



Military Avenue Business Improvement District Quarterly Newsletter: June 2014 (Edition 1)

Director's Corner (Dan Perron)



Photo Courtesy of Green Bay Press Gazette

The Military Avenue Business Association (MABA) is proud to distribute this first edition of what will become a quarterly Newsletter for the Military Avenue Business Improvement District (BID). We would like to use the venue to help keep local businesses and neighbors informed of issues and development in the BID. We welcome any input or suggestions you may have on format or content. We also invite you to "like" us on Facebook and follow us on Twitter (See Facebook and Twitter info in the footer of this page).

Business Outreach

I've been on the job about for about 3½ months now and have had the opportunity to meet many of the business owners and managers in the Military Avenue BID. Your ideas and concerns have been very helpful in helping MABA formulate plans and priorities for the BID. As we move into the summer, I'd like to spend a little extra time with BID businesses to get to know you and better serve your interests. I work for you and my job is to balance the needs of all the businesses in the corridor with a vision that will increase property values, decrease vacancies and increase your profits. I'll be reaching out to several business owners/managers each week to schedule 20-30 minutes at your convenience to discuss your business and what you would like to see done by the BID. If you have a time/date that works for you, please contact me at 920-544-9503 or email to danperron@militaryave.org. I look forward to working with you. Sincerely, Dan Perron, MABA Executive Director.

UPCOMING EVENTS

June 1-7:

Rock n' Roll Land
Sidewalk Sale

June 15-July 3

Ben's Wish Charity
Drive

425 S Military Ave.
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New Businesses

MABA would like to welcome the following businesses to their new locations in the BID.

Burlington Coat Factory

Burlington Coat Factory, located at 1616 W. Mason St., doesn't just sell coats. Burlington offers name-brand clothing and merchandise for up to 65% less than other department stores. Clothing options for the whole family can be found at Burlington, along with home goods, furniture, and décor.

Michaels

Michaels Arts & Crafts, originally located in the Green Bay Plaza, recently moved to 1616 W. Mason next to the new Burlington Coat Factory. Michaels offers arts & crafts supplies that can fuel an individual's creative side by providing materials for a small project, home décor, weddings, and much more. Stop in and check out their selection when you need to exercise your creative side.

Fox Communities Credit Union

411 S. Military Ave. is home to the newest branch of Fox Communities Credit Union. FCCU's mission is to educate members, as well as to give back to the communities they are a part of. FCCU is a member-owned, full service financial institution dedicated to helping the community. Fox Communities Credit Union was also one of the main sponsors for the MABA Spring Clean event held on May 17th.

America's Best Contacts and Eyeglasses

The newest member of the Green Bay Plaza, America's Best Contacts and Eyeglasses, is located at 1499 W. Mason St. With a mission to deliver the best value in quality eye care and eyewear at the low prices America deserves, America's Best is your one stop shop for any eyewear needs. America's Best also offers eye exams, which can be scheduled in store or online.

Freeman's Family Restaurant.

Freeman's Family Restaurant moved to its new location at 113 S. Military Ave. (Market Square) in March. Owners Robert and Tracey Freeman offer a full range of family style menu options at the new location.

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I Do Wishes.

I Do Wishes is located just outside the Military BID but close enough that we want to welcome them to the neighborhood. I Do Wishes offers a full range of wedding design and decoration services based out of their new location at 1649 7th St.--right off Military Ave.

Military Avenue Spring Clean Day

MABA would like to thank everyone who volunteered for our first annual Spring Cleaning Day on May 17. We had nearly 30 volunteers who gave up their Saturday morning to help clean up trash in the BID corridor. Our team included representatives from both inside and outside the District including participants from local businesses, high schools, colleges, church groups, and neighborhood associations. Volunteers filled and cleared ten 50 gallon bags of trash and debris from the BID corridor. We would especially like to thank our sponsors for this event: Fox Communities Credit Union, Home Depot, and Team Apparel. MABA intends to make the Spring Clean an annual event and we look forward to an even larger turnout next spring. Thanks again to all who participated!



