

Brookfield & Elm Grove

THIS MONTH

APRIL 2021

Brookfield Square officials have high hopes as 2021 progresses

Spokeswoman believes there is 'pent-up demand' for in-person shopping, dining

By Dave Fidlin
Special to The Freeman

BROOKFIELD — After grappling with a year marked with retail and restaurant closures — permanent and temporary — Brookfield Square management this winter welcomed two local businesses to the tenant roster.

The additions, officials say, is the continuation of the mall's evolution that was underway, pre-pandemic.

Wasabi Sushi Lounge recently relocated to the mall from a previous spot near the corner of Blue-mound and Moorland roads in Brookfield. The Asian-inspired eatery is occupying a 6,405-square-foot space, near Barnes and Noble, which was long home to clothier The Limited.

Earlier in the winter, BLiNK Artisan Boutique also set up shop within the mall, operating from a 4,144-square-foot space and serving as a collective for various artisans and makers in Waukesha and Milwaukee counties.

In a statement discussing the pair of openings, Scott Oleson, general manager, said the additions were natural fits for the mall.

"Brookfield Square prides itself on offering our shoppers a collection of unique locally-owned stores and restaurants, plus national favorites," Oleson said in the statement. "Our goal is to provide a convenient shopping and dining experience and continually evolve our tenant mix to meet the demands of the community



Dave Fidlin/Special to The Freeman

WhirlyBall, which had its grand opening months before COVID-19 shutdowns, has been temporarily closed most of the past year. An announcement on reopening plans is expected in the coming weeks, according to mall officials.



Wasabi Sushi Lounge recently relocated to Brookfield Square mall, occupying a space previously held by clothing store The Limited.



Orthopaedic Associates of Wisconsin is opening a new freestanding clinic on the southeast portion of the mall. It is in the final stages of construction and is slated to open this summer.

we serve."

Stacey Keating, spokeswoman for CBL and Associates Properties, the Tennessee-based company that owns the mall, said a number of additional con-

crete and conceptual announcements are anticipated as the year continues unfolding.

"Consumer confidence seems to be improving, and we have seen traffic contin-

ue to build throughout this year," Keating told The Freeman. "I expect that as the weather improves, and people receive their stimulus checks, we'll see evidence of the pent-up demand for in-

person experiences, shopping and dining."

A number of additional new businesses are expected to begin operations within

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A whole new market

Clothes Mentor goes online during pandemic

By Katherine Beck
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BROOKFIELD — Clothes Mentor in Brookfield went from a business selling locally to one with a national reach during the pandemic.

The clothing resale and accessories store has locations around the country, including at 18000 W. Bluemound Road.

Like many businesses in Wisconsin, the Clothes Mentor shut down at the start of the pandemic when Gov. Tony Evers put in place the Safer-at-Home mandate. When they were allowed to reopen, the Clothes Mentor wanted to be able to reach clientele who weren't leaving their homes, so Brookfield Clothes Mentor store manager Corrina Iacono said the company began to sell items from the many stores online.

"Our experience as a store has been very interesting," she said. "It has been rewarding, we were able to prosper during COVID."

"We were able to grow, make sales during that time, which was a miracle."

Clothes Mentor began selling their women's fashions, shoes and accessories



Submitted photo

Name-brand items for sale in the Clothes Mentor, 18000 W. Bluemound Road, Brookfield. The company began to sell items from the stores online during the pandemic, which greatly helped the resale business.

online in May.

It was also a good way to sell unusual pieces that may have a more limited market.

"It was nice to be able to open up our market and be able to sell over," Iacono said.

The way Clothes Mentor acquires its merchandise is to make a cash offer on items that people bring to the store. If the items don't sell, the store takes a loss.

Even during the pandemic, people continued to bring in their items, Iacono said.

According to ThredUp's 2019 Resale Report, conducted by GlobalData, resale has grown 21 times faster than the new apparel market in the last three years. The secondhand

market is projected to double in the next five years, to hit \$51 billion, according to the report.

A Forbes March 2020 article said 64% of women are now open to buying used clothing and other items, up from 45 percent in 2016.

When someone orders an item online, Iacono still wants it to be a personal experience and wants the customer to be excited to receive something nice in the mail.

The Clothes Mentor sells clothing items ranging in size from 00 to 28, and all seasons are displayed throughout the year.

Iacono also emphasized that having many quality mall brands all under one roof is appealing to customers.

Mall

From Page 1

the mall and on adjacent outlots. Among them is Orthopaedic Associates of Wisconsin, which will occupy a portion of the former Sears parking lot.

