus and announcements
- N/A

Questions/ Comments
- N/A

Meeting Adjourned at 10:36a

Manager’s Report By Angie Lokotz

6th Ave has had a busy year. We just filled out our invoice to the City of Tacoma (COT provides seed money to the district each year in exchange for us performing certain tasks related to the Main Street Model on which the Business District is built). It’s a rather impressive list of accomplishments we made.

We had a Wine Walk in May, Art on the Ave in July, began the Tote Bag Tuesday promo, joined the Third Thursday Art Walk, and we still have Holiday Window Painting on November 17th, Small Business Saturday on November 24th, and the Santa Parade on December 2nd to look forward to. These are all events where business owners can show off your shops and introduce yourselves to a new group of potential clients and customers. After much deliberation by the Board, we’ve once again offered The Warehouse the contract for Aoa 2019. They made a few missteps with Aoa 2018, but all in all it was one of the most successful events for our businesses, and they can use what they learned to create an even better event.

We have maintained (and improved) the District’s social media pages (FB: 6thAveTacoma, IG: sixavatacoma). Our Facebook page has about 12,000 followers and we actively promote your business events there. But we can’t promote your events unless you give us a heads-up. Our webpage (6thave.org) has been getting a fair share of hits for all of our events, and our business listings are usually up to date. The newsletter goes out monthly to 300 businesses up and down the Ave, and our 6 on 6th Socials are very well attended.

We have begun a discussion with the City about the
Santa Parade Revving UP!
By Head Elf Kristy Rawley

The Santa Parade is in full force moving forward! To date we have 43 entries which equals over 500 individuals! We have horses, Police Motorcycle Buella & Harvey, Buffalo Soldiers Museum, Army Marching Band, Fire Trucks, Car Clubs just to name a few new participants! If you would like to participate in the parade, an application form can be found online at https://on6thave.org/wp-content/uploads/2018/09/2018-Participant-Form.pdf. We have successfully added another Event Stage for performers and VENDORS! We have Kettle Corn, Baked Potatoes, Baked Goods just to name a few. We are keeping vendor participation to food only this year and limiting it to only 5. Keeping it manageable!

City Church on 6th Avenue will be caroling on the Avenue after the streets closed. They will invite other churches to do the same!

We have collected about $2,500 more in donations this year. Our bills will be paid and the kettle will grow to help other community charities and get us going for next year.

Donations for entry fee will be collected. This is new this year and I am expecting a huge turnout for Nourish Pierce County.

Looking for more Street Entertainment

Street Beat by Peter Vanrosendael

Your 6ABD is advocating for you and a SAFER Sixth Avenue. We're gonna do this by a grass roots campaign of lowering the speed limit. We have a comprehensive plan, but to start it off, we need YOUR help. Anyone reading this (i.e. all businesses) can jump on this bandwagon. If we start with an initial 100 business partners we can do this. Our proposal is for these 100 partners to PLEASE SLOW DOWN to 20 or 25 MPH, EVERY TIME you come to work or leave. Your doing 20 MPH will definitely slow down the five to ten cars behind you. Please ask your employees to do the same.

The next phase will add considerably to the slower downers. Talking about your customers that come to the AVE and visit you. Request that your REGULARS, if they would be so kind as to also slow down. And if your regulars would also spread the word we can envision thousands of vehicles each doing a very little part to fixing the problem. Small posters and hand outs will be forthcoming for participants to post. This is a fixable problem. Let's all DO IT. And who knows, by slowing down, potential customers may more easily notice YOUR BUSINESS.

6th Ave Looking for Treasurer

Our treasurer Tracy Hansen, will be resigning as Treasurer effective 12/15/2018, due to some health and scheduling issues. Tracy has served us well these past two years, and we will miss her.

We would ideally like someone with a bookkeeping background, but anyone with a capacity for math can do the job. The time commitment is a bit more than an At Large position because you are responsible for keeping track of the budget, writing checks, etc. This is a two-year commitment.

Please contact any of the Board members (listed on the inside cover of the newsletter) if you are interested in the position.

Manager’s Report [continued from page 6]

possibility of bike lanes, crosswalk lights, tree installations. We regularly list available spaces/buildings in our newsletter (although space is at a premium on the Ave of late). We have only a few empty spaces: the MR Construction building next to Ice Cream Social, the old Northwest Costume Shop, the former Mary Mart space next door to Drastic Plastic, and the old Tacoma Games spot next door to Ruston Mercantile.

Thanks to our design committee, we installed our Big Belly can wraps, and we have received innovative grant funding for our Community Bulletin Board.

We joined the Tacoma-Pierce County Chamber, which entitles all our members to benefits of a Chamber membership. This can be anything from Lunch and Learn to Network after Work options, to the South Sound Summit that was attended by at least one of our businesses (read the synopsis in the newsletter).

We’ve been in touch with Pierce County Diversion Crew to clean up the Ave before the Santa Parade. We will once again be featured on CityLine Tacoma as Santa Al Switzer and his Head Elf Kristy Rawley and Elf Tracy Hansen take their spots on the big, comfy couch across from Amanda Westbrook.

We have had many interesting discussions at our meetings, the latest featuring the area manager for Lime Bikes. And, finally, cleanup and construction have begun on the Trapper Sushi spot.

We have positions opening on our Board. If you’d like to help continue our momentum, please contact any board member (listed on the inside cover of the newsletter) and let them know you are interested.