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Street Median Planter Planning

MABA has requested formal Public Works Department review of a proposal for street median planters within the Military Avenue Business Improvement District (BID). Upon approval, Public Works will forward this proposal to the City Improvement and Service Committee for inclusion on their committee calendar for final approval this summer.

The initial phase of this proposal focuses on building 11 poured concrete planters to be distributed over nine grass medians on Military Avenue between Leo St., and Langlade Ave. MABA has also identified and marked at least three additional sites that could be available for future planters when funds permit. All sites were chosen for maximum visual impact within the area of the BID with the most business density. Sites were also selected to ensure safe distance from major intersections where visibility issues may be a concern. The initial phase focuses more planter density in the area between Shawano Ave and W. Mason St. Follow-on phases will be used to fill in identified gaps south of W. Mason St.

MABA selected the designs through our MABA BID Design Committee with subsequent approval by the MABA Board of Directors. The selected design was provided to the larger Military Avenue BID community for review via an open meeting on May 20, 2014. The design was carefully chosen based on business owner input for visual impact as well as corridor traffic and weather concerns. Throughout the selection process, the MABA Design Committee and MABA Board referred to recommendations in the 2010 Military Avenue Market Analysis & Corridor Design Plan as well as advice from landscaping and construction subject matter experts. The proposed planters will serve as a basis for long-term landscape design planning in the corridor.

Dimensions/Materials: Phase one proposed planters consist of eight 5' x 10' (outside dimensions) and three 4' x 20' (outside dimensions) poured concrete planters.

Planters will consist of poured-in-place concrete walls installed on a 4" stone base. Planter walls will be 8" x 24" total curb -18" above ground. Planters will have four square, 8" x 8" raised architectural corner posts that will be 4"-5" higher than the walls (22"-23" above ground). Corner posts will have V-shaped chamfers and edged corners.



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Color/Designs: MABA proposed a light tan (Manila) standard color that will be integrated in the concrete. Color was selected to mitigate fading concerns and compliment the Military Avenue Business District logo and color schemes. In addition, we propose that the Military Avenue Business District logo be sandblasted into the street facing sides of the finished planters. This work can be accomplished after installation at a later date if funding is not available this year.

Fill/Plants: Finished planters will be filled with new, pulverized, sifted topsoil. Proposed plantings will consist of annual flowers based on season. MABA is consulting with local landscape companies for Fill/Planting options.

Median maintenance: MABA also requested that the city consider providing or contracting semi-annual median grass fertilizer and weed treatment for medians located in the Military Avenue BID.



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Event Planning for 2014

Ben's Wish food drive for 4th of July: MABA is looking for volunteer businesses to participate in the "Ben's Wish 4th of July Food Drive." We would like businesses to serve as collection points for the food drive within the BID. Collection barrels will be dropped off in mid-June and collected prior to the 4th of July holiday. Please contact the MABA office at 920-544-9503 if your business is interested in volunteering. Information on the Ben's Wish Charity is provided at the following link: www.BensWish.com

Music on Military (Americana-themed music festival): We are coordinating with the MABA events committee to research the possibility of hosting an Americana-themed music festival later this year that would include food and beverage tents. Tentatively planned for early autumn 2014 (we are looking at a date of 06 Sep), we would use this event as a fundraiser for a Christmas-themed event in December. MABA would also partner with a charity that supports local disabled veterans for this event. We are currently researching potential sites and requirements for this event. More updates to follow.

Christmas Market on Military (German-style Christmas Market): As mentioned above, the Events Committee is also researching the possibility of hosting a German-style Christmas Market in the BID during early December. Tentative dates for this event are 6-7 December and would consist of a two-day event held in the evenings on Friday and Saturday. We envision the Christmas market event taking place in one of the larger parking areas of the BID (e.g., Green Bay Plaza). The event would consist of local businesses and other vendors setting up tents to sell holiday themed goods. Food, beverages, music, and children's activities would also be provided. More updates to follow.