"(The practice) is in the final stages of construction of their new office building on the south end of the property, with plans to open early summer," Keating said.

Another confirmed addition, Keating said, is a new salon, Celebrity Status Barber and Beauty, which will operate inside the mall and feature haircuts and styling.

While she could not disclose specifics, Keating said another new business with

in the mall is anticipated later this spring.

"We will have an exciting announcement very soon about the addition of a well-known retailer inside Brookfield Square," she said.

Most of the mall's established restaurants and retailers have resumed business since the initial COVID-19 shutdowns a year ago. But some establishments have opted for an extended state of dormancy.

Two large-scale entertainment venues on the mall's south side had celebratory grand openings late in 2019, but had to temporarily close less than half a year after initially opening.

WhirlyBall "will reopen soon," Keating said. "Details and dates will be announced in early April."

Marcus Theatres' Movie Tavern, meanwhile, has been operating on a limited basis for months, showing films and providing food and drinks on Tuesdays, Fridays, Saturdays and Sundays with safety precautions in place.

While mall officials have continued focusing on redevelopment, there are certain sections of the site that remain mothballed, including the northeast side that was a longtime home to Boston Store, prior to the department store's closure in 2018.

When asked, Keating said there are no announcements about the future of the Boston Store site.

"Discussions are ongoing, but we don't have anything concrete to share at this time," she said.

LOOKING BACK IN HISTORY



From the Freeman negatives at the Waukesha County Museum

Leslie Kay Peterson, Camille Peterson and Phillip Cloninger were among those taking part in the Style Show at Brookfield High School on Feb. 28, 1961.

Raised Grain to bring beer gardens back to county parks

WAUKESHA — Raised Grain Brewing Co. will once again be serving up its cold beer in Waukesha County parks, starting May 21 in Muskego.

The Pop-Up Beer Gardens will rotate at several Waukesha County parks, Muskego, Minooka, Fox River, Menomonee, Fox Brook and Mukwonago, through Sept. 18.

"Raised Grain looks forward to seeing family and friends enjoy a beer or hard seltzer outdoors in their favorite parks this summer," said Nick Reistad of Raised Grain Brewing Co. "We are taking the necessary steps to offer a safe experience for all our guests."

All Pop-Up Beer Garden locations will be open Thursdays and Fridays from 4 p.m. to 9 p.m., and Saturdays from 3 p.m. to 9 p.m. throughout the summer. Vehicles entering the park will need an annual Waukesha County Parks sticker or to purchase a daily park entrance. Annual stickers are available to purchase online at www.waukesha-countyparks.com.

In addition to seven Raised Grain beers being on tap, its Diamond Hard Seltzer also will be available for purchase. Diamond Hard Seltzer is brewed with Wisconsin ingredients, is 5% alcohol, 100 calories, and gluten removed. A rotating lineup of Waukesha County-based food trucks, including Matty's Food Truck, Just Smokin' BBQ, Benet's BBQ and Trumper's Oak Fired Pizza, also will be in the parks.

The beer gardens will take advantage of the wide-open parks space, and staff will be taking every measure possible to allow for social distancing, including spreading out picnic tables and creating areas that allow customers to take advantage of the large spaces, according to the announcement. Beer garden visitors are encouraged to bring their own folding chairs and to wear masks in accordance with current state or local guidelines. Fore more, visit www.rgbrewing.com/beer-garden.



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Submitted photo
Shorehaven resident Barb Hotchkiss greets her daughter Beth Morrison in her nursing home room March 24 while staff member Erica Castro curls Hotchkiss' hair.

Embracing again

Updated guidelines, positive trends allow for change in nursing homes visits

By Jake Ekdahl
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OCONOMOWOC — Nursing home residents vaccinated against COVID-19 are once again able to get hugs from their loved ones, now that guidelines have been adjusted as vaccinations continue and the pandemic's spread eases.

At Shorehaven Senior Living Community in Oconomowoc, in-person visits and long awaited embraces with family are underway. Administrator Emily Karls said there's "a lot more hugging, a lot more hand holding... it's great seeing them connect with their families." She said residents with memory loss can particularly benefit from the familiarity of a family member's touch.

Masks and social distancing are still in place. Karls said more than 97% of Shorehaven's residents have been vaccinated.

Chris Hampton drove five hours from Minnesota to visit her parents Ray and Betty Heim at Shorehaven Tower, with the visit resulting in their first hug in a year.

"I saw them through plexiglass at Thanksgiving and for 20 minutes outside, under a tent, three tables away, last summer," Hampton said. "This is new, and wonderful, that we're able to hug in their apartment."

