

# TOSA EAST TOWNE

ISSUE 100

OCTOBER 2023

TOSAEASTTOWNE.ORG



## Community members discuss the future of the Rosebud

By Lani Knutson

Over 80 people gathered at the Rosebud Cinema on September 9th to have an exploratory conversation about the theater. Spearheaded by TETNA neighbor Dave Celata, the meeting included information from Rosebud owner Lee Barczak on the state of the theater, small group discussions on possible ways to reopen the theater, and an overwhelming sense of pride in North Ave businesses and in Wauwatosa.

For several years, many of us have closely watched the Rosebud Cinema hoping to see signs of reopening. Though the marquee said it would be reopening soon, the neighborhood theater has remained dark since March 2020. Dave Celata's curiosity

about the beloved movie house led him to contact owner Lee Barczak a few months ago to inquire about the status of reopening.

The result was an idea to explore the possibility of creating a non-profit that could support operations of the Rosebud modeled after many other community run theaters including the Normal Theater in Normal, Illinois. Dave invited the community to participate in the September 9th and, through word of mouth, received over 400 emails from interested people. The meeting capacity of 100 was met within two days!

Lee, who also owns the Avalon and the Times Theaters, began the meeting by sharing the many

challenges to reopening movie theaters after COVID shutdowns. Movie goers didn't immediately return to seeing movies in person. In addition, hiring, training, and retaining staff remains a challenge. Now, over three years since it closed, the Rosebud needs significant upgrades to its technology especially if it is to reopen as a first run theater.

Attendees were then invited into small group discussions to imagine what a non-profit theater group

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*Trick-or-Treat:* Nick Becker, beckernicholasw@gmail.com

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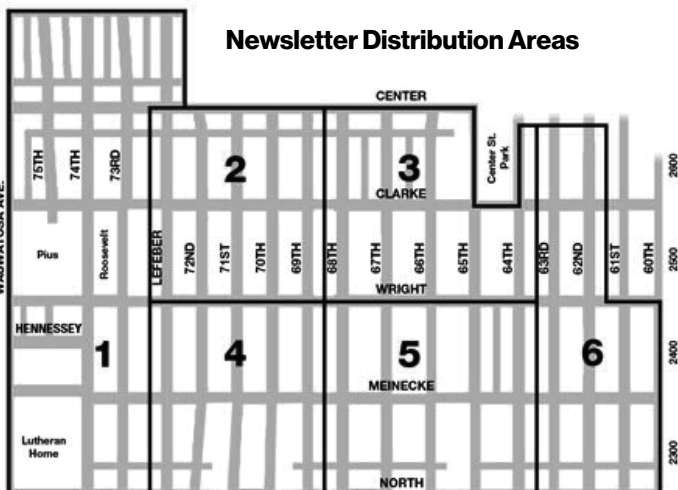
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*Continued from page 1...*

might look like at the Rosebud and how it could be realized. Possible uses for the Rosebud included a place for film students to premiere their films, a community meeting space, for live music, for family friendly events, and many others. Most agreed concrete costs to improving the space in order to reopen would need to be identified, and a structure for the non-profit organization would need to be carefully crafted. However the excitement and enthusiasm in the room was palpable.

The meeting ended with a commitment from Lee to provide an estimate of the capital investments required to reopen the theater and the terms he would look for in a lease agreement with a potential non-profit operator should things advance in that direction. Dave promised to send detailed notes of ideas gathered during the meeting and some possible next steps if this idea was to be explored more deeply.

Though there are no guarantees that anything will come of these exploratory discussions, many attendees pledged to commit their time and expertise to the project. Clearly our walkable, neighborhood theater is dearly missed.

### TETNA APPROVES DONATION FROM RUN TOSA RUN PROCEEDS

TETNA's board approved a \$6,000 donation from this year's Run Tosa Run proceeds for the race's charity partner, Ronald McDonald House Charities Eastern Wisconsin, and on Aug. 2, race director David Paulsen was happy to personally deliver the check to Ronald McDonald House on Watertown Plank Road, near Children's Hospital of Wisconsin.

Ronald McDonald House's mission is to provide a "home away from home" for families while their children are receiving medical treatment at local hospitals at little or no cost. The house is more than just a place to stay – offering families therapeutic programming including art, animal and music therapy, a comprehensive meal program, comfortable community spaces and so much more.

