



Tosa Connection

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**LOCAL BREWERS
CRAFT VARIETY
& CHARACTER**

p. 6

**Fixed on
Finding
Flowers**

p. 24

**Tosa
Tonight**

p. 42

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Tosa Connection distributes 33,500 copies via direct mail to every residence and business in Wauwatosa and some surrounding neighborhoods.

This magazine is published 3 times per year by Tosa Connection, LLC

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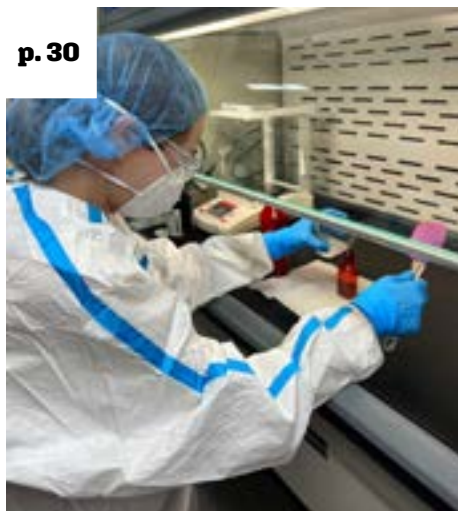
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p. 8



p. 22



p. 30



p. 40



p. 44



p. 12



p. 24



p. 32



p. 34



p. 42



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LOCAL BREWERS CRAFT VARIETY & CHARACTER

By Chris Barlow

The five breweries showcase a diverse range of styles and flavors brewed inside buildings repurposed into modern taprooms. The beer artists make cutting-edge brews that push the boundaries of traditional beer. Wauwatosa is not just brewing beer, it's crafting a legacy that invites both locals and travelers to sip and savor.



LIONS TAIL BREWING

8520 W NORTH AVE | 414-625-0044

The General Manager of Lion's Tail Brewing, Kevin Konicek, said what he would most like to tell the residents of Wauwatosa is that "we are here."

The Brewery opened its location in the Pasadena neighborhood in 2022 because it felt that the fun, casual, family atmosphere that it could bring to a lively neighborhood was a perfect fit. But Kevin said he still encounters local residents who don't know that they opened up in a location that housed a garden center and a pet store for many years.

"If you haven't seen us yet," Konicek said. "We want you to come out."

Lions Tail has partnered with nearby businesses Sendiks and Thai-Namite to provide food for patrons, which they deliver right to the bar. They are planning to add food trucks to the food options Wednesday through Sunday and will also have live music, comedy shows, and a rentable event space.

The brewer said they strive to produce interesting, well-balanced beer with big flavor while using only real ingredients and in 2021 added unfiltered hard seltzers. Lion's Tail began in Neenah, WI by Alex and Kristin Wenzel in 2021.

HOURS

Mon - Thu: 3PM-9PM
 Fri: 3PM-11PM
 Sat: NOON-11PM
 Sun: NOON-7PM

BIG HEAD BREWING CO.

6204 W STATE ST | 414-257-9782

Big Head Brewing touts itself as a smaller, relaxed brewery but with plenty of space and lots to do. The owners boast of an array of activities, including video games, pinball, indoor bag toss, board games, and trivia on Wednesday nights.

Established in 2014, Big Head takes a distinctly hands-on approach to brewing, producing small batches that allow for creativity and meticulous quality control.

The brewery offers an eclectic selection of beers that appeal to a wide range of palates, from classic styles to more experimental brews. Among the options currently available are an Irish Stout, a Czech Dark Lager, and a Pistachio Cream Ale. They also offer live music and a rentable event space.

Owners Dan Melotik and Andy Fisher took over full control of the taproom this year and said they are looking to further enhance the taproom experience. Fisher mentioned that some of the upgrades could include expanding the food options and possibly canning their product for wider distribution.

HOURS

Wed-Fri: 4PM-10PM
 Sat: 1PM-11PM
 Sun: 12PM-5PM



GOOD CITY BREWING

1200 W BURLEIGH ST | 414-539-4343

Good City Brewing opened its Mayfair Collection location in 2021 in an 8,000-square-foot taproom formerly occupied by ABV Social. The taproom has 24 taps and features Good City staples, including Spare Time Hazy IPA, Motto Mosaic Pale Ale, Big Time Juicy IPA, and Home Lager, as well as rotating offerings and one-offs. Cider and wine are also available.

"Our Wauwatosa location features fresh local beer, a scratch kitchen, and dog-friendly patio seating in the heart of Mayfair Collection," Good City Spokesperson Jillian Schemanauer said.

Good City co-owner Dan Katt grew up a few miles from the Brewery's location and said that Wauwatosa was a location that they always had their eyes on. The full kitchen features fresh salads, juicy burgers, a full kids' menu, and a Sunday Brunch available from 11 a.m. to 3 p.m.

HOURS

Mon-Sat: 11AM-10PM
 (kitchen closes at 9PM)
 Sun: 11AM-9PM
 (kitchen closes at 9PM)



VENNTURE BREW CO.

5519 W NORTH AVE | 414-856-4321

Not in Wauwatosa but just outside the city in the Washington Heights neighborhood is Vennture Brew Co. which offers guests a combination not found in other breweries: coffee + beer + community.

"People want community and we want to be a part of one, so we like to engage with and respond to the community as much as we can because that is what keeps us going," Simon McConico, co-founder of Vennture said.

Co-founder of the business, Rob Gustafson, is a former Wauwatosa alderman and plays host to community events like lectures, pop-up plant sales, and neighborhood cleanups.

Vennture touts itself as a hybrid brewery, coffee roastery, taproom and cafe. The idea started as when Gustafson and McConico decided to bring their two favorite things together under one roof... coffee and beer.

"In the 5 years we've been open we've seen a lot of growth, hired some amazing people, met a lot of new friends, and fostered a community that keeps us going each and every day," Gustafson said.

HOURS

Mon: 5AM-8PM
 Tue-Fri: 5AM-9PM
 Sat: 6AM-9PM
 Sun: 6AM-8PM



THE GATHERING PLACE

7208 W NORTH AVE | 414-455-8730

Riverwest-based Brewer The Gathering Place Brewing opened a second location in Wauwatosa in 2022 in the space that formerly housed the Stock House Brewery. Stock House had stocked its taps with Gathering Place beers for years, so the customer base was already familiar with its products.

"There are a number of things that made this really attractive, not the least of which is there's a lot of activity and energy on North Avenue between the restaurants and the local shops and ... that other breweries were right on North Avenue," owner Joe Yeado said.

Yeado said that the North Ave neighborhood feels like a natural fit for the Riverwest-based brewer, and added that they look forward to building upon the foundation that Stock House Brewing created and continuing the legacy of that space as a brewery.

In addition to beer, they offer a variety of food options, from snacks to meals, and partner with local restaurants for takeout.

"When you drink local, just like when you shop local, you're supporting people who live here and work here," Yeado said. ☑

HOURS

Tue-Fri: 4AM-10PM
 Sat: 12PM-10PM
 Sun: 12PM-8PM





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TOSA DIGEST

Briefs from the City News Desk

By Rick Romano

WE CHECKED

into what's happening and found updates and information about the city refreshing its Comprehensive Plan as well as making the community safer, the school district getting ready for the 2023-24 school year, a nonprofit turning a little-used park into a mecca for those of all abilities, and Milwaukee County's growing effort to improve public transit.



MAYORAL REDUX

Dennis McBride won a second term as mayor in April with 58.5 percent of the vote, approximately 17 percent more than his opponent, 1st Dist. Ald. Andrew Meindl. McBride said he was “cautiously optimistic” about his campaign after a first term that began within the pandemic and was full of challenges including protests related to the George Floyd death, and a mass shooting at Mayfair Mall. Fortunately, he said, the last three years were much smoother.

“None of that could have been predicted when I filed my campaign papers in 2019,” McBride said. “The point is that you have

to have a lifetime of skills and experience that allows you to deal with the unexpected.”

McBride said he used his decades-long experience as an attorney, 10 years as a Tosa alderman, 15 years serving the city’s Civil Service Committee as well as co-founding of Hoyt Park & Pool, Inc and the original Support Our Schools Wauwatosa campaign. He said keeping a steady hand in his first term



meant following historical figures like Abe Lincoln and writer, novelist, and poet Robert Lewis Stevenson, who penned, “Keep your fears to yourself but share your courage with others”

Another influence, McBride said, is his wife, who assured him that, win or lose, another day would begin.

He is optimistic about the next term.

“We have a very good council coming in,” McBride said, pointing out that nine previous newcomers are now entering their second term as well as new members.

“Our job is to pick up the garbage, clear the streets of snow and do all the basic service people expect from us,” he said. “When we lose sight of that, we lose the blessing of the people.”

In visiting voters throughout the campaign, McBride said residents – especially younger residents – told him that property values and especially schools



were important. “The mayor and the council don’t have direct authority over schools, but we will continue to connect with the School District,” he said. “I look forward to continuing to work with council members, including my opponent.”

Meindl turned down *Tosa Connection’s* offer to be interviewed, noting that he does not intend to run for mayor again due to family obligations.

KING OF THE ROADS

An April 2024 report by the Wisconsin Policy Report says Wauwatosa has bucked the trend of deteriorating local roads. The report stated:

“Between 2010 and 2023, the share of local roads in Wisconsin rated as either excellent or very good fell by 9.5 percentage points. Over those same years, there was a 6.9 percentage point increase in the share of roads rated as good or fair and a modest increase in the share of roads rated poor or worse.”

However, studying Wisconsin’s most populous 25 communities, the report ranks Wauwatosa local paved roads in the best shape with just 0.1 percent as failing.