Declining coronavirus numbers

The policy guidance from the Centers for Medicare and Medicaid Services, or CMS, comes as coronavirus cases and deaths among nursing home residents have plummeted in recent weeks at the same time that vaccination accelerated.

Karls said previously, appointments were needed for visits, but since Monday visitors are now able to come or go without one as long as the resident they're visiting has had at least two weeks since their second and final vaccination dose. For now, visitors should be from one house-



Submitted photo
From left, Shorehaven Tower assisted living resident Betty Heim embraces her daughter Chris Hampton, who drove five hours from Minnesota on March 24 for their first hug in a year.

hold.

There's now talk of activity for the summer, Karls said. Pontoon boats will be put on the water, and there's discussion of picnics and trips to the facility's movie theater, library services and more.

Shorehaven Community Relations Director Sarah Williams-Berg said residents can now go to the Forgotten Treasures Resale Shop, giving them a bit of a shopping outlet.

Keeping things heading in the right direction will be crucial, however.

"People probably don't realize that how our county is doing reflects what we can do for our residents," Karls said. She encouraged locals to continue practicing precautions so the residents can keep enjoying these new steps towards

normalcy.

There are other ways to help our older neighbors, too.

Eras Senior Network Development Director Heather Uzowulu said volunteers are being accepted for yard clean up, transporting seniors to appointments, shopping for clients and delivering food pantry stock boxes as well as participating in the weekly wellness call program. She said more drivers have returned as the pandemic circumstances have improved.

"It's night and day having the visitors and the families," Karls said. "The mood is lighter."

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Photos by Derek Johnson/
Special to The Freeman

A tasty Tuesday treat

BROOKFIELD — **Above:** Tracy Mott, from Cottage Grove, enjoys her lunch at Lee's Dairy Treat, 14040 W. Greenfield Ave. in Brookfield, during the warm afternoon on March 23. **Right:** Suzy and Bob Maurey of Wauwatosa enjoy malts from Lee's.



Waukesha County Fair moving forward with July dates

Celebrates 179th anniversary in 2021 after canceled in 2020

By Nikki Brahm
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WAUKESHA — Plans for the oldest fair in the state are moving forward, with the Waukesha County fair director stating she's been "cautiously optimistic" about planning the event, which began early after the fair was canceled in 2020.

Executive Director Christy Gluege said she's excited for the event's 179th anniversary. Dates for the event are scheduled July 21 through July 25 at the Waukesha County Expo Grounds, 1000 Northview Road, Waukesha.

The nonprofit organization putting the event together includes a fair board and association membership, which Gluege said have been working diligently.

"The health and safety of everyone is our focus and is our top priority as we look ahead," she said. "We do know that things are evolving ... but we are looking to move forward with our event. One of our key pieces that we continue to emphasize with those we partner with ... is just the fact that 90% of our event is outdoors in an open air space, and the fact that we're spread across 135 acres at the Waukesha County Expo grounds and we really use every facet of it."

Gluege said COVID-19 numbers have changed a lot in the last two weeks, in a positive direction; however,



Freeman file photo

Spectators watch pigs race at a past Waukesha County Fair. The fair has 2021 dates set July 21 through July 25.

they don't know what numbers will look like in the coming months.

"Our whole focus is to hold a safe, family event for everyone to enjoy and be a part of," she said.

Gluege said the fair wouldn't have date adjustments, as fair agreements and contracts are set and scheduled far ahead of the event.

Gluege said new COVID-19 safety precautions, although not quite set in stone due to the changing COVID-19 trends and guidance provided by the Waukesha County Health and Human Services, will be applied to many of the fair's attractions — including rides, live music and shows.

Gluege said petting zoos already incorporate many cleanliness features, but added precautions would also be incorporated.

The public can also look

forward to special fair shows including the Timberwoods Lumberjack Show and Pleasure Valley Pig, Goat and Duck races. Mariah Richardson of Dousman was announced as the 2021 Fairest of the Fair.

Admission to the fair is \$10 per adult, \$5 per children ages 6 to 12 years old and free entry for children 5 years old and younger. Daily parking will be \$5 per vehicle. Free motorcycle parking is provided courtesy of Hupy and Abraham S.C. Tickets for stage seats will also be available to purchase online and are first come, first serve.

The 2021 fair's hours are noon to 10 p.m. July 21; 10 a.m. to midnight July 22 through July 24; and 10 a.m. to 8 p.m. July 25.