Thanks to all our runners and sponsors who made this donation possible, especially lead sponsors BelAir Cantina and GRAEF and our kids' run sponsor Mathnasium of Wauwatosa.



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## Porch Concerts Draw Big Crowds

Neighbors gathered on lawns throughout Tosa East Towne on September 17 to listen to music ranging from classic rock covers to polka music to J.S. Bach to Irish music. Crowds topped over 250 people at some of the concerts during the 2nd Annual TETNA Porch Concerts. The beautiful weather made it a perfect day to hang out with friends and neighbors.

Thank you to the concert hosts for giving up their porch and front lawn for the event and to the artists who shared their music with us.



*Brett Lipshutz & Amy Richter perform Irish traditional music on 73rd St.*



*Ray Liban rocks out on 67th St.*



*Bluegrass band The Barred Owl Stringband play on 70th St.*



*Craig Berry closes out the day with original songs on 65th St.*

## Fall Fest at Center Street Park

On Saturday October 14th from 11am-2pm, the annual Friends of Center Street Park Fall Fest returns. This family friendly event will feature live music, food and beverage concessions provided by Milwaukee County Parks, bounce houses, pumpkin painting and carving, scarecrow building, arts and crafts, and much, much more.

A special thanks to Beth Jaworski of Shorewest Realtors for sponsoring the event. If you're able to volunteer at the event, please email [centerstreetpark@gmail.com](mailto:centerstreetpark@gmail.com).

## Fall Bulb Fundraiser

Help support neighborhood students and get some daffodil bulbs to plant now to prep for spring! This year, we are raising funds for the TETNA Scholarship Fund through a pay-what-you wish donation. Here's how it works:

- Stop by the TETNA Tent at the Fall Fest on October 14, from 11am to 2pm
- Renew your TETNA Membership. This can be done in person at the tent or ahead of time online.
- Make a donation to the TETNA Scholarship Fund – we suggest \$2-3, but the amount is up to you!
- Receive a bag of daffodil bulbs to plant in your yard. Your front yard would be ideal, so the whole neighborhood benefits from the early spring blooms! Don't worry – each bag will have planting instructions.

Every year, TETNA awards a \$1000 scholarship to a graduating senior in the neighborhood who best demonstrates their commitment to our mission: “to provide a welcoming and nurturing environment, and to maintain the quality of life and sense of community through shared interests and neighborly interaction.”

**Taste of East Tosa** is scheduled for Saturday, November 9. Scan the QR code to link to the event page. There you will find more details as they are finalized for this annual event.



## Events Around Town

**October 9—November 19:** Fall leaf rake out

**October 14:** Fall Fest at Center Street Park, 11am-2pm

**October 21:** Milkweed Shucking event at the Monarch Trail, 1-3 p.m., weather permitting.

**October 26:** Tosa Village Trick or Treat, 4-7 p.m.

**October 27:** Ghostly Gathering at The Landing. The family-friendly celebration returns to The Landing at Hoyt Park from 5 to 9 p.m.