For the complete report, go to: wispolicyforum.org.





FIREWORKS DELAYED

The city's Civic Celebrations Commission moved the traditional July 4 fireworks to Aug. 7 during Tosa Night Out. The move comes after police officials detailed concerns over staffing and security issues from the variety of Independence Day activities. Robert Brunow, chair of the Civic Celebration Commission, said the change is intended only for this year. He said fireworks on July 4th would be slated again starting in 2025.

That decision has not pleased Matt Wicker, who began a petition drive to convince the city to restore the fireworks display to July 4. Brunow said Wicker also just became a member of the Civic Celebrations Committee, well after he started the petition.

"The decision to move the date seems arbitrary and without consideration for what this day means for us as Americans," Wicker states in the petition. "It feels like my city doesn't value America's rich history or traditions anymore. For many residents here in Wauwatosa, including myself, this shift has

dampened our patriotic spirit."

The petition further states, "I urge you all – fellow residents of Wauwatosa and concerned Americans – let us reclaim this important tradition by restoring the date of our city's fireworks display back to July 4th. Let us show that we value America's traditions and that we stand united in preserving them for future generations."

The petition was started on Feb. 18. Checking from mid-March to the end of April, we found the petition site noted 143 signatures. Tosa's population is more than 46,000.

- » **To see the petition, search** *Petition - (UPDATE BELOW) Restore Wauwatosa's July 4th Fireworks to its Original Date - United States - Change.org*. To check on July 4th activities in the city, go to wauwatosa.net

BOOKMARKED

The last chapter of The Little Read Bookstore is not quite finished.

In December, *Tosa Connection* reported that owner Linda Burg anticipated closing after 37 years and the loss of a lease. The space reportedly was to be filled by Sweetgreen, a salad restaurant chain.

Originally, Burg anticipated a move-out date by early 2024 but she has not received an update.

"We have not heard any date that we need to move out by," she said. The store now is open in limited hours, from 11 a.m. to 2 p.m., seven days a week. Burg confirmed that she could close the store at any time, but so far chooses to continue the almost four-decade run.



IN THE WORKS

Here is the latest on projects being guided by the Public Works Department, much of which is supported with funds from the American Rescue Plan Act (ARPA). Here is a brief summary of some projects, courtesy of Public Works Director David Simpson:



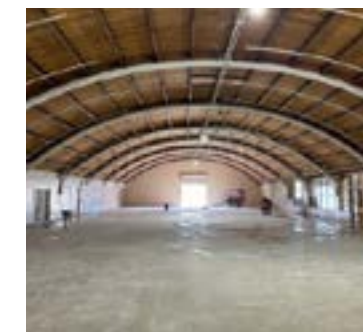
- » **Speaking of water, Public Works has** budgeted more than \$986,000 to completely rehab the Burleigh Street water tower. Simpson said the work entails draining the tank, sandblasting the entire inside and recoating it and repainting the outside. The work, scheduled for 60-90 days when appropriate after regular annual inspections, is all part of keeping the local water supply safe. While the tank is down, other sources will pick up the slack.



- » **The department's green alley program** continues as well, with \$699,000 earmarked for two more to bring the total to 25. The project includes partially replacing traditional pavement alleys with a wide row of pavers designed to direct stormwater into a treatment layer below. The new alleys, about 80,000 square feet of green alley so far, treat and store approximately 244,000 gallons of stormwater.



- » **Early this year, Public Works presented** a plan to renovate the City Hall and library complex with an emphasis on improving connectivity between the two functions as well as dramatically upgrading library services. While some conceptual design work has been budgeted, preliminary estimates bring the project cost to \$75 million (with library improvements supported through fundraising). If all goes as planned with full City Council approval, Simpson said the project could be completed by 2028. "Historical photos show the buildings were built separately with a covered breezeway connecting them," he said. "We heard from the public that it is very difficult to move between both buildings." He said access to public meetings at City Hall would be enhanced with Council Chambers on the first floor. The improved library would feature expanded community space, tech-friendly confines, and innovated child-centered areas.



- » **The extensive renovation of Hart Park's** Muellner Building continues, with a combination of restoring some historical elements to the 1844-built structure and updating it for current and future use. The Curling Club kicked in \$1.5 million in addition to \$2 million of Rescue Act funds. The work includes new windows, a roof with solar panels, and HVAC system. The building is also home to the Senior Center, which has been temporarily housed at City Hall.

- » **It's going to be happier trails for those** who want to traverse much of the city's West Side, which needs more connectivity, Simpson said. New access trails for walking and biking eventually will connect Honey Creek Parkway west along Wisconsin Avenue to Mayfair Road, north to Potter Road, west to 113th Street to the Oak Leaf Trail. It is designed to connect to Webster Park just south and west of Hampton Avenue and Hwy. 100.



- » **Much of North Avenue's streetscaping** project from Mayfair Road to Met-To-Wee Lane has been completed with clearly marked 11-foot-wide lanes for vehicles and bike lanes as well as sidewalks, curbs, and added bump-out areas for enhanced street-crossing safety. The finishing touches include planting 122 trees in the parkway area on both sides of the road so they fit into previously implanted tree cells to compact stormwater as well as nourish 16 variety of trees including, but not limited to, Early Glow Ohio, American Beech, Espresso Kentucky Coffee, Dawn Redwood, Heritage Oak, Accolade Elm, and Ivory Silk Japanese Lilac. "Think of a cell as an underground storage tank for stormwater," Simpson said, pointing to the trees also acting as a traffic-calming measure. The project is slated to be completed by mid-June.



THE LATEST DEVELOPMENTS

While the city has a number of proposed and development projects in various stages, two development officials – Director of Development Paulette Enders and Economic Development Manager Jennifer Ferguson – recently updated three projects that epitomize what is happening in the community. In summary:



» **The Mayfair Mall project** involving reimagining the long-closed Boston Store space and the three-phase construction of housing built in the nearby parking lot area proceeding separately, with the city negotiating with mall owners on the retail space, including Brookfield Properties. The city is also working on the residential portion of the development with Barrett Lo Visionary Development. It should be noted that no retail company has been finalized for the Boston Store space, though an early media report included a Dick's Sporting Goods Superstore. All of this, development staff said, is a work in progress, including ongoing financial and land-transfer negotiations.

» **A high-end three-townhouse development** at 7746 Menomonee River Parkway is ready for buyers. Prices posted on Zillow are more than \$1.3 million each. Once a buyer commits, they can work with Galbraith Carnahan Architects. Enders said the original proposal was for four units, but pre-sales research showed that buyers wanted larger units, which come with a higher price point.

» **The coffee market is about to get more competitive** as Idyll Coffee Roasters will open in a 14,700-square-foot vacant office building at 6330 W. North Ave. No word as to how long building rehab will take.

A link to all the city's active developments is available at: [Development Map](#) | [Engage Wauwatosa](#)



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HELPING NEW BUSINESS

Wauwatosa is also trying to assist all potential developers with a special online guide, "Opening or Expanding Your Business," which details how to navigate through various city departments and approvals. Ferguson said she often is the first stop in that effort and that the guide details everything from creating business plans and connecting with economic development staff to a list of various zoning, permit, and plan requirements. The department also can help prospective new developers by connecting them with financial assistance, business information and city department resources.

wauwatosa.net
» economic-development
» starting-a-business
and then click on guide



COMPREHENSIVE PLAN CONTINUES

The work begun last year continues, Paulette Enders said, with additional stakeholder meetings, community engagement, and development of zoned plans for North Avenue, Mayfair Road and Bluemound Road. Everything is on schedule, she said, with the plan completed and finalized in 2025 *Tosa Connection* will report on further details in upcoming editions. ☒

In the meantime, keep up with the details at wauwatosa.net/plan

NEWS NEVER ENDS

We note the following update and addition as Tosa Connection was going to press:

» **The city reported Sweetgreen's** conditional use permit to occupy the Little Read Book Store property now has expired. The company needs to re-apply for a new permit from the Plan Commission.

» **Three Leaf Partners, a** development firm attempting to build an apartment complex on the site of St. Bernard Church, 1500 N. Wauwatosa Ave., reportedly will revise its plan at the request of the city's Design Review Board. St. Bernard will close and merge with Christ King, its sister Catholic parish.

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2023 CHOICE AWARDS TOP CHOICE AWARDS TOP CHOICE AWARDS

While Wauwatosa boasts

many man-made development plans helping to reshape the city's future, the community also is home to an ever-growing interest in the natural world.

The emphasis on coexisting with wildlife of all kinds is apparent in two ways, one for wildlife and the other specifically for birds.

WILDLIFE

There is a growing number of residents and businesses who have worked to gain certification from the National Wildlife Federation, which uses a point system based on various residential features and community education and outreach.

German-born Cornelia Beilke moved with her family to Wauwatosa about 20 years ago from former U.S. homes in and near Washington, D.C., as well as New Orleans. Her home at the south end of Alice Street that overlooks the village was the perfect place, she said, to build a natural habitat landscape with bird feeders, bird baths, wildflowers, and a fishpond.

Beilke said the trend toward residents going natural is, in part, a product of a younger generation that has sustainability and climate change on their radar.

"Now, you have no-mow May initiatives and some homeowners are less likely to keep a perfectly manicured lawn," she said. "There has been a rejuvenation of efforts. We encourage people to not rake up the debris in their lawns in early spring so that certain species can feed off of that and pollinate."



GOING WILD

By Rick Romano

Beilke also connected with a homeowner with similar sensibilities in neighboring Elm Grove. "We are all connected, so it is important to keep spreading this type of encouragement."

She noted her encouragement came from growing up in Germany, which had environmental issues like acid rain and recycling was the norm.