For more information on the event, visit <https://www.waukeshacountyfair.com>.

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Area’s best boys basketball players are also state’s elite



DAVE RADCLIFFE

It wasn't a question of which county Mr. Basketball would emerge from, but who from that area would earn the highest honor in Wisconsin high school hoops. That tells you just about all you need to know about the level of talent Waukesha County featured during the 2020-21 season.

This was my eighth winter covering high school basketball, my first four coming in Jefferson and Dodge counties before returning to my home area, of sorts, for the most recent four. Never have I been more entertained by the on-court product, as the greater Waukesha area is producing more talent than ever before.

That might sound like a naive statement for a 31-year old to make. But the fact of the matter is that as time goes on, athletes continue to evolve, and at a younger age. When I was growing up playing sports back in the day, the resources and opportunities available to athletes paled in comparison to today. It's just a matter of youths putting forth the effort and building on the natural-born talent they've been blessed with.

Well, the effort is being put forth, and there wasn't a county in the state that brought in more accolades as a result than Waukesha.

It all starts with Hamilton senior guard/forward Patrick Baldwin Jr., and he only played in two games this season because of an ankle injury. It was an absolute shame not getting to see what the 6-foot-9 Baldwin — at least that's what he's listed at — had for a final act after helping the Chargers reach state his freshman year and the sectional final in back-to-back seasons after that.

While his senior campaign was cut short, he was still named a McDonald's All-American, becoming the first from the county to ever earn that distinction. Baldwin Jr. is considered one of the top recruits in the nation and still managed to accumulate 1,595 points during his time with the Chargers.

All I have to say is it was not only a blessing for Pat Sr. to get the job at Milwaukee as the men's basketball coach before the 2017-18 season, but to then choose to live in a district within Waukesha County. Baldwin Jr. was an absolute pleasure to watch and I'm excited to follow his career moving forward.

Then there's St. John's Northwestern Academies



Dave Radcliffe/Freeman Staff

Brookfield East senior guard Hayden Doyle puts down a two-handed slam off a steal with Brookfield Central senior forward David Joplin looking on during a WIAA Division 1 regional semifinal game at Brookfield East.

senior Brandin Podziemski, who was voted Mr. Basketball by the Wisconsin Basketball Coaches Association. It was a well-deserved honor for the 6-6 guard, who will be playing collegiately for a Power 5 program (it's just a matter of where).

Podziemski was second in the state at 35.1 points per game, scoring at a 60.4% clip from the field and 43.4% from 3-point range. Those are just numbers you don't typically see, regardless of the level of basketball.

But the Muskego native flashed his all-around game more than ever, also leading the Lancers with 10.0 rebounds, 5.6 assists, 4.0 steals and 1.4 blocks per game. That coupled with his performance on the AAU circuit is why he saw his stock skyrocket last summer and beyond.

The fact of the matter is that Podziemski was no shooin for Mr. Basketball, and he has multiple county contemporaries to thank for that.

Brookfield Central senior forward David Joplin had a strong case for the honor based on his entire body of work and who he did it against. The all-time leading scorer and rebounder in program history, the 6-7 Joplin will take his talents to the University of Texas after being named the player of the year in the toughest league in Wisconsin, the Greater Metro Conference. Joplin, who helped the Lancers win the WIAA Division 1 state championship in 2019, averaged 25.6 points and 10.5 rebounds per game this season.

Waukesha West senior guard Cam Palesse also

deserved legitimate consideration for Mr. Basketball. The Valparaiso recruit was the state's third-leading scorer at 30.7 points per game and also the Classic 8 Conference Player of the Year.

That's not to mention other seniors like Brookfield East guard Hayden Doyle, Hamilton guard Tanner Resch, Brookfield Central guard Ben Nau and Muskego guard Luke Bara, all of whom either scored at least 24 points per game or are going on to play Division I basketball.

In terms of returning players from the area, the cupboard is far from bare.

Of the 15 Waukesha County players who received all-state accolades after the 2020-21 season, eight are either sophomores or juniors. On the national stage, none may be more coveted than Pewaukee's Milan Momcilovic, who is the top in-state recruit from the Class of 2023 and a bona fide Division I prospect. Much like when Baldwin Jr. was named the best player in the GMC two years ago — and last year, for that matter — the 6-8 forward was voted MVP of the Woodland West this past season as a sophomore, and that's always going to be an attention-grabber.

Heck, Arrowhead's Mac Wreckle may have something to say about Momcilovic being the top sophomore in Wisconsin. The 6-4 guard averaged 24.9 points per game for the Warhawks and can take over a game at the snap of a finger.

