

# Tosa East Towne

## Neighborhood Association



# Newsletter

## February



*With the pandemic disrupting business, local establishments are making adjustments.*

## EAST TOSA BUSINESSES PIVOT DURING PANDEMIC

**By Molly Dill**

As the COVID-19 pandemic has changed our daily lives over the past 11 months, businesses in and around Tosa East Towne have been heavily impacted as well. But many have managed to drastically adapt their practices to forge ahead in the new normal, demonstrating creativity and innovation.

Among them is Pilgrim Child Development Center, or PCDC, at

7011 W. Center St. PCDC reopened on June 1 with new procedures in place, including twice-daily temperature checks for both staff and children, said Nikki Strege, center director.

“Our enrollment was incredibly low in the first few months, which led to changing staff responsibilities and allowed us to maintain new sanitizing procedures,” Strege said. “Our staff

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### TETNA moves online for Annual Meeting

Join us for our Annual Meeting at 6:30 p.m. Wednesday, April 14, when we'll gather online to recap the year, highlight the proposed TETNA budget, name our scholarship recipient and invite city officials to provide updates on local news.

Our Annual Meeting also is a great time to think about getting more involved in your neighborhood by joining our board. Any TETNA member can serve.

The board meets once a month, every second Monday.

If you are interested in learning more about joining the board or would like to be included in Annual Meeting notifications, email [info@tosaeasttowne.org](mailto:info@tosaeasttowne.org).

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Kevin White  
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Margaret Malnory  
Nicole Dryden  
Joe Liban  
Robin Luther

### BOARD MEMBERS

Christina Piel  
Nancy Hall  
Misty Guard  
Zack Goehner

### 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](mailto:info@tosaeasttowne.org).

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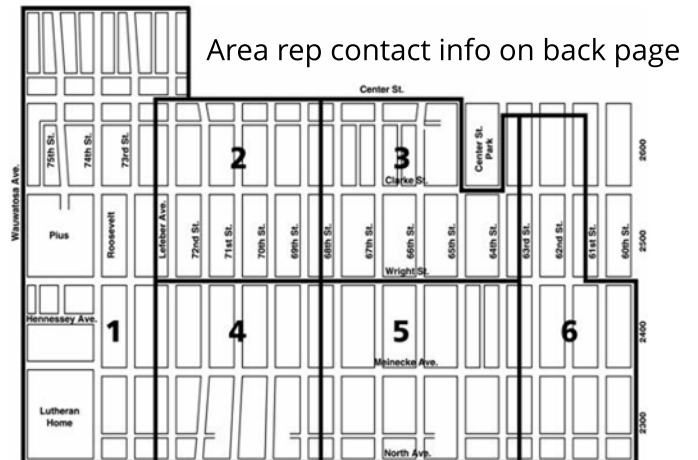
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## Newsletter distribution areas



Area rep contact info on back page

# BOARD ADJUSTS TETNA EVENT SCHEDULE

**By David Paulsen**

The coronavirus pandemic upended a full cycle of TETNA events over the past year, but we entered 2021 with some hope of an eventual return to in-person activities and resumption of some of our neighborhood's most popular events.



We are happy to announce that Beth Jaworski of Shorewest Realtors has again committed to sponsoring our Neighborhood Rummage Sale. A final decision has not been made about whether that event will resume on the first Saturday in June, as is customary, or a later date. Watch for further

updates.

TETNA also is eager to bring back Run Tosa Run, likely either as a virtual 5K in May or as an in-person event scheduled later in the year. A decision should be coming soon.

As for the annual Spring Egg Hunt, the TETNA board voted in January to cancel that event for the second year, due to continued public health concerns, difficulty of scheduling events with Milwaukee County Parks and overall uncertainty about COVID-19 trends in the next couple months.

At the same time, the board is considering options for safe alternative activities around Easter, including:

## **EGG-CELLENT EASTER COLORING FUN**

Visit [tosaeasttowne.org/easteregg](http://tosaeasttowne.org/easteregg) and print out our egg-decorating activity. Get creative with coloring your egg, then cut it out and put it in your front window by March 27 to share with neighbors.

We look forward to seeing everyone's work as we stroll Tosa East Towne's streets this spring!



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*Pilgrim Child Development Center, above, and Rocket Baby Bakery, below, are among the East Tosa businesses that have had to adjust to COVID-19.*

## Businesses pivot during pandemic

### Continued from Page 1

continues to rotate and sanitize toys when a child is finished playing with it.”

Rocket Baby Bakery, 6822 W. North Ave., was among the TETNA restaurants that adapted to safely get food to customers.

