

Tosa East Towne

Neighborhood Association



Newsletter

October



TETNA is adjusting how the neighborhood celebrates Halloween with new activities.

TOSA EAST TOWNE OFFERS HALLOWEEN SPOOKTACULAR

Halloween is one of the most anticipated holidays in the Tosa East Towne neighborhood, and while the TETNA board made the difficult decision to cancel this year's Nighttime Trick-or-Treat event (see Page 5), we have several alternative activities and contests fit for social distancing and keeping families safe this year while the coronavirus continues to spread.

First, don't forget to renew your TETNA membership. Renewal emails were sent to returning members with instructions for renewing online.

Or you can pay your \$10 membership dues by going to tosaeasttowne.org/join. (A \$2 fee is added to maintain our membership portal.)

Continued on Page 4

Inside this issue

TASTE OF EAST TOSA

Try the "takeout edition" of this popular event. See details on Page 4.

RUN TOSA RUN DONATION

See Page 4 for an update about TETNA's donation to Ronald McDonald House Charities Eastern Wisconsin. Thanks to our runners and sponsors.

NO TRICK-OR-TREAT

See Page 5 for a message from TETNA's board president.

SCAVENGER HUNT RECAP

We couldn't have asked for a better turnout for our Summer Scavenger Hunt. Highlights and photos on Pages 6 and 7.

TOSA'S ALL-CITY READ

The book has been announced for this year's All-City Read. Find out more on Page 7.

MEMBERSHIP RENEWAL

October is the month to renew your TETNA membership. Visit tosaeasttowne.org/join or check your email inbox for details.



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Robin Luther

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Nancy Hall
Misty Guard
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ASSOCIATION MEETINGS

Association meetings are open to everyone in the Tosa East Towne neighborhood. During the coronavirus pandemic, we have been meeting online. If you would like to join a meeting, email info@tosaeasttowne.org.

ADVERTISE IN OUR NEWSLETTER!

Our newsletter is distributed three times a year to 2,300 households in our neighborhood, a great way to reach nearby customers.

Full page ... \$200 each

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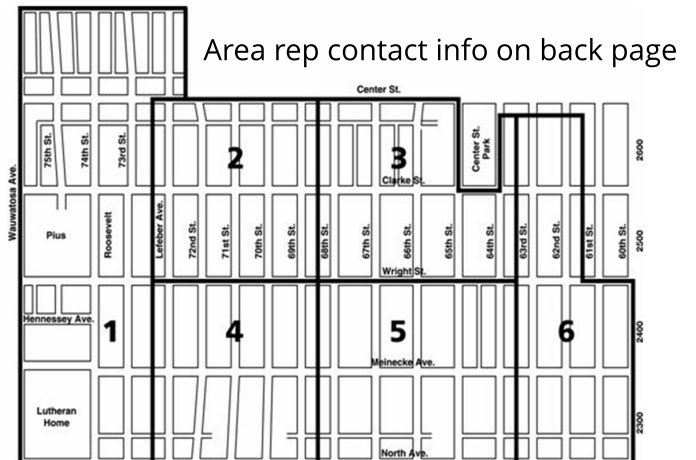


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Some residents go all out with their Halloween decorations each year. Just strolling the neighborhood can be a hauntingly good time seeing what frights are on display.

Halloween activities, contests planned for neighborhood at end of October

Continued from Page 1

For members to participate in our costume contest, coloring contest and scavenger hunt, all it takes is a little time, effort and creativity.

Costume Contest

TETNA members can show off their cool costumes and potentially win prizes by participating in this socially distanced costume contest.

To submit an official entry, upload a photo by Oct. 31 of you in your Halloween costume to tosaeasttowne.org/halloween along with some identifying info – name, address and age category.

Entries will be judged in 4 categories: Scariest, Funniest, Most Creative and Best Family. Prizes will be awarded in several age groups, depending on the volume of entries, such as 18+, 12-17, 7-11 and 6 and under.