Six juniors from the area also got all-state nods, including a Menomonee Falls duo that has Division I aspirations. Junior guards Seth

Trimble and Steven Clay have a chance to do something special for the Phoenix next season and are both highly-touted Class of 2022 prospects.

For a team that will be defending a state championship next season, it's crazy to think Pewaukee will have two more all-state-caliber players in junior guards Josh Terrian and Ashton Janowski back alongside Momcilovic next season, not to mention freshman guard Nick Janowski, who can throw his name in the hat among the best Class of 2024 prospects in Wisconsin.

Mr. Basketball had company in the Midwest Classic, as he shared player of the year honors with Lake Country Lutheran junior Luke Haertle. Like Haertle, Oconomowoc junior guard Jake Fisher was a Lake Country athlete recognized as an all-state performer.

He may not have been recognized by the WBCA, but Brookfield Central junior guard Andrew Rohde is also on the radar of Division I programs. He will be counted on to lead the charge next season for the Lancers along with freshman forward Jack Daugherty, the son of former Wisconsin forward Sean Daugherty.

Other returning players to watch next season will be Brookfield East junior guard Dan Gherzgher, Hamilton sophomore guard Luther Smith Jr., Waukesha South sophomore guard Tyrann Cook, New Berlin West junior guard Noah Daniels and so many others.

Oh, and the top eighth-grader in the state? That would be the 6-10 Kai Rogers, who is slated to play for coach Joe Rux and the Spartans.

Many more names are poised to emerge next season at the high school level from Waukesha County. It will be difficult to top what those before them just did during the 2020-21 season, but considering the trajectory we're on, it wouldn't be wise to count them out.

I, for one, can't wait to do it all over again.

WIAA TEAM STATE WRESTLING Kaukauna 59, Brookfield East 16

East happy with another state trip

Spartans lose to eventual state champion Kaukauna in quarterfinal

By Pat Neumuth
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BROOKFIELD — Brookfield East easily could have folded up shop when it had to pause the season for two weeks due to COVID, or when Spartans coach Andrew Mueller was sidelined for two more weeks after a knee injury.

Frankly, some wrestlers did opt out, but that didn't deter East from conquering its quest to get back to the WIAA Team Wrestling State Tournament. The Spartans state trip lasted just one dual as the eight-seeded team fell to No. 1 and eventual state champion Kaukauna 59-16 in the state quarterfinals Feb. 20, held at Kaukauna High School.

"I was just super proud as a team and as a whole banding together and weathering this season," Mueller said. "It was a very rough and jagged road, and the resilience of the team really showed and I have to be proud of that."

Kaukauna defeated No. 4 Waunakee 60-18 in its semifinal match before downing No. 2 Stoughton 38-26 in the final.

East's program is on the rise, though, as it's back-to-back state trips are the only times the program has made it to team state.

The dual started at 152 pounds and East sent up its state champion in senior Connor Thorpe. The previous week-end, Thorpe won the state title at 145 pounds. He was able to defeat Titus Hammen, who took fifth at state in 152, via major decision, 12-4.

"Here was an opportunity for Connor to show his dominance and we moved him up," Mueller said. "He shined through that opportunity. He wrestled really, really well from start to finish. It started us off on the right step."

Two pins and a forfeit put Kaukauna ahead 18-4. Aaron Botsch flattened Bryant Correa at 195 in 1:00 to cut into the deficit. Kaukauna got a major decision at 220. Andy Champe followed with a pin at 285 in 4:50 and the score was 22-16.

Mueller was really happy for Botsch ending with a pin. He thought in a normal year Botsch would have qualified for the individual state tournament, but with fewer entries into state, Botsch was an alternate. Champe was a first-year starter and Mueller hopes he can use this pin at team state to spring board into a great offseason.

The Galloping Ghosts, however, won the final seven matches en route to winning the dual.

"They are extremely good," Mueller said of Kaukauna. "In the state final, their matches won was 7-7, but Kaukauna had five pins to one pin (for Stoughton). To have guys that are so good to get that many pins in a team state final. The amount of depth they have in their different weights as well is something they utilized to win that state championship."

"A couple of our better wrestlers were against their state champs, so it was good for them to see their measuring stick against them and to see where they are at and where they need to get to."

Getting to state was also big for the Spartan parents in Mueller's opinion. There were no fans at East's regional, so the parents of the seniors — Thorpe, Brooke Crawley (113) and Thatcher Rortvedt (220) — got to see their kids wrestle their final prep match.

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