Frankie Garr got involved in wildlife habitation while working in account management for Quad Graphics, which was involved with the National Wildlife Federation. She said she had a previous interest in the outdoors and environment.

In Tosa for 26 years, Garr said her 89th Street residence just north of North Avenue

is hardly a neighborhood one thinks of as a wildlife haven, but it is an example that anyone can contribute to the cause.

"Climate change has made people aware," she said. "Individuals who feel overwhelmed can participate."

Garr noted that the city has a way to go before earning a community-wide Wildlife Habitat certification.

"The city of Wauwatosa needs a total of 400 points to be officially certified," she said. "We need 250 individual properties certified in the city and we currently have 65 points towards our goal of the 250 points needed. We have 182 points so far and 218 is needed to reach the 400."

She also noted that Lincoln Elementary



Left to right: Eddee Daniel, Cornelia Beilke, Mayor McBride, Frankie Garr, and Sarah Knowlton. (photo by Kevin J. Miyazaki)

is the first Tosa school to be wildlife certified. More information about certification for individuals and businesses can be found at www.wnf.org.

Garr said the more than 50 local residents and businesses who are certified keep their status through outreach and education such as holding meetings and presentations at community events such as the local farmer's market. It also helps that Mayor Dennis McBride has issued a proclamation in May that the month was officially "Garden for Wildlife Month."

When someone sees a property with a lot of bird houses and other nature friendly items, sometimes they ask the question why.

"By asking the question, that starts the conversation," Garr said.

More information about the local habitat effort in Tosa can be found on Facebook at Wauwatosa Community Wildlife Habitat. An Instagram page, @tosawildlifehabitat, is a work in progress.

A local business and non-profit also actively participate as certified Wildlife Habitats. Margaret Mittelstadt, community relations director at Outpost Foods, said the company was preparing for its certification sign installation in mid-May. She said the landscaping included "lots of plants and wild areas." She noted the effort is consistent with the co-op's mission of healthy and diverse sustainability.



Wauwatosa has achieved a distinct recognition as seen in the city's description as achieving Bird City status first in 2020, when it was one of only 100 other Wisconsin communities that go "above and beyond" in efforts to education residents in preserving and protecting birds in their habitats. Since 2022, Wauwatosa has annually achieved "High Flyer" recognition from Bird City Wisconsin.

Want to learn more? Go to wauwatosa.net/get-involved/bird-city.

Bryan Lenz is a Cedarburg-based ornithology expert who is the interim director of Bird City Wisconsin, which helps spread the word through the organization's Web site - birdcitywisconsin.org.

The site explains various levels of participation and certification.

"A lot of people don't like what they see happening to the natural world," he said. "Bird City offers a kind of guide that can be done and to encourage people to keep building on what they have started." ☑

At the Ronald McDonald House, Marketing Director Melissa Marney pointed to the organization's Federation designation for The Secret Garden, a habitat for birds, butterflies, toads and dragonflies among native trees. She said the space serves as a repose for visitors and patients' families "who call our House home during difficult times."



BIRDS

Birds have their own special recognition. Mayor McBride's proclamation making this past May 15 Migratory Bird Day is one indication. Bird City Wisconsin is an ongoing force that works hard to implement its mission:

"To encourage all communities in Wisconsin to implement sound bird-conservation practices by offering public recognition to those that succeed in (a) enhancing the environment for birds and (b) educating the public about the interactions between birds and people and about the contributions birds make to a healthy community.



TOSA REAL ESTATE UPDATE

Mortgage Rates (as of 5/10/24)

30 ^{year}	↔	6.75%	↔	The Equitable Bank
15 ^{year}	↔	6.50%	↔	UW Credit Union
15 ^{year}	↔	6.40%	↔	Johnson Bank
VA	↔	7.125%	↔	Prime Lending

Top Local Lenders

Tosa Homes SOLD (as of 4/30/24)

This YEAR | This MONTH
134 | **46**

High ▲
\$1,200,000

Low ▼
\$160,000

Wauwatosa compared to surrounding areas...

City	▲ High	▼ Low
Oak Creek	\$725,000	\$265,000
Delafield	\$1,350,000	\$300,000
Brookfield	\$1,430,000	\$151,000
Mequon	\$3,200,000	\$197,000

The Power of Staging

HELLO WAUWATOSA! OUR SPRING real estate market is in full swing and buyers are out in droves competing with each other for “The One.” Sellers should be happy to know prices are still strong and buyers are willing to step up if a property has been well maintained but, what if you needed to move out before your ready to sell? Should I show the house vacant or stage it? Does it really matter?

My answer is to absolutely stage it. Statistics show staged homes command better prices.

There are different types of staging. You could have furniture brought in, but have you ever considered Virtual Staging? What does that even mean?

Professional photographers can take a picture of your existing rooms and then digitally add furniture so buyers can visualize how to use the space. Most buyers need that visualization to help them to think about how they may use the house.

Virtual staging works well when you have prepared the rest of the house, like a painter’s canvass. The exterior landscaping is cleaned up including raked garden beds, lawn is trimmed, bushes are pruned. Add a coat of fresh paint or stain to the front door. Make sure the interior has been thoroughly cleaned and walls painted if needed. Also, consider the lighting so things are bright and warm. Take a look at these pictures (below) to show the difference. Which one would you rather buy? 🏠

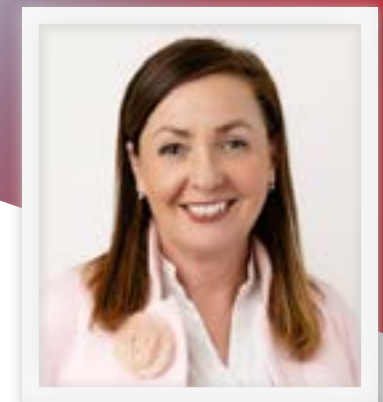
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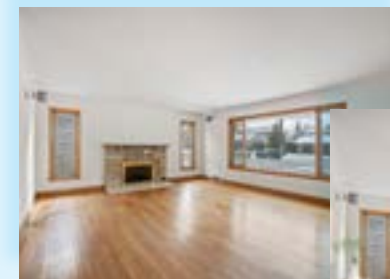
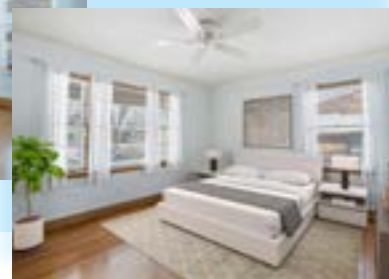
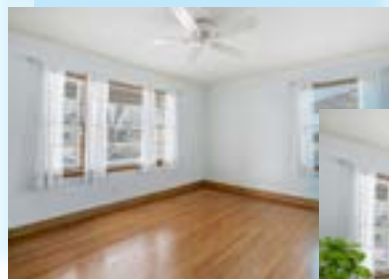


Jean M. Stefaniak

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🌐 stefaniakgroup.com | 📷 [jstefaniak10](https://www.instagram.com/jstefaniak10)



Service is the Key for Swan Pharmacy

By Chris Barlow

We have all been to a major company, pharmacy, or other healthcare institution that made us feel like a number, not a patient. Big-box pharmacy businesses have been perceived to be more concerned with the bottom line than with helping us lead healthy lives.

SEEKING TO STAND OUT, the owners of Swan Pharmacy at 9130 W. North Ave. are all about making their customers feel like whatever is on their minds is important and worthy of attention.

“There is a void in the health care system where there are not enough providers, You can come here, spend less money, and get the same services and be treated,” Owner Randy Dawes said. “For us, it is moving beyond the product into cognitive services.”

To accomplish this, Swan moves away from insurance companies whenever possible, goes directly to the patients, and offers fair prices for quality services.

“We are able to fill a need and a niche for our customers,” Dawes said. “If a customer asks for something and we say we don’t have it, we will the next time the customer comes

in. The people come here for the service.”

The store is celebrating its 52nd anniversary in 2024 and was owned and operated by Rob Knutsen for about 40 years. When Knutsen retired about a decade ago, the small business’s future was in doubt. However, the new ownership has found a way to make Swan survive and thrive in an ever-changing industry.

“We service the customer to death,” Knutsen said in a 2009 interview. Knutsen owned the business for 40 years. If this sounds similar to Dawes’s philosophy, that is not a coincidence.

“The industry of pharmacy has changed dramatically, the first 35 years or so you could operate filling prescriptions, and over-the-counter items,” Dawes said. “Your standard high-quality service that you would

get at a local community pharmacy, and you could keep the lights on and make a living and keep the lights on. The dynamics of the pharmacy business now is completely different.”

Dawes said that he can’t simply fill prescriptions and expect to have longevity in this business. A modern independent pharmacy has to offer other services outside the regular pharmacy business.

“We had some meetings and decided to renovate the entire store to create the spaces that we needed to generate the revenue to keep the store open and to keep our service level high,” Dawes said.

Dawes and his team decided to create a Clinical Room that serves as a consultation, vaccination, and compounding lab for humans and pets.



A pharmacist in Swan Pharmacy works in the compounding laboratory. They serve customers who need compounded medicines and vaccines for both people and pets.

“We can test for things here like strep, flu, and A1C—we can test for all of those things here,” Dawes said. But not only can we test for those things, but we can treat them as well. Normally, a pharmacy that would test for those things would send the information to their doctor for review, write a prescription, and then the patient would come back to us to fill the prescription. We have streamlined that process.”

Despite wanting to distinguish itself from other healthcare facilities, the pharmacy can fulfill most customers’ needs by being a member of nearly every insurance company’s plan and preferred network, which adds to its service level.