Coloring Contest

TETNA members can go to tosaeasttowne.org/halloween and print a page featuring the Tosa East Towne sign design. Color it in using any medium, such as crayons, color pencils, paint, etc.

When you're done, submit it by uploading a photo by Oct. 31. Entries must include the participant's name, address and age category. All submissions will be entered in a prize drawing.

SPOOKtacular Halloween Challenge

The Summer Scavenger Hunt was such a big hit that we're giving the concept another try, this time with a fall Halloween theme. The hunt will run from Oct. 23 to Nov. 1 on the GooseChase phone app.

Singles, couples and families with kids of all ages are all invited to participate! Enjoy 10 days of fun Halloween adventures, challenges, puzzles and activities. Complete one, complete them all – it's up to you and just for fun. No prizes this time, just bragging rights.

Share your photos and be sure to share your "likes" on the app as you watch your neighbors join in the fun.

HOW TO PLAY

1. **Download*** the GooseChase's iOS or Android mobile app.
2. **Join the hunt:** TETNA's hunt code is VJXL53.
3. **Form your team!** The first team member to download the app should start the team.
4. **Invite others** to download the app and join your team by searching for your team name
5. **Or Invite** your friends to form their own teams and play along.
6. **Complete the first mission:** Introduce your team.
7. **Complete missions.** Follow the mission's directions, send in a picture to show your team took on the challenge, earn points, repeat!
8. **Track your team** (and other teams) in the GooseChase team rankings..

***Note:** Anyone on your team can download the GooseChase app, but only one download is required. If multiple team members have the app, your mission pictures can be sent by any one person. Only submit one picture per challenge per team.

TETNA donates \$2,000 despite Run Tosa Run cancellation



May 16 was to be the day of TETNA's seventh annual Run Tosa Run, raising money for Ronald McDonald House Charities Eastern Wisconsin. Sadly, it was not to be, but we appreciate all the support of our runners and sponsors.

And though we offered refunds, many of our runners allowed us to keep their registration fees and donate them to our longtime charity partner.

With those proceeds and money from our sponsors, we were able to write a check of \$2,000 to Ronald McDonald House Charities!

A special thanks to lead sponsor GRAEF, whose team members (in inset photo at right) completed a virtual race on their own while supporting Run Tosa Run. BelAir Cantina also continued to be supportive, as was sponsor Shine Salon.

We look forward to returning strong in 2021. Until then, keep running, Tosa!



TRY THE TAKEOUT EDITION OF TASTE OF EAST TOSA

After two successful years holding the Taste of East Tosa event at Birch on North Avenue, TETNA is putting an in-person event on hold until the pandemic has subsided enough to again permit larger indoor gatherings.

Instead, TETNA encourages all neighborhood residents, and anyone who is interested in great food, to participate in Taste of East Tosa: Takeout Edition.

Participation is as easy as it sounds. Just make a point to order takeout or delivery food from as many of our North Avenue eateries as you can stomach this winter. And watch TETNA's Facebook page and website for special promotions starting in December.

A big thanks to last year's participating businesses: Cosmos Cafe, Tosa Bowl and Bun, North Avenue Grill, Lutheran Home & Harwood Place, BelAir Cantina, Cranky's, Rocket Baby Bakery, Ono Kine Grindz, Wauwatiki, Hue Vietnamese, Indulgence Chocolatiers, Cafe Blue, Ca' Lucchenzo, Camp Bar, The Real Good Life, Milk & Honey Liqueur, McDonald's and BB's on North.



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BOARD CANCELS TRICK-OR-TREAT 2020

By David Paulsen

Fellow Tosa East Towne neighbors, like many of you, I had doubt in the back of my mind since spring whether we would be able to gather like we have in years past for our annual TETNA Nighttime Trick-or-Treat, with the ongoing coronavirus pandemic continuing to pose risks to public health. Your Tosa East Towne Neighborhood Association board chose earlier this year to cancel the Spring Egg Hunt, Run Tosa Run and the Neighborhood Rummage Sale because we deemed those risks too high. On Sept. 14, the board met again, this time to decide the fate of Halloween in the neighborhood.