**October 28:** TETNA Trick or Treat, 6:30-8:30pm

**November 4:** The All-Tosa Cribbage Tournament, a Wauwatosa NAC event

**November 9:** Taste of East Tosa

**November 10-18:** Tosa West Presents Frozen

**November 11:** Fall Wine Tasting at the Grand Hall at Hoyt Park, 1 to 4 p.m.

**November 16:** Village Sip & Stroll from 5 to 8 p.m.

**November 17 & 18:** Antique & Vintage Holiday Sale at the Wauwatosa Historical Society's Little Red Store

**November 18:** Celtic Christmas Boutique at the CelticMKE Center, 1532 N. Wauwatosa Avenue, 9 a.m. to 3:30 p.m.

**December 2 & 3:** Historical Society Open House, all decorated for the holidays, 1 to 5 p.m.

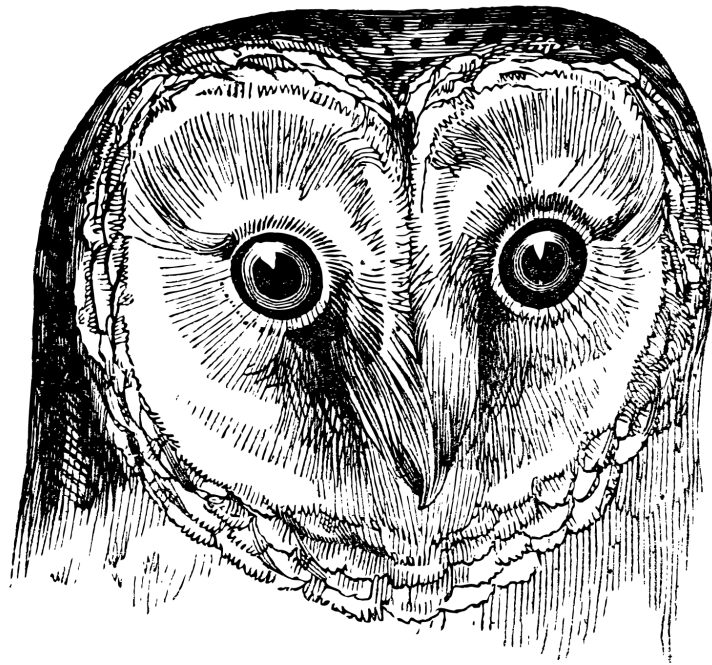
**December 2:** TOSA Locally Made Pop-Up at The Landing at Hoyt Park, 10 a.m. to 3 p.m. The best local + handmade holiday shopping around

**December 6-17:** Wauwatosa Holiday Market, a European-style Christmas Market & Holiday Festival in the Tosa Village

**February 29:** Tosa's All-City Read author Georgia Hunter, author of *We Were the Lucky Ones*, will be in Wauwatosa to speak at the Wauwatosa Library Foundation's annual Leadership Lunch.

# TOSA EAST TOWNE

# *Trick or Treat*



## **Nighttime Trick or Treat**

### **October 28**

Join in on the Halloween fun with TETNA's Nighttime Trick or Treat on Saturday, Oct. 28. This annual event will be held from 6:30 to 8:30 p.m. and is open to all TETNA members. The whole family is invited to participate, and children ages 14 and younger are welcome to trick-or-treat. Each group of children should be accompanied by at least one adult during the event.

In-person registration will be held at the 69th Street Plaza (69th Street and North Avenue) at the following times and dates:

- Thursday, Oct. 26, 5:30 to 7 p.m.
- Saturday, Oct. 28, 8:30 to 10:30 a.m.

#### **What is Nighttime Trick or Treat?**

The City of Wauwatosa typically schedules citywide trick-or-treat hours on the Sunday afternoon before Halloween. Neighborhoods like ours that also want to hold nighttime events must schedule them separately, so TETNA schedules the event for Tosa East Towne residents on the Saturday evening before Halloween.

*Cont'd next page...*

### How do I sign up to trick-or-treat?

You can register online or come to the in-person registration hours! Everyone who comes to registration will be given a trick or treat goodie bag courtesy of Waterclock Engineering and The Little Village Play Cafe.

### Have you discontinued the 'candy in, candy out' registration process?

Yes! TETNA has decided to discontinue the 'candy in, candy out' aspect of the registration process. You do not need to contribute a bag of candy to trick-or-treat. Starting this year we ask that all households please hand out their own candy to trick-or-treaters.

While we understand this is a big change compared to the past few years, the event has outgrown the original intentions behind the 'candy in, candy out process'. We ask those with children participating in trick-or-treat to please consider donating a bag to someone on your block if you know they are not trick-or-treating, but are handing out candy.

### If I can't bring candy, what can I bring?

Food! TETNA will be partnering with the Hunger Task Force to host a food drive in conjunction with our Trick or Treat event. Please stop by our in-person registration hours to drop off your donation. Check out preferred items at [www.hungertaskforce.org/what-we-do/myplate/](http://www.hungertaskforce.org/what-we-do/myplate/). Donation not required to register.

### What if I'm not a TETNA member yet?

You can become a member and register for the event at the same time! Our membership year runs from Oct. 1 - Sept. 30. To sign up in person, fill out the form included in this newsletter and bring payment with you. Membership is just \$10 per family. We will have extra forms if you forget.

You also can become a member or renew your membership at [tosaeasttowne.org/join](http://tosaeasttowne.org/join). You can pay online and register for Trick or Treat.