“Everything comes down to service,” Dawes said. “In my opinion, you cannot provide a high level of quality service unless you have the right people and the right amount of people to provide that.”

Dawes believes the industry is evolving toward more preventative care, and Swan seeks to stay ahead of that trend.

“The ability to work with a team like I have is an incred-

ible experience,” Dawes said. “No single person has all the answers but as a team as a collective, you can create an atmosphere that people want to come into because they know they are going to be taken care of and listened to.”

That level of service has resonated with the community as Swan has received police department accommodations and won an MJS best choice award.

“I’ve never been in a place where the people are so connected to the pharmacy,” Dawes said. “They are reaching out to us to transfer their scrips in or to sit down with them and take the time to do that. The appreciation on their faces and in their words and actions is indescribable. CVS and Walgreens are our number one

customer suppliers.”

“If you walked into a chain—and I am not saying there is anything wrong with a chain—and you looked at how many pharmacists and technicians they have based on the volume they are doing, it would be half of what we do. We staff very heavily here for one reason, and the reason is service. If someone has a question, they can sit down with a pharmacist and talk to them. We know our patients.”

Randy grew up in Elm Grove, attended UW-Madison, moved to Tosa in the early 90s, worked at a clinic, and lived in the community. He is a big-time Badger fan, often returning to visit Madison to go to games.

About ten years ago Dawes and his partner Tim Walsh approached Knutsen about purchasing the business.

“That is the moment it looked like he was ready to sell it off to a Walgreens or CVS or something like that, and they would

absorb the files, and this place wouldn’t exist,” Dawes said. “I knew the opportunities out there and the transformation happening in the pharmacy world. The opportunities that exist and will exist based on legislation that was being proposed, the organizations we belong to, and the things they were talking about. This was my opportunity to put our stamp on a new community-based kind of pharmacy.”

Dawes said he knew it would be a big investment in time and capital, but also thought it was worthwhile.

“The key to community pharmacy today is finding as many diverse revenue streams

as possible,” Dawes said. We try to keep the pharmacy’s front end traditional, well-stocked, and clean. We also try to keep it interesting, like adding CBD products and essential oils, to try different things for our patients.”

As for the future of the Pharmacy, Dawes said it is a matter of adapting and always moving forward.

“As soon as you stop, your revenue streams are going to dry up, and your doors will be closing,” Dawes said. When Knutsen decided to sell the store, he knew its future was uncertain. “Who’s going to take over?” Knutsen said, “Who knows?” Swan Pharmacies customers are a group that feels it landed in the right hands. ☑



Randy Dawes, Owner of Swan Pharmacy, stands outside his store at 9130 W. North Ave. in Wauwatosa.



A view inside the consultation and vaccination room at Swan Pharmacy, 9130 W. North Ave. in Wauwatosa

Fixed on Finding Flowers

By Marty Lamers

Spring in Wisconsin is simply a beautiful time of year. When blooms start to happen, it feels almost magical. Your heart lifts. You can see it everywhere, you feel the pure, raw energy of the world coming back to life after trudging through another long, cold winter.

WE ARE ALL VERY LUCKY TO BE in Wisconsin in the Spring for the wide variety of native foliage that abounds here. Wildflowers pop up everywhere and surround us with vibrant colors as if left by a heavenly paintbrush. Violets, with their gentle purples and soft whites will quickly be little lovely highlights in your lawn, next to roads, in our parks, and virtually anywhere they can reach up through the grass to find the sun.

A walk in any nearby woods might allow you to see in abundance the gently blended purple and whites of wood violets, the gentle white-trumpet, almost orchid look of indigenous wild blood roots, the lazy yellow beauty of the bellwort, the impossible whiteness of our local wood anemones, buttery marigolds, and so much more. Sunflowers can even grow wild in Wisconsin, so a short drive to the middle of the state might show you an incredible, memorable display of these towering floral giants.

Many residents will also be planting gardens and cultivating growth in every local neighborhood. From flower beds, and shrubs, and trees, and fruit bushes, to hand-tilled vegetable gardens and annual window boxes full of tulips and marigolds, Wisconsin in general, and specifically Wauwatosa, seem to positively explode with color, and life, and vibrancy, everywhere each springtime.



ENJOYING FLOWER POWER

While Wauwatosa itself doesn't necessarily sponsor a lot of seasonal flower festivals, the good news is that living here in west-central Wisconsin, you won't have to go very far to find them. A quick online search will show you a variety of upcoming events to enjoy with your whole family, taking in all the glory that is Wisconsin's natural beauty.

If you are looking for a few upcoming festivals to be able to get out in nature and really see the best that our area has to offer, you're in luck. While all types of flower-related festivals can be found all over the state, many are held early in the Spring, tied to the blooming of the indigenous plants they celebrate.



Tulips are early bloomers here every Spring. Hopefully this year, you were able to get to the 4th Annual Tulip Fest and Harvest in Richfield and pick a nice bouquet to give to your mother for Mother's Day. If you missed it this year, it is definitely one to remember for next time, for it is an event gaining popularity in Germantown every year. Sponsored by Happy Day Farm Haus, it is a fun and affordable family event (\$5 for adults, kids under 12 are free). This year, they planted more than 13,500 tulips to enjoy and harvest! For additional information on this annual event and more, visit: happydayfarmhaus.com



Do you tend to get pie-eyed over peonies? You should still have plenty of time to schedule yourself to attend The Arts & Peony Festival hosted by Ovans Peony Farm. Ovans is the largest cut flower farm specializing in peonies in all of Wisconsin. The festival is held from June 7-9th this year, and no reservations or tickets are required. If you are just going to look at the beautiful flowers in full bloom there is no individual admission fee, but there is a \$5 parking charge per vehicle. The website warns that parking is limited, so it is best to try to carpool whenever possible. It's open from 9-5 both days, and there is an onsite boutique selling soaps, aprons, bouquets and more. Creating a unique, and specific bouquet of peonies is a service offered among others on the website. For more information, visit them online: ovanspeonyfarm.com and click on the tab for the festival details.



One of the later floral festivals this year that offers something for the whole family, is the 4th Annual Falls Lavender Fest, held in Village Park in Menomonee Falls on July 20th, from 10AM-5PM. The event's website encourages you to come enjoy the scent, color, flavor and decorating influence of everything Lavender in Menomonee Falls!

This annual festival caters to every age, offering a kid's fun zone, a variety of vendors tents and tables, and a beer garden for the adults. Enjoy the scent of this local flower, as well as sampling tasty treats from food trucks, and tapping your toes to live music that performs all day. For more information about this event, visit the website at fallslavenderfest.com



FRUITASTIC!

One thing Wisconsin is known for agriculturally, is our state's ability to produce delicious cranberries for the rest of the world to enjoy. The climate here is perfect to grow ripe, rich fruits annually, and in June this year, you can celebrate what that means to many local communities across the state.

In Wisconsin Rapids, there is an annual Cranberry Blossom Festival timed to align with the late season blooming of this delicious and nutritious treat. From June 20th through the 23rd this year, you can join friends, families, and community members from all over the state as they come together in an annual Spring celebration. There are a wide range of different activities to appeal to visitors of any age, spanning from sidewalk chalk fun to evening outdoor movie screenings.

While this festival is not necessarily celebrating the cranberry blossom itself, it is a perfect opportunity for you to gather up the people you love and join together with other community members to celebrate all that is here every Spring. For additional information on this year's Cranberry Blossom Festival in Wisconsin Rapids, visit the website at:

blossomfest.com

As you can see, there is no better time to get out and enjoy all that Wisconsin has to offer, than when things are blooming in the Spring. Take advantage of our local festivals and traditions, but even if you can't do something scheduled, be sure that you at least get outside and take a walk and take it in! ☺



Do the Domes

Another true perk of living in Tosa is the proximity to the accessible beauty inside The Mitchell Park Domes. If seeing plants bloom is what powers you, there is no need to wait for springtime: it is ALWAYS happening here. Their website states: Five times a year the Floral Show Dome transforms with unique, themed floral shows. Visit throughout the year for spring flowers, the annual train show, and the popular Holiday Show.

- *Open year-round.*
- *Adjusted hours are listed for upcoming holidays.*
- *Admission is for one entry.*
- *No re-entry permitted.*
- *Last admission one hour before close.*
- *Floral dome closes for installation in-between shows*

Mon: 9AM-5PM
Tue: CLOSED
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Sat-Sun: 9AM - 4PM

For more information, visit:
www.mitchellparkdomes.com

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more info

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11 AM-10 PM • SAT, JUNE 15



SUNDAY, JUNE 23RD

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The History of Friends of Hoyt Park & Pool



STROLL THROUGH MILWAUKEE County's Hoyt Park on a warm July afternoon and you will hear the perfect sounds of summer; children splashing in TOSA Pool, family and friends gathering at the The Landing beer garden and music playing as kids and dogs play. This was not always the case. In 2003, Milwaukee County's 60-year old Hoyt Pool had fallen into disrepair and was abandoned. Three years later, a group of community volunteers came together with the hope of revitalizing the park and restoring a treasured community gathering space. They formed FOHPP, a 501(c)3 nonprofit organization and began a 5-year journey to bring swimming back to Wauwatosa. Assisted by community volunteers, local businesses, and school children, FOHPP raised money and negotiated a 55 year lease with Milwaukee County. TOSA Pool at Hoyt Park opened in May 2011 and is named in honor of the project's lead donor, the TOSA Foundation.

As TOSA Pool enters its 14th year of operation, including 12 seasons operating The Landing beer garden, the organization is stronger than ever.