Social Media

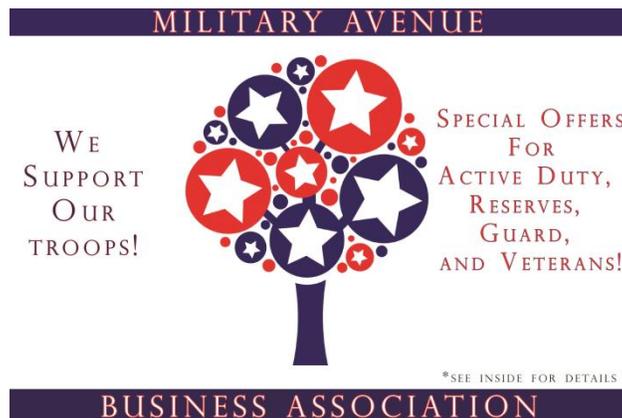
MABA is actively using social media to provide information to BID members and friends as well as promote businesses and activities in the BID. We encourage all BID members to "like" us on Facebook and follow us on Twitter (Facebook page and Twitter address are provided at the bottom of the page). In addition, we are actively researching proposal to update the MABA website and remove/edit outdated information in the coming weeks.



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BID Military Appreciation Zone Proposal

MABA is proposing the creation and marketing of a “Military Friendly” business atmosphere throughout the Military Avenue BID. We are aware that many local businesses already provide special discounts and other incentives for military personnel and veterans. This initiative will be an attempt to formalize this support and actively market the BID corridor as a “go to” destination for active and retired military personnel in the region. We will encourage local businesses to develop individualized incentives for military personnel (e.g., discounts on goods or services) and actively promote this campaign both individually and as a BID. An example of a business sticker for this initiative is provided below as an example of something that could be displayed in the window or door of participating businesses as well as being added to social media sites.



MABA Interns will be surveying local businesses in the coming weeks to garner support for this initiative and research the types of incentives we can market to active duty and retired military personnel. We would like the Military Avenue corridor to be known as the most military friendly district in the city. Please consider actively supporting this initiative.

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Business Improvement District (BID)

Committees

MABA maintains four permanent committees to provide consulting and planning for the execution of BID funds. If you are interested in serving on one of the Committees below, please contact Dan Perron, MABA Executive Director (contact info at bottom of page).

Design Committee (includes façade improvement, streetscaping, street banners, holiday lighting, etc.)

- **(Chair)** Dan Burich, Bay Motel (920-494-3441), dburich@baymotelgreenbay.com
- Brian Rouse, Bay Area Diamond Co.
- Russ VanDenElzen, Healthy Home Heating & Cooling
- Anndrea Gauger, Green Bay Plaza
- Bryan Boettcher, Quick Signs
- Garritt Bader, GB Real Estate Investments LLC
- Dean Flagstad, Green Bay Nursery
- Sue Nelson, Surroundings

Organization Committee (includes marketing, newsletter, business directory, website, social media maintenance, communications, consulting, etc.)

- **(Chair)** Adam Kersten, Kersten Realty (920-499-2283); kerstenrealty@yahoo.com
- Anna Lautenbach
- Tina Widmyer, Sara Investment Real Estate LLC
- Keith Zimmerman, Keith's Haircenter



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Events Committee (organizing and leading events in the Military Avenue Corridor)

- **(Chair)** Phil Doran, Rock n Roll Land (920-713-4534), rocknrollland@yahoo.com
- Jacy Ryan, BMO Bank
- Susan Nagel, FCCU
- Vicki Perron, Great Lakes Training and Development Co.

