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# MILITARY Avenue

## BUSINESS DISTRICT

Volume 1 ♦ Issue 3 ♦ February 2010

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Let us help promote your  
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If Interested, contact  
Brenda Rollin with  
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Fax: 920-404-4232  
Email: info@militaryave.org  
www.militaryave.org

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**Vice President**  
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Ryon Savasta-Sara Investment Real Estate  
Theresa Barlament-The Pancake Place  
Randy Zaidel-Military BP

**Project Coordinator**  
Gene Hackbarth  
Phone: 920.227.7878  
Email: geneha933@yahoo.com

**Standing Committee Chairs**  
**Business Development:**  
Greg Polacheck

**Marketing & Communication:**  
Henry Czachor  
David Rovinski

**Membership:**  
Theresa Barlament

### Letter from our President

The time is near. Soon, the frost will be out of the ground and we will see the first pieces of heavy equipment on Military Avenue and earth being moved.

The improvement to the street will be something that we will see progress throughout the year. What will not be as easy to see are the things being done to improve the areas around the street. Last year the Military Avenue Business Association requested the city to conduct a Market Study and Corridor Design Plan for the Military area. Near the end of 2009, the city sent out Request for Qualifications to select consultants from all over the United States. Twenty-four companies responded. Five companies were selected as finalists and they were interviewed in January. Edward Martin and Greg Polacheck represented us on the selection committee. A consultant has been selected, and the city is currently negotiating a contract.

Why is this consultant important? The study will create a redevelopment vision that realistically refines types of businesses and land uses for the corridor, improves the corridor aesthetics by developing design standards, and builds a vision that helps both the private and public sector understand and work together to develop and redevelop the Military District.

We look forward to a new street, and to the new development that will follow.

-Bryan Boettcher

### Workshop offered

#### Bring your Energy, Ideas & Existing Marketing Plan

Thursday, February 18  
8:00 am – 11:30 am  
Thursday, February 25  
5:00 pm – 8:30 pm  
M & I Bank, 201 S. Military Ave.

This workshop will focus on marketing strategies and tactics that will help you to promote your business during the reconstruction of Military Avenue and beyond.

#### You will Learn How To

1. Devise effective LOW-COST marketing strategies.
2. Use synergy to increase your resources.
3. Retain and grow your customer base.
4. Access valuable resources and expertise.

Workshop Presenter:  
Christina Trombley, Director,  
Small Business Development  
Center, UW-Green Bay.



Christina holds a master of business administration from UW-LaCrosse and a bachelor of arts in Communication from UW-Eau Claire. She provides dynamic and visionary leadership for the Small Business Development Center and has over 15 years of experience in marketing, public relations, advertising and sales in several industries; including health care, food service and non-profit organizations.

To register:  
e-mail Judy.A.Decker@micorp.com or  
call 920-497-5204

Members: \$10/person  
Non-members: \$40/person  
Make checks to: MABA  
PO Box 33194  
Green Bay, WI 54303

*The Military Avenue Business Association's vision is to enhance our business climate. The organization will work with both the public and private sector to encourage growth and economic development through commercial and residential development, civic and social activities, and improvements in the general welfare of Military Avenue.*

## Consultant Selection Gets Underway

As the New Year kicked off, members of the Development Committee worked alongside members of the city of Green Bay's Economic Development Department in the selection of a consultant to draft a Military Avenue Master Plan.

Interviews of six consultant planning firms took place the week of January 11th. Several excellent presentations were heard and by week's end the choice was narrowed down to three consultant groups with a final selection made on Friday, Jan. 15th. The final choice is now in the process of ratification by the Green Bay City Council with the consultant firm expected to begin its work in early March.

A timetable of this planning process is found below. The year long process will include interviews with area businesses and several community presentations to solicit feedback from area residents. The goal is to put into place a vision of what people want to see Military Avenue become in the next phase of its development.

Special thanks to the Perkins Neighborhood Association and the John Muir Neighborhood Associations for its participation in the consultant selection process.