BRINGING THE PARK ALIVE

Since 2011, in addition to returning outdoor swimming to Wauwatosa, the organization has also enhanced the use of Hoyt Park. FOHPP hosts a variety of year-round events that bring people to the park including season passholder evening swims at TOSA Pool, live music and trivia at The Landing, winter supper clubs and events in the Grand Hall.

- 1932** Local residents swam in a sand-bottom swimming hole filled annually by the fire department with water from the river. Note the diving platform.
- LATE 1800s** People swam on the banks of the Menomonee River
- 1939-2003** Milwaukee County operates the Hoyt Park Pool for the benefit of county residents.
- 2003** Milwaukee County closed Hoyt Pool citing severe structural problems causing water leaks that made operations too expensive.
- 2006** Friends of Hoyt Park & Pool, a grassroots group of volunteers, formed to revitalize the park and bring the 100-year swimming tradition back to our community.
- 2006** FOHPP hosts our first community fundraiser - a used Toy Sale in the Hoyt Park parking lot. Local elementary children got involved, donating their toys to help raise money to build the pool.
- 2007-2008** Successful fundraisers were held with the support of many local businesses and community members: Hearts for Hoyt & II which featured auctions and live entertainment, a sporting goods resale, and an ice cream social at the pool bathhouse.
- 2007** FOHPP successfully negotiated a 55-year lease with Milwaukee County in July 2007 giving FOHPP control over the design/build process and the ongoing operations of the new pool at Hoyt Park.
- 2007** Milwaukee County Parks National Gold Medal Winner
- 2009** Thanks to the generosity of the TOSA Foundation, other foundations and many community members, FOHPP raises enough money to begin construction of a new pool at Hoyt Park and to renovate the historic bathhouse.
- May 2010** Kids at area public and private elementary schools raise money by bringing in spare change for an "Adopt-A-Drop" campaign. The winning school received a certificate for an all-school family swim night.
- Summer 2010** Diggin' to Dive In! A Community Groundbreaking Celebration featured more than 100 kids with toy shovels and hard hats, as well as accompanying adults who brought their own shovels. It was followed by an afternoon of fun, music and food - and a notable bullfrog rescue. The old pool is demolished over the summer; early-stage construction work on the pool begins.
- September 2010** The FOHPP Ecology Committee works with The Park People to host 4 highly successful "Weed Outs" to begin the journey of eradicating invasive weeds and help beautify the 32-acre Hoyt Park while The TosaPOOLooza Benefit Concert rocks Milwaukee County's Historical Society, featuring surprise musical guest Willy Porter.
- November 2010** The Wauwatosa Recreation Department is selected as FOHPP's programming provider for the new pool.
- May 28, 2011** The TOSA Pool at Hoyt Park opens to the public.
- Spring 2011** "Finish work" is done on the pool: pool surfacing, inside the fence landscaping, water features, and extensive deck work. Milwaukee County provides a beautiful new parking lot, extensive work on pathway improvement, and park lighting.
- July 2013** The Landing at Hoyt Park opens featuring European-style picnic tables, a variety of local and international beer and wine, and occasional live music. It becomes a favorite community gathering place for all generations to share a picnic lunch, The Landing's gourmet pretzels, and a favorite libation - all amidst the natural beauty of Hoyt Park.
- Spring 2013** FOHPP approves construction of The Landing at Hoyt Park - a seasonal beer garden on the north end of the historic bathhouse to complement pool operations and bring more people to Hoyt Park throughout three seasons.
- May 2017** TOSA Pool's season opens with its first in-house lifeguard crew after a monthlong recruitment and training process aimed at improving consistency in staffing while maintaining safety standards.
- August 2016** FOHPP holds its first TOSA Youth Tri, drawing more than 170 young competitors to Hoyt Park to swim, bike and run. The event would go on to top 200 registrations in its second year.
- Spring 2015** The Grand Hall is renovated to preserve its 1930s-era craftsmanship while adding acoustic panels, pendant lighting, flat screen TVs and a 10-foot screen with projector, offering a venue for watching sports events and other presentations.

Emily Barmantje
Mom and Season Pass holder

"I grew up going to my hometown pool. It holds a special place in my heart. It's where I made lifelong friends, lounged on the grass with French fries, and honed my skills as a swim instructor and later, a lifeguard. Moving to Wauwatosa, I was thrilled to find a similar haven for my kids. Hoyt Pool isn't just a place; it's a symbol of connection and community."

Katie Rose Sprague, Kyle Sprague, and Katie Wakefield.
Firefly Real Estate, LLC.

"Community involvement has been a cornerstone of our business since Firefly Real Estate's inception in 2010. We are proud to have sponsored live music at Firefly Fridays for many years, and look forward to another great summer at The Landing."

Kathy Mykleby
Season Pass holder.

"In life, and death, the Hoyt Park pool has been special to me. Early morning laps at the Hoyt pool became a highlight of summertime. When Geoff died last year, the idea of having his memorial at Hoyt became a heartfelt reality, thanks in large part, to the wonderful FOHPP staff. I'm forever grateful."

MADE POSSIBLE THROUGH VOLUNTEER & BUSINESS SUPPORT

How does all of this happen? FOHPP's initial success was largely due to the generous donation made by the TOSA Foundation, volunteer efforts and business partnerships. Its lease agreement with Milwaukee County allows it to operate independently within Hoyt Park, but it gets no taxpayer support, so continued community support is critical. Volunteers and business partners are key to several annual activities; events like the annual TOSA Youth Tri, ongoing river and forest restoration work, Locally Made Pop-Up shops and Wauwatosa Recreation Department programming.

James and Heidi Steeno
Owners - James Steeno
Gallery and TOSA Locally Made Pop-Ups

"We are thankful for our collaboration with FOHPP. TOSA Locally Made Pop-Ups enlivens our neighborhoods and parkways through active placemaking and participation with a handful of creative expression."

THAT VOLUNTEER SPIRIT ALSO DRIVES THEIR BOARD AND COMMITTEES

Volunteers are not only vital for bringing special events to life. As a non-profit organization, FOHPP relies on the professional expertise of its board and committees. These volunteers are responsible for guiding operations, personnel, fundraising, finances and defining the overall direction for FOHPP's presence in Hoyt Park. With this leadership, over \$960K in capital expenditures have been made, including The Landing beer garden, Grand Hall remodeling, additional pool amenities and maintenance. Friends of Hoyt Park & Pool is looking for new committee members and volunteers. Please reach out by completing a volunteer survey at: bit.ly/VolunteerFOHPP .

Doug Drysdale
FOHPP Volunteer
Naturalist

"FOHPP has given me the opportunity to restore Hoyt's natural areas and educate our Supporters with the current status of these Natural areas."

Jeff Roznowski
Former Board member and currently on the Advisory Board, Board Development Committee and Endowment Committee

"Tosa Pool and The Landing represent the Welcome Mat into our community, serving as the local Town Square as a place for children to laugh and play and have fun, and for adults to build friendships and a sense of community."

Barb Holtz
Current President of the FOHPP Board of Directors

"It seems there has been only a short amount of time that Hoyt has not been a part of my life. As a kid growing up I remember coming to Hoyt with friends! When I had kids of my own my husband and I brought our kids swimming here and now I bring my grandchildren here. Hoyt Park & Pool are the way summer's have been for decades and the way they should continue to be well into the future!"

Tosa Hi!

NAC

Wauwatosa Neighborhood Association Council

TOSA Pool Opening Day

SATURDAY, MAY 25

Summer officially begins when TOSA Pool opens for swimming, Parent/Tot time and lessons. For hours and membership information, go to friendsofhoypark.org.



Tosa Farmers Market

SNEAK PEEK: SATURDAY, MAY 25

SATURDAYS, JUNE 1 THROUGH OCTOBER 12

Enjoy farm-fresh produce and flowers, tasty ready-to-eat foods, entertainment and a makers market (first Saturday of the month) in the Harts Mills parking lot across from the Little Red Store, from 8 a.m. to noon. Find out more at tosafarmersmarket.com



Memorial Day Ceremony

MONDAY, MAY 27

Remember the brave men and women who fought for our country with a ceremony starting at 9 a.m. at the future site of the Hart Park Veterans Memorial, near Tosa Skate Park. The observance will include a guest speaker, a presentation by Mayor McBride, and solemn remembrance. The Wauwatosa Veterans Memorial Committee will be on hand to talk about the soon-to-come memorial.

Crafty Collective

WEDNESDAYS, MAY 29, JUNE 26, JULY 31, AUGUST 28

Do you knit, crochet, sew, embroider or enjoy other crafty projects? Join the Tosa Library's Crafty Collective group the last Wednesday of the month from 6:30 to 8 p.m. in the Firefly Room. Bring the project you're working on and craft with a supportive and inspiring group of teens and adults. Registration not required.



FC Milwaukee Torrent Home Games

THROUGHOUT JUNE

Professional soccer returns to Hart Park with seven men's games in June and a final game on July 7. The Torrent women play eight games in June, ending June 30. Get details and purchase tickets at milwaukeetorrent.com

Teen Summer Fun! at the Library

THROUGHOUT JUNE, JULY & AUGUST

Teens in grades 6-12 are invited to join one or all of the Library's Teen Summer Fun! activities this summer. From their annual Oreo taste test to a tote bag sewing program to STEAM-themed events, there's something on the schedule for everyone. Check the calendar at wauwatosa.librarycalendar.com/events/month for details. Events may require registration.