The popular bakery added tape on the sidewalk to help walk-up customers keep their distance in line on busy weekend mornings. It began taking walk-up orders at the door instead of bringing customers inside. And Rocket Baby also implemented online ordering, for curbside pickup or delivery within the neighborhood.

Other restaurants along North Avenue have implemented similar measures, emphasizing takeout and delivery options while producing new quarantine-ready menu items, from Cranky's donut-making kits to BelAir Cantina's "make your own nachos." North Avenue Grill took advantage



of its outdoor seating during the summer. Hue Vietnamese doubled down on online ordering.

"Thank you all for helping us find a place in this brave new world," Rocket Baby said in a May social media post. "We are not sure what is coming next, but we will be happy as long as we get to bake."

At Fancy Pants Pet Salon, 6421 W. North Ave., owner Erin Hennen also implemented changes to help keep customers and staff safe. Hennen herself was diagnosed with breast cancer three days after the business shut down due to the pandemic, so she has been

especially careful with her compromised immune system.

Fancy Pants moved its kennels to the front of the retail area so customers could have contactless pick-up and drop-off. Hennen also implemented online payments.

"We are really lucky – our jobs are so focused on dogs and not people, we were able to be socially distant almost immediately," Hennen said.

As the pandemic has worn on, PCDC adapted its drop-off and pick-up procedures over time. At first, no parents or visitors were allowed inside. Eventually, recognizing the importance of parent-teacher communication, the daycare admitted parents after a temperature check, with masks and social distancing.

"We also reduced our hours of operation when we reopened the center," Strege said. "As we felt more comfortable, we added hours to our day to accommodate families' needs. This was beneficial as we learned the best practices for the pandemic and adjusted to our new normal."

Enrollment has been steadily increasing since June. Strege said parents have helped in both recruitment and in keeping the community safe with testing and keeping sick kids home.

Fancy Pants was able to keep all its employees on with the help of a grant to pay them while it was shut for six weeks. Since it reopened, business has been brisk, she said.

"We're busier than ever! I think with so many people working from home, they're really noticing how much their pups smell," Hennen joked.

# FEBRUARY IS EAST TOSA TAKEOUT MONTH

Show us your local order for a chance at a gift card at your favorite eatery

After two successful years holding the Taste of East Tosa event at Birch on North Avenue, TETNA put an in-person event on hold in 2020, with the hope that the pandemic will have subsided enough to again permit larger indoor gatherings later in 2021.

In recent years, the growth in the East Tosa restaurant scene has been one of the most exciting developments in the neighborhood, and many Tosa East Tosa residents are doing their part to support these businesses -- while filling their bellies with great food -- by taking advantage of takeout and delivery options.

**So in lieu of an in-person Taste of East Tosa, we are encouraging the neighborhood to step up that support for East Tosa restaurants during the month of February.**

All month, when you get your order from any of the North Avenue establishments from 60th Street to Wauwatosa Avenue, post a photo to social media and mention/tag TETNA:

- Facebook - @TosaEastTowne
- Twitter - @TETNA
- Instagram - @tosaeasttowne

This is an informal challenge, though we'll be watching for residents who are particularly successful in enjoying local cuisine. If that's you getting takeout on all 28 days of the month, don't let anyone tell you there's anything wrong with that!

And at the end of the month we'll select one lucky participant at random to receive a \$50 gift card to the East Tosa restaurant of their choice.

One more big thanks to our 2019 Taste of East Tosa 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.

It's never hard to find good eats in East Tosa!



*Many past Taste of East Tosa participants are ready to fill your takeout or delivery order during the pandemic.*



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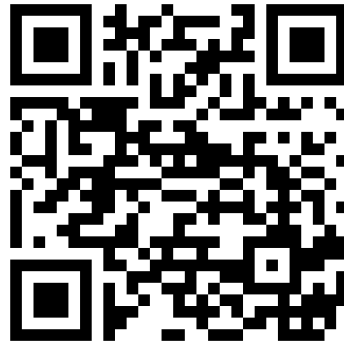
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# TETNA's Arctic Adventures celebrates wintertime fun