The good news is that Halloween will still be celebrated! See the article on the front page for some of those details or visit tosaeasttowne.org/halloween.

The board, however, made the tough decision to cancel this year's official Nighttime Trick-or-Treat. It was not lost on the board that we were meeting a day after Wisconsin had set a state record of 1,582 new cases. (Daily cases have more than doubled since then.)

The board reached the conclusion that cancellation, though a disappointment, was the prudent move, given the uncertainty about the pandemic's trajectory and the potential for the virus to be spread rapidly during such a popular, hands-on event like Trick-or-Treat.

We look forward to celebrating Halloween with you this year following public health precautions to keep each other safe. If you have suggestions for this and other upcoming events, send us a message at info@tosaeasttowne.org.



Thanks to all of you for helping to make this such a vibrant, fun and welcoming neighborhood. We appreciate your patience as the TETNA board navigates these unprecedented times, and we will continue to provide safe, family activities to residents throughout the pandemic and when it is finally over.

Stay safe.

David Paulsen is president of the Tosa East Towne Neighborhood Association board.

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Participating teams included, from left, Goblin Hunters, Millie and Her Humans and Lefebulous Six.

TETNA SCAVENGER HUNT WAS A BIG HIT

By Robin Luther

Social distancing sure didn't lessen the excitement in TETNA this summer. It was so thrilling to have over 70 teams sign up for our first Scavenger Hunt, which took place from July 22 to Aug. 18. Each week of the hunt offered new "missions" for our teams to complete and, wow, did they ever step up to the challenge!

Teams varied from singles to couples, from families to friends – with all ages represented! Over the course of four separate one-week hunts, there were 143 different missions available. Each team logged into the TETNA hunt on the GooseChase app from which they submitted photos to show the missions they accomplished. In total, teams submitted an amazing 3,082 mission pictures as they hunted down locations, created works of art, shared treats with neighbors, solved puzzles and more.



It wasn't yet Halloween, but teams had fun finding the house this guy was haunting.

Although each team participated on their own, there was a real sense of community and friendly competition in the air. Eight teams completed EVERY mission: Lefebulous Six, GO Furry Potato, Goblin Hunters, 63rdStreet Kids, Kitten Mittens, Not Wearing Pants, ThunderWolves and Steikensquaranteam. Just as exciting were the 50-plus teams that joined in a big way, completing anywhere from 15 to 137 missions each. Imagine the number of miles our teams covered!

A big thank you to everyone who participated. Your enthusiasm and willingness to play made the Scavenger Hunt a wonderful event and helped make this unusual summer a little more fun!

To make this fun event even better, 22 local sponsors generously provided great prizes and promotions, as well as some fun mission opportunities. When you're out and

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The 83rd Street Interlopers show off their watermelon slices to complete a week 2 mission.

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Tosa's All-City Read announced

By Nancy Hall

Tosa's All-City Read is an annual community reading event sponsored by the Wauwatosa Neighborhood Association Council. This year's selection is "Call Me American: A Memoir" by Abdi Nor Iftin.



The book is an account of the author's years growing up in war-ravaged Mogadishu, Somalia, his flight to Kenya and his eventual immigration to the United States. His story is a compelling account of the hardships that drive people like Abdi from their homes, as well as the obstacles they face in their efforts to find permanent homes away from extreme poverty and violence.

*Call
 Me
 American*

a memoir

*Abdi Nor
 Iftin*

Book discussions, lectures and other events are planned for February 2021, hosted by the Tosa's All-City Read committee. Because of COVID-19, activities and events will be virtual. Check tosasallcityread.com or the committee's Facebook page for schedules of events and information about book giveaways.

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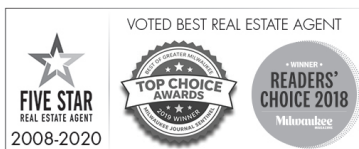
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