

May 2009



NEWSLETTER

For more information on MAMA or to become a member or partner contact:
Mel Page, Ph: 216-233-3157, Email: melissabpage@sbcglobal.net
There is no fee to join.

M A D I S O N A V E N U E M E R C H A N T A S S O C I A T I O N

Next MAMA Meeting

May's MAMA Meeting will have two sessions. You are needed at these meetings! To accommodate varying business hours you pick which time works best for you:

Wednesday, May 27th at TBD:
9 am to 10 am -OR- 7:30 pm to 8:30 pm

Light food provided. Meetings are informal. Feel free to come late or leave early. RSVP's encouraged for food planning but not required. Items to be discussed:

- Summer Calendar of Events on Madison Ave. and how to make the most of them for your business and Madison.
- Sharing information on your local Block Watch groups, Ward police officers, safety and police resources.

Thanks To!

- The 17 MAMA members & partners who attended March's MAMA meetings;
- Mahall's Twenty Lanes (13200) for hosting the meetings;
- Mahall's & Tommy's Pastries (14205) for the food & beverages;
- Robby Zettler, Metropolitan Homestaging (15226) who presented on our Madison Project & adding Curb Appeal to your storefront. Handout available.
- Lakewood Municipal Judge Carroll who attended our evening meeting & is a supportive partner of MAMA. And Municipal Court Community Service is making regular litter pick up runs down Madison! It has made a tremendous difference. Thank you!

Madison Ave. Calendar of Events

- Saturday, June 13** **Lakewood ArtWalk, 12 to 8pm** - all storefronts invited to participate.
Madison Park summer kickoff event 12 to 1:30pm (put on by Friends of Madison Park)
- Saturday, July 11** **Lakewood ArtWalk, 12 to 8pm** - all storefronts invited to participate.
- Saturday, Aug 8** **Lakewood Art Walk, 12 to 8pm** - all storefronts invited to participate.
- Saturday, Aug 15** **Car Culture Show-** Madison Ave. street closed in birdtown area, possible to expand restaurant booths at Madison Park. They need food at this event!
- Saturday, Sept 12** **Lakewood ArtWalk, 12 to 8pm**
Lakewood Community Festival - 11am to 5pm at Madison Park – MAMA can help expand by businesses holding booths or sponsoring.
- Saturday, Oct 10** **Summer monthly Art Walk, 12 to 8pm**

**Other ideas: Taste of Madison type event that showcases/promotes the many choices on Madison.
Salon/Barber event to promote/publicize the many on Madison. Ideas needed!**

Madison Avenue Merchant Association is dedicated to connecting Madison Avenue area businesses to the surrounding community. Thereby, raising the level of residential and commercial activity consistent with the interests of Lakewood citizenry & smart, sustainable economic practices.

Current MAMA Projects

Hard copy Directory Brochures - The business listing information for the more than 250 Madison Ave. area businesses is complete! 700 copies have been printed so far. They were passed out at the Home Fair Expo and I am getting around to passing them out for all the businesses to see and review. Funds remaining from the Expo will be used to print as many as we can in time for the June ArtWalk. Copies of directories are at Madison Branch Library. Thanks to Nate Kelly and the city Planning & Development department for providing Madison business information data to help this project move faster.

Window display improvements & design - Robby Zettler, Metropolitan Staging, is chairing this project we are calling the Madison Project. She is currently working with

Cuttin' Loose Salon (16621) on making some eye catching updates to her window display and storefront. A Virginia Marti class of 8 students are working with Lakewood Hardware (16608) as their first window display project. Next in line for updates are Silhouette Dance, The Coffee Pot Restaurant, and Omega Cuts. If you didn't get Robby's handout on the Madison Project and Curb Appeal I can send it to you by email or drop a copy off on request.

Madison Ave. Landlord listing— With help from the Mayor's office we will be making an effort to reach out and collaborate with Madison Ave. property owners and landlords to help improve Madison's streetscape and buildings. We may need help getting contact information. More on this at next MAMA meeting.

Madison Ave. Hosts Events

Whether the public comes by wheels or on foot this is our chance to show 'em what we got!

Lakewood Home Fair Expo - *Saturday, April 25th 11am to 5pm at Harding Middle School (at Hilliard & Madison)*. MAMA, Lakewood Observer, and Lakewood Recreation Department hosted this new event and it will continue annually. Six hundred Lakewood residents attended or participated. Thank you to the following Madison area businesses who exhibited:

Lakewood Hardware (16608)
 BGE Technologies (1669 Larchmont)
 Imperial Home Center (16000)
 Alternative Rental (16205 Hilliard Rd.)
 William Donnelly Huge Heating & Cooling (15725)
 ProVision Painting (15635)
 Metropolitan Homestaging & Design (15226)
 Wobblefoot Gallery & Framing (1662 Mars Ave.)
 Sherwin-Williams (14711)
 Slife Heating & Cooling (13729)

Summer ArtWalks - *Second Saturday of June, July, August, September, & October from 12pm to 8pm*. Lakewood Is Art (LIA) is thrilled to continue Art Walks on Madison Ave again this year and is building on past walks for Madison to become a favorite local destination not only for the art walks but for the charming storefronts that offer specialized and unique goods and services. Participating Madison businesses have a chance to get listed on the publicity material (posters, postcards, news media) if you get the registration form in by May 14. For more info and forms to register contact Mel. It is free to participate and get your name listed on the materials.

There are of course, expenses for this event so we are in need of sponsors to help printing costs and adding street performers in the mix to attract and entertain between storefronts. If you would like to contribute funds towards this effort and be recognized in our material as a sponsor call Ruthie Koenigsmark of LIA at 521-2894 by May 14.

Let's Talk Online

We have our own "Group" where we can meet online at our convenience and ongoing for all Madison Avenue businesses to view and share. I haven't been diligent or successful at getting this established and recruiting you to get on, but I'd like to keep promoting it and could use all the help I can get. If enough of us get on regularly it would be a resourceful and effective tool to help with our efforts. So far I'm just having discussions with myself :) Whether you post or just come on to read what others are discussing. It doesn't matter, but log on and check it out!

Select Observation Deck link at left side

Scroll down to Connections/Groups and click on MAMA

You and all visitors can view the discussions but you must register to "post" replies or comments. Once registered you may easily log on going forward. To register:

1. Select Register icon.
2. Fill out simple & short online form and submit
3. After receiving an email confirming you have been added as a member you may then go into the website

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