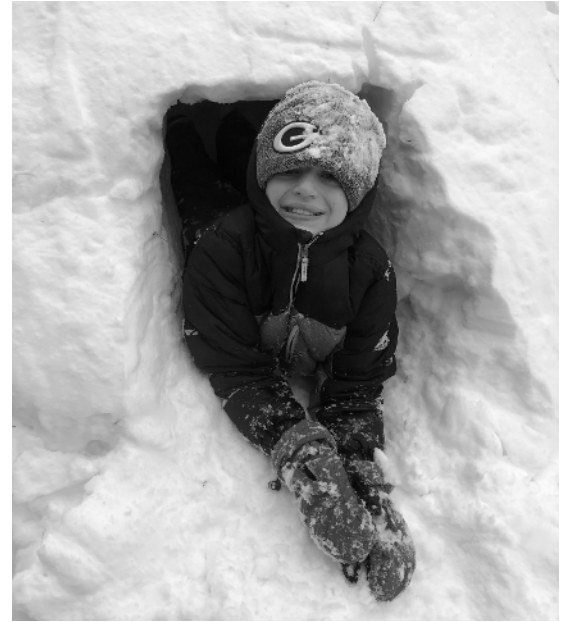
The cold weather and social distancing may keep us apart in the coming months, but TETNA has a fun way for you and your family to stay connected to the whole neighborhood!

Get ready to join in on a new neighborhood association activity we're calling Arctic Adventures, as we move into the final month of winter.

Every Thursday for five weeks, beginning Feb. 18, visit [tosaeasttowne.org/arctic-adventures](http://tosaeasttowne.org/arctic-adventures) or scan the QR code on this page to discover a new weekly activity. Each week will bring a new idea, task, challenge or mystery for you and your family to take part in.



Maybe you'll be asked to post a picture of how you're enjoying the cold, or what new recipe you've tried. Perhaps you'll be challenged to surprise a neighbor or solve a puzzle. Everyone in Tosa East Towne is invited to join in the fun and help us build an



amazing gallery of pictures that document all the great things we are doing together - apart!

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## Housing initiative aims at forging welcoming CommUNITY for All

The Tosa Together community group is partnering with the Opportunity Neighborhoods Program of the Metropolitan Fair Housing Council to find affordable rental housing in Wauwatosa for families.

The key to the program is identifying landlords with 2- and 3-bedroom rental units in single- or multi-family properties willing to consider renting to families with Section 8 housing vouchers who are pre-qualified and trained by the Housing Council. Tosa Together will then provide services to the families to help them feel welcome and make connections in Wauwatosa. The Fair Housing Council also provides services and protections for the landlords as well.

Information sessions will be offered in the coming weeks. If you have rental units - whether open now or not - and are interested in learning more, please contact Tosa Together at: [tosatogether@gmail.com](mailto:tosatogether@gmail.com) or Fair Housing Council's Dame Rimmer at 414-315-0126 or [drimmer@fairhousingwisconsin.com](mailto:drimmer@fairhousingwisconsin.com).

# TETNA's high school seniors invited to apply for our \$750 scholarship

Know an outstanding high school senior in the Tosa East Towne neighborhood? Encourage him or her to apply for our TETNA scholarship of \$750.

The Tosa East Towne Neighborhood Association offers one non-renewable scholarship to a graduating senior attending any area high school who plans to continue their education at a college, trade, or technical school. Applicants must live within the borders of the Association (east of Wauwatosa Avenue and north of North Avenue), and applicants or their immediate family must be current paid Tosa East Towne

Neighborhood Association members.

Seniors in our neighborhood should apply by Feb. 19. Application, can be found at [tosaeasttowne.org/scholarship](http://tosaeasttowne.org/scholarship).

This scholarship recognizes a student who best exemplifies the TETNA philosophy: "To provide a welcoming and nurturing environment and to maintain the quality of life and sense of



community through shared interests and neighborly interaction."

For more information, contact the Tosa East High School Career Center or email [info@tosaeasttowne.org](mailto:info@tosaeasttowne.org).

This scholarship is made possible by the generous donations of our members and area businesses. The recipient will be honored in April at TETNA's Annual Meeting.

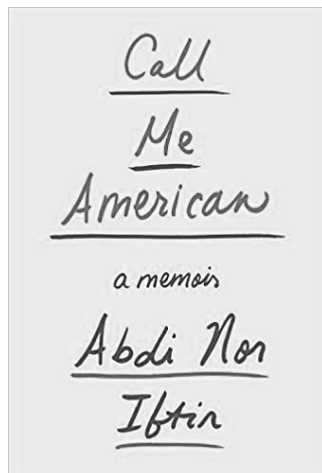
## Tosa's All-City Read in February

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.

As in previous years, the month of February will be devoted to special events inspired by the book. This year, most events will be virtual. Check [tosasallcityread.com](http://tosasallcityread.com) or [facebook.com/TosasAllCityRead](https://www.facebook.com/TosasAllCityRead) for schedules of events and sign-up information.



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# TOSA EAST TOWNE DIRECTORY

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Vacant

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