Little Red Store "Swimming at Hoyt" Exhibit

THROUGHOUT JUNE, JULY & AUGUST

Did you know that going swimming at Hoyt Park once meant a sand beach on the Menomonee River? Learn the history of swimming at Hoyt in this display at the 170-year-old Little Red Store in the Village. The building is open most Saturday mornings during the Farmers Market, 8 a.m. to noon. Learn more about Little Red Store history at wauwatosahistoricalociety.org/the-little-red-store

Quizmaster Trivia at The Landing

WEDNESDAY, JUNE 5

Grab your team and head to The Landing from 7 to 9 p.m. every Wednesday through the fall for high-stakes trivia action. Arrive early to claim your table and eat dinner. Get the full Landing events schedule here: friendsofhoypark.org/calendar



Mayfair Collection Music Spotlight

JUNE 5-JULY 31

Keady Plaza at Mayfair Collection, 11200 West Burleigh, is the place to be for a free concert series every Wednesday at 6:30 p.m. in June and July. Enjoy everything from indie

folk rock and classic soul to rockabilly and a Grateful Dead tribute band. Watch for the full schedule to be posted at mayfaircollection.net

Art 64

FRIDAY & SATURDAY, JUNE 7 & 8

ART 64 is a two-day bracket-style tournament featuring nationwide artists competing for a \$20,000 grand prize. Watch the paintings come to life and vote for your favorite artists, while enjoying all the restaurants, shops and ambience of the Tosa Village. All artwork is available for sale at the event. The action begins at 5 p.m. Friday and ends at 8 p.m. Saturday. See the full schedule at art64tosa.com



Music at Center Street Park

FRIDAY, JUNE 7

Enjoy a night of music and camaraderie from 6 to 9 p.m. at Center Street Park, 6420 Clarke Street. Bring your own food and chairs; a Milwaukee County Parks Traveling Beer Garden will be selling beverages. Contact centerstreetpark@gmail.com for more details.





Tosa Greek Fest 2024 FRIDAY-SUNDAY, JUNE 7-9

You'll find some of Milwaukee's finest Greek food at Sts. Constantine & Helen Greek Orthodox Church, 2160 N. Wauwatosa Ave., during this annual festival. Enjoy a live Greek band, dancing and other entertainment while dining on lamb, chicken, souvlaki, gyros, pastries and more. For hours and other details, follow the event at facebook.com/TosaGreekFest

HartFest 2024

FRIDAY & SATURDAY, JUNE 14-15
BBQ & Blues is the theme for this year's HartFest. The Backyard BBQ competition and tasting return, as well as food trucks, a local vendor marketplace, the Shortest Run on the Longest Day (a 0.621-mile race) and plenty of live music. Event details at wauwatosavillage.org/hartfest



Tosa Community Fair

SATURDAY, JUNE 15
The Neighborhood Association Council, Tosa Health Department and Tosa Together present the second annual Tosa Community Fair, created to foster a vibrant, welcoming, healthy and diverse community. The fair will showcase nonprofit organizations, minority-owned small businesses, and educational presentations and workshops for all ages from noon to 4 p.m. at Wauwatosa West High School. Find out more on the event page: facebook.com/events/961521738929550



Hartung Park Farmers Market

WEDNESDAYS, JUNE 19 THROUGH SEPTEMBER 25
Enjoy fresh produce from local vendors every Wednesday from 3:30 to 7 p.m. The market is held on the northwest edge of Hartung Park, near the children's playground and the park entrance, at the corner of Keefe and the Menomonee River Parkway. For more information, go to hartungpark.com



Tosa Tonight WEDNESDAYS, JUNE 19-AUGUST 14

Tosa's premier summer concert series opens the 2024 season on June 19 with Trapper Schoep and opening act Kelly Steward starting at 6 p.m. All concerts are at the Hart Park Rotary Pavilion at the corner of 68th & State Street. Food and beverages available from local restaurants. See additional details at tosatonight.com

Other dates:

June 26
Kaleta & Super Yamba Band with guests Something To Do

July 4
Sons of Scennie with guests The WhiskeyBelles

July 10
Adam Greuel & the Space Burritos with guests The Deadelijk

July 17
The Push Stars with guests Elephonic

July 24
Livin The Dream with guests Classic Alice

July 31
NUNNABOVE with guests Secret Menu

August 7
Deacon Denzel & the Dirty Church Band with guests Andrew Gelles Band (Tosa's Night Out + Fireworks)

August 14
Úlla with special guests The Bow Tides

August 21
Rain Makeup Date

Brews & Blooms

JUNE 21 & 22; JULY 26, 27 & 28; AUGUST 23, 24 & 25

The Wauwatosa Historical Society's picturesque Kneeland-Walker House grounds will become a pop-up beer garden and music venue on three weekends this summer. Pop over from 3 to 9 p.m. for live music, food trucks, cold beverages, and games and activities for the whole family. Get more information at wauwatosahistoricalsociety.org/event/brews-blooms



180 Skate Jam

SATURDAY, JUNE 22
Don't miss your chance to skate with Brandon Novak, bestselling author and addiction recovery speaker, from 1 to 3 p.m. at the Tosa Skate Park in Hart Park, 7300 Chestnut Street. There will be free t-shirts, food, raffles and skate contests. Hosted by the Wauwatosa Health Department.

The Tosa Village Classic Bike Race

SUNDAY, JUNE 23
The Tour of America's Dairyland finale takes place in the historic Tosa Village from 12:30 to 8:30 p.m. Come for the pros but don't miss the Kids' Races, starting at 5:35. Get details as well as volunteer and registration information at facebook.com/events/712320630886391



Ardan James the Animated Illusionist

MONDAY, JUNE 24
The Tosa Library presents a lively event for kids ages 8 to 13 from 2 to 2:45 p.m. in the Firefly Room. Help the animated illusionist, Ardan James, produce a rabbit in this family-friendly comedy magic show. Get details and register at wauwatosalibrarycalendar.com/events/month

We Are Board Board Game Club

SATURDAYS, JUNE 29, JULY 27 & AUGUST 24
Join in the fun at the next meeting of the Tosa Library's board game club, held one Saturday a month from 9 a.m. to 12:45 p.m. in the Firefly Room. Get together with other gamers to play, have fun and enjoy games you might not have played before. For ages 13 and up; registration not required.



Independence Day Celebration

THURSDAY, JULY 4
The 89th annual celebration begins at 9 a.m. with the parade taking the same route as last year: departing TOSA Pool parking area, then heading north on Swan Blvd. to North Ave. and east on North Ave toward City Hall. The fun remains at City Hall with a decorated bike contest, kids' entertainment and ice cream from 1 to 3 p.m. in the parking lot and inside the Civic Center. Head to Hart Park for Tosa Tonight featuring Sons of Scennie with guests The WhiskeyBelles starting at 6 p.m. Please note that fireworks will take place on August 7 after Tosa's Night Out and Tosa Tonight. Check wauwatosalibrarycalendar.com/events/month for further details.

Bastille Day West

FRIDAY, JULY 12
One of Milwaukee's best-kept secrets is Bastille Day West, aka Versailles on Vliet, which closes down West Vliet Street from 57th to 60th Street from 4 to 10 p.m. Enjoy live music, delicious treats (French and otherwise), shopping and one-of-a-kind events like an Eiffel Tower model contest, escar-got races and make-and-take art experiences. Check out bastilledaywest.com for this year's lineup.



The Big Sale - Tosa Village

SATURDAY, JULY 13
Stop down to the Village shops for a huge summer sidewalk sale, with bargains on fashion, home decor and more from 10 a.m. to 5 p.m. Watch for details at facebook.com/TosaVillage



Bucket Drumming Storytime

MONDAY, JULY 15
Make music with a five-gallon bucket and a pair of drumsticks—or your hands in this special event at the Tosa Library's Firefly Room from 11:15 to noon. Participants ages 5 to 8 will learn basic rhythm patterns and will tell their own story through collaboration, composition, and call-and-response. This program is led by the Wisconsin Conservatory of Music. For details and to register, go to wauwatosalibrarycalendar.com/events/month



Village Sip & Stroll

THURSDAY, JULY 25
Stroll the historic Village of Tosa, enjoying sips, treats and in-store specials at Tosa's finest local businesses from 5 to 8 p.m. Check out wauwatosavillage.org/holiday-sip-and-strolls-1 for specials and discounts.



Holidays in July Sale

JULY 25-27
Come to the Little Red Store across from the Farmers Market lot to shop for vintage decorations for Halloween, Thanksgiving and Christmas. It's a bargain-hunters dream, and all proceeds benefit the Wauwatosa Historical Society. Stop in during the Village Sip & Stroll and Farmers Market. Additional times and details to be posted at wauwatosahistoricalsociety.org/events/

Tatiana's Tiny Zoo

MONDAY, JULY 29
Kids ages 7 to 13 are welcome to the Library's Firefly Room from 9:30 to 10:30 a.m. to learn the specifics of reptile care, with opportunities to get comfortable handling them. Tatiana will discuss anything from lifespan to diet to enclosure requirements, answer questions, and quell any fears about owning these exotic critters. Get details and register at wauwatosalibrarycalendar.com/events/month



Village Al Fresco

TUESDAY, JULY 30
Tosa's most unique dining experience lets you enjoy an elegant four-course, family-style dinner under the stars, featuring dishes from the Village's favorite restaurants. See the full menu and follow the event here: wauwatosavillage.org/villagealfresco





Firefly Art Fair

SATURDAY & SUNDAY, AUGUST 3 & 4

Tosa's favorite art fair celebrates its 38th year from 10 a.m. to 5 p.m. Saturday and 10 a.m. to 4 p.m. Sunday on the stunning grounds of the Wauwatosa Historical Society's Kneeland-Walker House. Stroll the gardens while shopping local artists, listening to live music, and enjoying a variety of foods & beverages for sale. Inside the mansion, there will be a display called "Honey, I Shrank Wauwatosa," featuring historic dollhouses, dioramas and a huge 3-D model of the Village from years ago. Get details here: wauwatosahistoricalociety.org/calendar-of-events