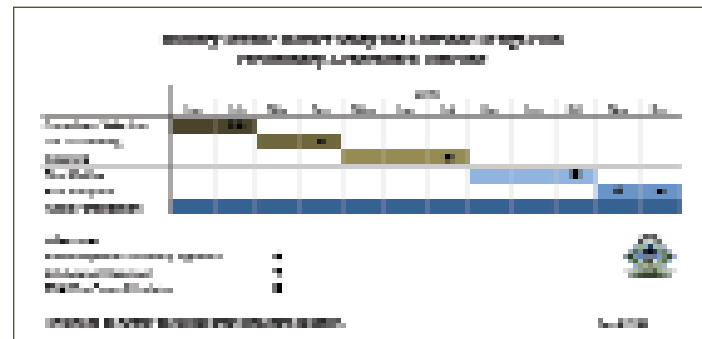
In other areas of our committee work, we met on Jan. 25th to review our progress on activities for 2010. Plans are progressing to have a booth at the upcoming International Council of Shopping Centers (ICSC) Idea Exchange in Madison on Apr. 14th & 15th. We are also active in organizing an ICSC Alliance meeting at Lambeau Field on Sept. 29th where regional municipalities will showcase their development projects.

Other activities for the New Year include:

1. Assisting with a ground-breaking ceremony in March or April to focus on the positive aspects of improving the business district and to unite businesses to survive the construction.
2. Assisting the Marketing Committee on its "Buy Local Pledge Card Campaign."
3. Working with Marketing on a "Directory of Businesses" sorted by categories.
4. Developing "Shared Parking Agreements" during road construction.

Committee members are: Jessica Beckendorf, Dan Burich, Gene Hackbarth, Derek Lord, David Martin, Fred Monique, Ryon Savasta, Quasan Shaw, Nic Sparracio, and Pete Roland.

This committee meets on the fourth Monday of each month at City Hall, Room 207 from 1:30 p.m. to 2:30 p.m. Our next meeting is Feb. 22nd. Everyone is welcome to attend.



### Military Avenue to get \$20K for Marketing

On Dec. 15th, the Military Avenue Business Association got Redevelopment Authority support for \$20,000 in marketing money to be used during construction.

## Become a Member

A new structure has been approved for membership dues by the board in the Jan. 12th Board meeting. They are as follows:

2010 New proposal for Dues:

\$50 Renter/Lessee 3 or less employees

\$100 Renter/Lessee more than three employees

\*\$.60 per thousand dollars of tax assessed value capped at \$2,000 per year.

\*Quarterly payments are an option for business owners. Other payment option requests to be approved by treasurer.

Example:

Renter at \$50 - 3 employees

Renter at \$100 - 7 employees

Property Owner for \$325,000 value is \$195

Property Owner for \$750,000 value is \$450

Property Owner for \$1 million value is \$600

Property Owner for \$3 million value is \$1,800

Property Owner for \$3.5 million greater value is capped at \$2,000

## Thank You

### burnham richards advertising

The logo and image have been completed and are really impressive. A big THANK YOU to the burnham richards advertising agency for their pro-bono efforts in creating the design. Also, a round of applause to Edward Martin for securing their assistance.

### Gerczak Advertising

Jill Gerczak Clark, Gerczak Advertising/Design, has joined our Marketing team. She will focus on revitalizing the Web site and rolling out a new look.

### GRAEF

A generous donation of a rendering photo of Military Avenue will be donated by GRAEF.

## TMC offers FREE Consultation to Military Avenue Businesses

David Rovinski, of TMC Business Connections, has agreed to meet with members and review ways to be proactive with their business plans during this re-construction year. David has many years experience in creating successful business planning. His S.O.S. Strategies of Success is timely for this potentially challenging year. In addition to this out reach offer, David is very active volunteering on the Military Avenue Business Association Marketing team providing guidance of our goals. We encourage you to take advantage of the TMC offer during the upcoming year.

Phone: 920.562.3456

Website: [www.tmcbusconn.com](http://www.tmcbusconn.com)

## Streetscapes

Last fall the Streetscape Subcommittee began identifying and researching many subjects of potential importance for the Military Avenue redevelopment. The street lighting options were discussed and voted on this past December with median lighting being selected.