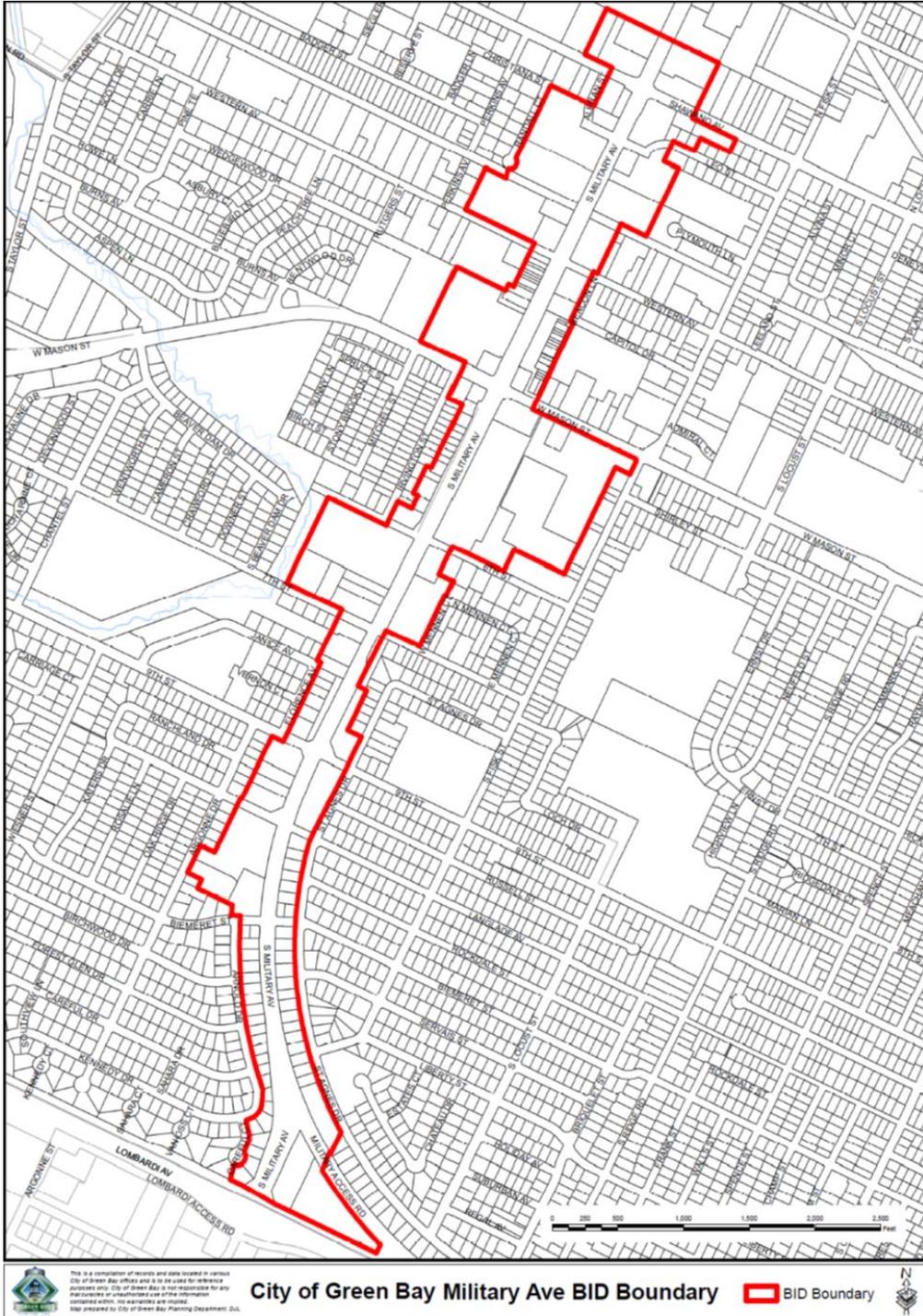
Economic Development (business recruitment, business support, business retention)

- **(Chair)** Greg Polacheck, Smet Construction (920-606-3305), gpolacheck@smet.com
- Ken Davister, Bester Development/AMA Heating
- James Wheeler, VanderZanden Properties
- Judd Gehl, Bay Area Diamond Co.
- Fred Monique, GB Economic Development
- Denise Blair, US Tech Force

If you would like to join one of these committees, please contact Dan Perron at danperron@militaryave.org or 920.544.9503

MABA Interns: MABA currently has three college interns who perform a variety of marketing, PR, and social media support. These interns dedicate an enormous amount of time and energy to the BID and do so free of charge. I'd like to extend my personal thanks to our outstanding interns.

- Missy Rebek (St. Norbert College)
- Alex Warner (NWTC)
- Eric Weidner (NWTC)



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