West Vliet Street Sidewalk Sale

SATURDAY, AUGUST 3

Businesses along Vliet Street from 42nd to 60th streets will be offering special deals so you can refresh your fall wardrobe, gear up for back to school, get some early holiday gifts or take advantage of dining specials. Check out the map of participating businesses at meetonvliet.com/sidewalk-sale.html



Tosa's Night Out

WEDNESDAY, AUGUST 7

Kicking off at 4 p.m., Wauwatosa's annual celebration in Hart Park includes games, police and fire displays, health and wellness exhibits and food available at family-friendly prices. At 6 p.m., enjoy Tosa Tonight entertainment with Andrew Gelles Band, followed by Deacon Denzel & the Dirty Church Band. The evening ends with a spectacular fireworks display. Watch for details at tosanightout.org/



Tosa Youth Triathlon

SATURDAY, AUGUST 10

The eighth-annual TOSA Youth Tri is a great opportunity for kids ages 9 to 17 to experience a triathlon, competing in a fun course (100-yard swim, 2-mile bike, .62-mile run) or challenge course (200-yard swim, 4-mile bike, 1.25-mile run). Participants will swim at TOSA Pool, bike the Menomonee River Parkway and run the Oak Leaf Trail and surrounding Hoyt Park. Register or volunteer here: friendsofhoypark.org/tosa-youth-tri/



Irish Fest Summer School

AUGUST 12-16

Irish Fest Summer School classes showcase the rich culture and traditions of the Irish, including music, dance, history, language and crafts, taught by internationally known experts. There are classes for all ages and abilities, located in the Wauwatosa Village. See the schedule here: irishfestsummerschool.com

First Responders Fest

WEDNESDAY, AUGUST 28

First Responders Fest is a chance for the community to kick back with our local heroes and thank them for their service. Come to Hart Park from 5 to 8 p.m. to enjoy live music by Yacht's Landing, food and beverages from local restaurants, and fun activities for the whole family, including a face painter, an Irish dancing performance, and more. Follow the event here: wauwatosavillage.org/first-responders-fest



TosaFest in the Village

SEPTEMBER 6-7

Tosa's favorite festival features live music, beer gardens, Kids Fest, a food court and vendor market, all in the historic Village. Watch for the music lineup and more to be announced here: wauwatosavillage.org/tosafest



Tosa Green Summit - Part 1

SATURDAY, SEPTEMBER 7

The first week of the annual Tosa Green Summit is dedicated to recycling for MMSD Household Hazardous Waste (Milwaukee County residents only) from 7 a.m. to 2 p.m. in a new location: the Public Works Yard (enter off Watertown Plank and 113th St). The Drop-off Center will also be open for Wauwatosa Residents only. Get details at facebook.com/TosaGreenSummit

Tosa Green Summit - Part 2

SATURDAY, SEPTEMBER 14

The second Saturday is dedicated to all types of recycling from 8 a.m. to 1 p.m.: paper shredding, expired medications, textiles, bikes, empty toothpaste tubes and used toothbrushes, and scrap metal in the City Hall Parking Lot, 76th and North. Donations of non-perishable food items to Tosa Cares will also be accepted.

From 10 a.m. to 1 p.m. there will be exhibits highlighting initiatives in energy, water, land, transit and nature in the Lower Civic Center, as well as a speaker series featuring solar energy, composting, and wildlife property certification in the Firefly Room of the Library. Watch for a full list of events at facebook.com/TosaGreenSummit

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What's Happening in The Village?

By Chris Barlow

As a vibrant, but unofficial downtown of Wauwatosa, The Village is a unique but distinct part of the community. That vibrancy has led developers to turn their eye toward this section of the city seeking to change the landscape with a trio of projects that will impact the businesses and residents for years.

THOSE PROJECTS INCLUDE a pair of proposed apartment buildings along Wauwatosa Ave. and three townhouses on Menomonee River Parkway. All three are slated to begin construction in the next two years.

The first project was recently discussed at a Wauwatosa Design Review Board (DRB) meeting. At the meeting, the developmental company Three Leaf Partners unveiled an exterior design of an apartment proposed for the land formerly occupied by St. Bernard's Parish and School building.

Citizens turned out in large numbers at the meeting to share their perspective of the

project and hoped to help create a building that is fitting and meets the excellence of the property. The DRB asked the developer to return with a new plan and at the time of writing this article, a date still has not been set for the next step in this process.

A second proposal by the Mandel Group would place an apartment complex on the property that is currently the Blanchard St. parking lot. A previous iteration of this plan that was passed by city officials in 2022 was shelved due to what Mandel said was the cost of building materials and the increased cost of the necessary infrastructure.

A new plan emerged and now Mandel will begin the vetting process including

asking for some borrowed tax dollars (TIF) and a potential rezoning of the property. The developers said they hope to break ground on the project in late spring 2025.

The third project is a trio of Townhouses that will be developed on Menomonee River Parkway and placed on a highly visible piece of property that drivers can see over the Harmoniee Bridge.

All three projects can be viewed on the city of Wauwatosa website on the developmental map page. The status of each project from the city's website is listed below and is updated regularly.



7474 HARWOOD AVENUE (ST. BERNARD'S)

Project: Three Leaf Partners' plans include a 163-unit apartment building. The plans are three levels of apartment units and a basement garage with parking for residents.
Status: On April 18, 2024, the Design Review Board discussed the exterior design and aesthetics of a housing development proposal at the former St. Bernard's Parish and School Building. Three Leaf Partners' proposal com-

plies with the city's zoning code, making the proposal a permitted use. Because of this, the only approval process is with the city's Design Review Board. At this time, there is no Common Council approval needed. The Design Review Board recommended a number of changes to the design of the proposed development. Three Leaf Partners will come back to the Design Review Board at a later date. This date is yet to be determined.

» **Upcoming Meeting**
Date TBD

HARLOW & HEM

Project description: Proposed multi-family development at the Blanchard Street parking lot.

Status: Developer Mandel Group presented the revised Harlow & Hem proposal to the Community Development Authority (CDA) at their February 29, 2024 meeting. The CDA also discussed the revised proposal at their April 4, 2024, and April 23, 2024 meetings. The CDA approved a Vacant Offer to Purchase that outlines the conditions and timeline for sale of the property as defined in Addendum A of the document.

Upcoming meetings: The development will need to obtain all required City approvals and permits, including but not limited to zoning and design review approvals, along with approval of any financial assistance that is requested.

» **Community Affairs Committee**
Tuesday, June 25, 2024 | 7:30PM

» **Common Council**
Tuesday, July 2, 2024 | 7:30PM

» **Final PUD Approval at Community Affairs Committee and Common Council**
Dates TBD

» **Request for financial assistance approval process: Financial Affairs Committee and Common Council**
Dates TBD



7746 MENOMONEE RIVER PARKWAY

Project: Three for-sale townhomes
Status: The Community Development Authority negotiated a development agreement with 7746 MRP, LLC for the redevelopment of this site and will close on the sale of the property in June 2024. Galbraith Carnahan Architects (GCA) is the lead on the project. 🏠

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Our mission to celebrate Wauwatosa – share the photos that you think represent the best part of #TosaLife.

Photographers of all ages are invited to enter their best photos celebrating our community in the City of Wauwatosa Photography Contest between **June 1** and **August 31**.

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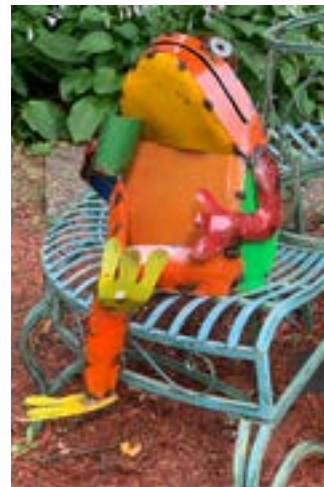
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Meet at The Landing

Wauwatosa's Beer Garden
Wed - Fri 3-9pm, Sat & Sun Noon - 9pm



Events Calendar
Live Music
Quizmaster Trivia
Tap Takeovers
Food Trucks



Tosa Tonight



Building a Stronger Community Through Music

Join your neighbors for fantastic evenings of live music under the stars! Located at the Hart Park Rotary Performance Pavilion on the corner of 68th and State Street in Wauwatosa, Tosa Tonight offers a diverse lineup of quality entertainment and features food and beverages from some of the area's most popular restaurants and businesses. Concerts are free of charge and take place starting at 6PM on most Wednesdays throughout the summer, plus the 4th of July. 📍

2024 SCHEDULE



JUNE 19 | WEDNESDAY
TRAPPER SCHOEPP
 WITH GUEST Kelly Steward



JUNE 26 | WEDNESDAY
KALETA & SUPER YAMBA BAND
 WITH GUEST Something To Do



JULY 4 | THURSDAY
SONS OF SCONNIE
 WITH GUEST The WhiskeyBelles



AUGUST 9 | WEDNESDAY
DEACON DENZEL & THE DIRTY CHURCH BAND
 WITH GUEST Andrew Gelles Band

JULY 12 | WEDNESDAY
ADAM GREUEL & THE SPACE BURRITO
 WITH GUEST The Deadelijk



JULY 19 | WEDNESDAY
THE PUSH STARS
 WITH GUEST Elephonic



JULY 26 | WEDNESDAY
LIVIN THE DREAM
 WITH GUEST Classic Alice



AUGUST 2 | WEDNESDAY
NUNNABOVE
 WITH GUEST Secret Menu



AUGUST 16 | WEDNESDAY
ÚLLA
 WITH GUEST The Bow Tides



Area Musician Lovin' Local Scene

By Marty Lamers



Matt Liban is a professional drummer who you've probably seen before. Actively playing in the Milwaukee area for decades, Matt comes from a family whose name is synonymous with Milwaukee's music. His father, Jim Liban, was a popular singer and harmonica player who enjoyed a career that spanned more than five decades.