One of our main focuses for 2010 will be the landscaping of Military Avenue in 2011 after the road is completed in November. Our committee is currently researching the ideal locations for landscape plots on the street and the proper selection of trees & shrubs for the area. Our plan is to first develop a layout of our committee's recommendations and then we will look to the property owners on Military Avenue for feedback on our design. We will then submit our recommendations to the DPW. Recommendations at upcoming meetings this spring from Dean Flagstad, owner of Green Bay Nursery, and Mark Freburg, our City Forester will be valuable in assisting in the selection of trees & shrubs which will be the most sustainable choices and will provide the most attractive appearance with minimal maintenance. We will also need to address the cost & responsibility for maintaining this landscaping.

Other ideas that our subcommittee will be researching this coming year will be the potential of adding a few storm water filtration beds (rain gardens) in a couple locations on Military Avenue to show businesses and customers the potential for reducing storm water runoff in the storm sewer system. The rain gardens can be used to filter water runoff and can provide extra water for landscaping plantings.

Our subcommittee is also concerned with creating a bike-friendly area. We will be looking at developing a plan for locating bike racks throughout the Military Avenue district. Our hope is to show our customers that we support & encourage the use of bikes in our business district.

Improving the awareness of Military Avenue as a business district at primary entrances leading to Military Avenue is extremely important. Lombardi, Velp, West Mason & Shawano are the primary roads that lead customers to Military Avenue. We are looking at the creation of some type of gateways to identify the business district and to encourage traffic to Military Avenue. We are also looking at enhancing a pocket park that is located on the southern end. We plan to provide recommendations for adding to seating, lighting and landscaping to the park.

Lastly, our student intern, Michael Morgan will be researching and pursuing grants with the assistance of our Project Coordinator, Gene Hackbarth. Hopefully some grants will be available to assist in the financing of some of the projects our subcommittee is proposing.

Our Streetscape subcommittee will be meeting on a regular basis in 2010. If you are interested in joining our group, you can contact Gene Hackbarth 920.227.7878 ([geneha933@yahoo.com](mailto:geneha933@yahoo.com)) or Dan Burich 920.494.3441 ([dburich@baymotelgreenbay.com](mailto:dburich@baymotelgreenbay.com))

## The Road Is Open

The Road Construction Marketing Subcommittee has been very active.

Our subcommittee's task is to help businesses survive the road construction. With this goal in mind, we are developing a marketing campaign using the theme; "The Road is Open." We are also offering businesses a chance to pool their marketing budgets, while leveraging funds provided by Military Avenue Business Association and the City. These campaigns will get the most for available marketing dollars.

Three major district marketing campaigns are planned during construction. These campaigns will coincide with different events occurring at businesses during construction.

The first of these campaigns will center on increasing customer cross-traffic; motivating customers to visit a number of neighboring businesses during one trip. Construction cones will be placed at every participating business. Customer names and phone numbers will be entered into two drawings every time they visit at a participating business. Prizes will be advertised and winners will be picked in June and November.

The second campaign will dovetail with the first, offering customers "Construction Coupons" when they visit your business during construction.

The third campaign will be a television marketing campaign that will leverage funds from Military Avenue Business Association and the City to offer small businesses an opportunity to increase their customer base by advertising to a much larger TV audience in Northeast Wisconsin. The cost to jointly market using these three packages will be very competitive and should be attractive to small, medium, and large businesses.

The success of all three of these campaigns will rest on the businesses' ability to create promotions that will excite and give people a reason to come and shop Military Avenue during construction! And don't forget... "The Road is Open."



Many individuals from Military Avenue businesses participated in the Jan. 13th Kick-off Meeting held at Broadway Automotive.



## District Block Captains We added several new members to the team...

**Hope Hrabik of Atlanta Bread**

**Jay Bero of Burst Floral**

**Theresa Piontek of DuBois Formalwear**

**Brad Witthuhn of Henri's Music**

**Plaza block area**

**St. Agnes Center + block**

**Arby's to Child Center**

**Westgate Center block**

**Other captains include - Joe Mongin, Brian Rouse, Vicki Perron, Dan Burich, Judy Decker**

**\* Remember that the block captains are your contact source for information on happenings with the board, committees and street programs. Please take the time to become acquainted.**