### Will there be a costume contest and parade?

Yes! We are bringing back the kids costume contest and parade this year. It will be held at Center Street Park sometime before Trick or Treat. Watch for more details on social media and at registration.



### What are 'spotlight blocks'?

A few "spotlight blocks" will be selected around the neighborhood to enhance their residents' festivities and decorations. All residents then will be encouraged to visit the spotlight blocks and check out the enhancements. One house from each block also will be chosen to win this year's house decorating contest.

### Do you need volunteers?

As always, we are looking for volunteers to help make this event successful. If you are interested in helping with registration or in another capacity, visit: [tosaeasttowne.org/trick-or-treat](http://tosaeasttowne.org/trick-or-treat) and click the "Volunteer Signup" link or email [info@tosaeasttowne.org](mailto:info@tosaeasttowne.org)

### What is the Teal Pumpkin Project?

Don't forget about the Teal Pumpkin Project, too. Teal is the color for food allergy awareness, and trick-or-treat events present significant risks to children who have been diagnosed with food allergies. The homes decorated with these brightly colored pumpkins indicate they are also handing out non-food treats in support of the Teal Pumpkin Project.

# TETNA ANNUAL MEMBERSHIP FORM

Complete and mail this form with payment, or register online at [tosaeasttowne.org](http://tosaeasttowne.org).

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Please check all that apply:

- I am interested in volunteering for TETNA.
- I have a child that will be entering their senior year and would like to be contacted with more info about the TETNA Scholarship.
- We use email addresses strictly for updates on TETNA and Tosa happenings. Check this box if you do NOT want to be on the email list.

## Payment

\_\_\_\_\_ × \$10 Family Membership

\_\_\_\_\_ × \$8 Senior Membership

\_\_\_\_\_ Donation to the TETNA Scholarship Fund

**TOTAL**

Make checks payable to TETNA. (\$20 fee for returned checks). To register by mail, send this completed form with your check to: TETNA, P.O. Box 26721, Wauwatosa, WI 53226

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## Exclusive Member Events:

- Spring Egg Hunt
- Neighborhood Association Pool Party
- Trick or Treat
- Taste of East Tosa

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*Scholarship Eligibility:* Through the contributions of its Members, TETNA is able to fund an annual \$1,000 scholarship for neighborhood high school seniors.

The TETNA membership year runs from October 1st through September 30th.

For those who have been members in the past, look for a renewal email from [memberplanet.com](http://memberplanet.com) (our membership management service).

If you have any issues, please contact [info@tosaeasttowne.org](mailto:info@tosaeasttowne.org).



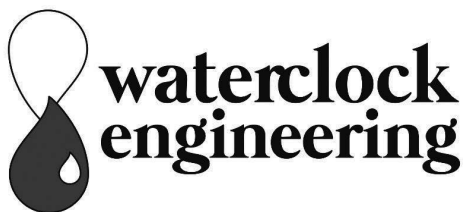




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## New Mural Added to North Ave Mural Arts District

North Avenue became more colorful this summer with the addition of a new mural on the The Real Good Life building located at 7227 W. North Ave.

After issuing a request for proposals earlier this year, the Wauwatosa Tourism Commission chose Cera Street Art ([cerastreetart.com](http://cerastreetart.com)) to create the new mural. Jan, of Cera Street Art, has over a decade of experience creating murals for public spaces. His impressive list of past projects includes large-scale murals for Coca-Cola's office buildings and other locations throughout the country.

On his website, Jan states "Murals I am most interested in painting will depict one or two figures/portraits. I'm very excited by the process of storytelling and the idea of the mural featuring a single protagonist. I feel this offers a lot of opportunity for clients to include their vision within

that protagonist, but also helps me to visually celebrate themes like adventure, independence, and wonder."

These themes can be seen in the central figure in his North Ave mural. Holding a lamp to light the way, a bicyclist in motion appears determined and fixed on a goal. The eye-catching colors and shapes surrounding the bicyclist add a vibrancy and add to the story depicted in the mural.

The initial North Ave Mural project started in 2019 with six murals. The Voline Garage Central, a location for one of the original murals, received a refreshed building wrap mural this summer. Funding for these murals, which was approved by the Wauwatosa Tourism Commission, does not come from property tax dollars. Public art projects are funded through hotel/motel tax revenue.

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November 3	February 23
December 1	March 15
January 5	March 22
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