RECENTLY PROFILED by Milwaukee magazine, Jim Liban has now retired from active playing while his son Matt continues to gig in the family tradition. Matt's working band, The Five Card Studs, can be seen in venues all over the city, or at Tosafest, Summerfest, and other annual celebrations. Matt's career in music has been a steady roll, and it started when he was very young.

THE LITTLE DRUMMER BOY

"My first memory of music was being at my grandparents' house," Matt said. "They were really into swing and big band music, so every weekend, my grandfather and his brother would split a case of beer, and they'd drink and play records like crazy. I was playing along with the records on the bottom of pots and pans with wooden spoons, just hamming it up. I was an only child, so all eyes were on me, and I took to performing pretty naturally."

Matt remembers attending his father's shows, but the awe and spectacle of having a popular musician for a father, was somewhat muted. "I appreciated that I had experiences that weren't like most of my friends, but I always saw what dad did as work. Being backstage or onstage was cool, but it was just what my dad did for a living. And he was always a pretty animated guy on stage, so I remember thinking to myself, 'Aw, come on dad...' when he'd be jumping around all energetic and performing."

Matt says that sometimes, having the legacy in music opened him up to unique opportunities that only the child of a connected musician experiences. "In 1982," Matt said, "my dad came to pick me up from school in the middle of the day. 'Do you want to go see Journey?' he asked me. They were the hottest band around at the time, so of course I said yes. We drove for a few hours, and went to an outdoor arena in

Illinois – and dad told me that his manager was also managing Journey, and they wanted him to sit in."

"We ended up spending about three hours with the band, and it was amazing. We hung out all day with them. They were all very nice to me, and I learned that lead singer Steve Perry was also a drummer. Steve Smith was a tremendous player, and I got to be right behind his kit the whole gig – I am and have always been drawn to drummers."

"But the most surreal part of the day was watching my dad onstage, trading licks with Neil Schon in front of 20,000 people," he said. "When I went back to school the next day and had all the band's autographs and my stories and everything, my friends couldn't believe it. That was pretty great."



Matt has now played with the same local guys for more than 30 years

STARTING OUT

Matt's love of drums might have started on the floor of his grandparents' house, but he was involved in the music programs at local schools and took private lessons from local teaching legend, John Ruka. While Matt has an innate, natural ability to play drums, he is quick to credit some of the influential teachers he had along the way.

"I was very lucky that I had wonderful band leaders, like Stu Gale at Longfellow,"

Matt said. "Stu opened us up to so much variety and great music, and then I was able to have two years at East with Orville Matthias, who totally deserves his legendary status. He was an amazing teacher and musician."

Matt got his first drum set in 1978, a red sparkle Torador. "My first kit was totally cheap and awful," he reflects with a smile. "My cousin was starting at the same time I was, and we both got kits for Christmas. We were on the phone, and he asked me what I got, but I deflected back to him, because I knew my set was cheap and crappy. He got a blue sparkle Ludwig, and I was super envious."

Matt started collecting vintage drum sets in his mid-20s, and now estimates he has over 20 different collectible kits to choose from: most of them Ludwigs. He notes that it was probably because he felt that first kit was inadequate compared to his cousin's Ludwig set, but his first set worked well enough to keep him playing.

WORKING BANDS

An ethic of dedicated hard work always went hand-in-hand with music in the Liban household.

"I was always looking at music as a way to make a living," Matt said. "I am sure it is because I grew up surrounded by it, and my dad always worked so incredibly hard. I have a very blue-collar mindset about playing."

Matt said going to see Kiss when he was 9 years old also had a big impact on his life's direction. "I idolized Peter Criss," he reflects. "That concert at Mecca was amazing to me." Matt's first time on stage was when he was just 12 years old, and his father's friends pulled him up to play with them at a blues festival. He started forming his own bands in middle school and had his first paying gig as a young teen.

"It's not that I don't like creating original music," he explained, "but I am not going to be too precious about it. I am not so much

an 'artiste' as I am someone who plays. I truly like gigging for a living, and my cover band The Five Card Studs has been together for close to 30 years with the same core guys. We've played all over the country and more, and been with each other through marriages, separations, children being born and everything that happens to adults. I have been really lucky to get to do what I do and especially the caliber of the people I have played with."



Matt has now played with the same local guys for more than 30 years

In addition to living up to his well-known family name, Matt has played with some of the most beloved acts in the city including a few years with Willy Porter, being in the popular local band the Loyal Order of Water Buffaloes, and in the nineties, anchoring a hard-working horn band named Hap-penance that was very popular all over Milwaukee.

I asked him of all the venues and festivals and clubs he has played around the world, which one held his heart, and he said it was playing at The Pabst theater. "After seeing so many shows there as I was growing up, it was really something special to be on that stage to perform. It meant a lot to me."

He notes that playing is what he loves to do, so it never truly feels like work to him. "Sure, sometimes it's hard or gets to be challenging," he admitted. "But I consider myself very lucky to have done what I have done with music. I am not going to be at my dad's level, but I have been able to travel the world and play in front of enthusiastic, receptive crowds all over the globe. I played in Germany, and France, and I still genuinely love what I do."

...AND THE BEAT GOES ON
Matt met his wife many years ago, as she was taking harmonica lessons from his father. Matt invited her to a gig, and soon they were dating regularly. They got married and had two children, so I asked whether the rich musical legacy of the Libans will continue into the next generation.

Matt laughed about that idea and shared a story: "I had finished playing a set at Summerfest and was getting paid for it. The guy writing the check asked my name, and when I told him he looked up and said 'Liban? You don't have any kids that play, do you? Because if I live through three generations of you guys, I gotta hang it up.' I thought that was great."

Matt credits his wife's longtime support as being critical to his success. "She has always been very forgiving and patient with the lifestyle," he said. "When we first got together, she would be at every gig but pretty soon, it was just me going to work... a lot like it was for me and dad. The awe and spectacle of the stage is different when it's your job. She takes it in stride and handles it all beautifully."

Matt said his son and daughter have a lot of natural ability but are not leaning toward a professional musical lifestyle. "My son has a natural ability for the drums," Matt said, "but he doesn't play that often. He is dabbling more lately with engineering beats and doing some rap, so it is him reflecting the music of his generation like I did, or his grandfather did. My daughter has an amazing voice - I can tell when someone can sing well, and she is really gifted - but she won't sing outside of the house: ever."

Matt says that he tries to explain to his kids that his dad was a pretty big deal in his



The Libans, together in their element onstage

For a great profile of Jim Liban's career, visit: milwaukee.com/ajnt-that-something-jim-libans-life-in-the-blues

To catch Matt playing, you can check out where The 5 Card Studs are gigging next: fivecardstuds.com/live-shows (and they are for hire too, of course!)

He also hosts the Monthly Blues Matinee on the first Sunday of the month, 3-6pm at OPEI Brewing Co. (6751 W National Ave, West Allis, WI 53214) with the Third Coast Blues Collective.

Other pickup gigs will happen with Another One (Grateful Dead tribute- two drummers!) and Robert Allen Jr. Blues Band throughout the Summer...

day, like the Violent Femmes or the BoDe-ans, and his kids just don't see it. To them, he is Grandpa. And Jim Liban stopped playing live during COVID and decided to retire.

"It's funny because I am 54, and so I am the old guard now, while my dad is like royalty. I've been doing a blues night for almost 15 years with his bass player, and dad still likes to show up and enjoy the music, though he doesn't join in anymore. The young guys coming up all idolize him, and he just loves to be out in the scene: it's what he knows best.

"But he truly loves being retired, and just recently said to me: 'Matty, this retirement stuff is really great - I hope you get to be here too someday.' 'Me too,' I told him, 'Me too.' He has always paved the way for me and while it is a lot to live up to, I couldn't be more proud of my dad and the music that he shared with us all."

As we were talking, Matt was of course in the car, on his way to yet another gig. "Right now, I am going to a gig where I have to drive an hour to play just a short, quick afternoon show. Is it worth it? Sure. I have to keep working," he said. "Some of my friends call me 'the drumming shark' because they joke that I will likely die if I ever stop playing. They are probably right," he laughed.

One thing is for certain, and that is that the Liban name will forever be synonymous with some of the best music ever being played in Milwaukee. It's been that way for decades now, and it remains a truly wonderful family affair. ☺

UPCOMING ISSUES	AD PROOF DEADLINE	IN HOMES
August 2024 Back to School	Friday, August 16, 2024	August 26-30, 2024
November 2024 Holiday Gift Guide	Friday, November 8, 2024	November 18-22, 2024
April 2025 Summer Activities	Friday, May 9, 2025	May 26-30, 2025
August 2025 Back to School	Friday, August 15, 2025	August 25-29, 2025

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Our Next Issue... Back to School 2024



Back to School



Service in the City



People in Your Neighborhood



Home Values in Wauwatosa



Local Music



Historic Tosa



Tosa Digest



Local Soccer



Amazing Fall Getaways



Food & Drinks

Total Distribution 33,500

Our magazine is distributed on the every door direct model, with each issue delivered to every address in the city of Wauwatosa. Approximately **22,500 residences** and **11,000 businesses** on the USPS carrier routes receive each issue.

Yes, there are field trips.
And yes, we try to ditch
the chaperones.

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HARWOOD
PLACE



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