

Application Form

Profile

Natasha

First Name

Meyer

Last Name

Middle
Initial

Email Address

Home Address

Suite or Apt

City

State

Postal Code

What district do you live in? *

☒ District 5

Primary Phone

Alternate Phone

The Well Red Damsel

Employer

Owner

Job Title

Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.

The Vacancy page can be found here:

[VACANCIES](#)

Which Boards would you like to apply for?

East Tosa Business Improvement District (BID) Board: Submitted

Question applies to East Tosa Business Improvement District (BID) Board

Please note the following requirements for membership on the East Tosa Business Improvement District (BID) Board:

- 1)** If an applicant is not a Wauwatosa resident within the Tosa East Towne, Inglewood Heights, Pabst Park, Olde Hillcrest, or Washington Heights neighborhoods, the applicant must own property or operate a business within the BID
- 2)** If an applicant does not own property or operate a business within the BID, they need to be a Wauwatosa resident within the Tosa East Towne, Inglewood Heights, Pabst Park, Olde Hillcrest, or Washington Heights neighborhoods

Question applies to East Tosa Business Improvement District (BID) Board

Please select which of the following applies to your status with the East Tosa Business Improvement District: *

☒ Business Owner

Natasha Meyer

Question applies to East Tosa Business Improvement District (BID) Board

If you are a property owner (residential or commercial) within the East Tosa BID, please provide the address of your property.

Question applies to East Tosa Business Improvement District (BID) Board

If you are a business owner within the East Tosa BID, please provide the address of your business.

[REDACTED]

Why are interested in joining this Board, Committee or Commission?

[Natasha_Meyer_Resume.pdf](#)

Upload a Resume

If you have issues uploading your resume, email it to Misty Richey at mrichey@wauwatosa.net

If you need to send your resume separately, complete the remainder of the application, save it, and we will submit both the application and resume for you.

Please tell us about yourself and why you want to serve.

I am the owner of The Well Red Damsel, a romance bookstore located on North Avenue in Wauwatosa. As a small business owner, I am deeply invested in the success and vibrancy of East Tosa, not only as a place to shop, but as a destination people actively seek out. Through my work, I have seen firsthand how intentional events can drive foot traffic, support neighboring businesses, and strengthen community connections. In September, I organized a reader-focused crawl that brought more than 2,500 visitors from around the world to North Avenue. The event resulted in strong sales and increased visibility for all 20 of the participating businesses and those surrounding them as well. Demonstrating the impact collaborative, experience-driven programming can have on our area! I am interested in serving on the East Tosa BID Board because I want to continue building on this momentum. I am passionate about creating events and initiatives that attract new visitors, encourage people to stay and explore, and foster a strong sense of community among businesses and our residents alike. I love that East Tosa is our home and I would be honored to help shape its continued growth and success!

Demographics

[REDACTED]

Date of Birth

Once you submit your application, check [here](#) for the Common Council agenda that has your appointment or reappointment. It may be possible that it will be on future agendas and not on the next upcoming meeting date agenda. This will be how you know if you have been appointed or reappointed.

Natasha Meyer



Professional Experience

Owner & Founder — *The Well Red Damsel, A Romance Bookstore*

2024 – Present

- Founded and operated a pop-up romance-focused bookstore, overseeing daily operations and long-term strategy.
- Curate inventory and merchandise aligned with customer interests and seasonal trends.
- Plan and host author events, book clubs, and large scale community gatherings.
- Manage marketing efforts including social media, email communication, and partnerships.
- Handle budgeting, vendor relationships, and customer experience from start to finish.

Real Estate Agent

2021 – Present

- Guide buyers and sellers through residential real estate transactions from consultation to closing.
- Build and maintain a strong referral-based client network through clear communication and trust.
- Coordinate showings, negotiations, inspections, and transaction timelines.
- Market listings using digital platforms, open houses, and local outreach.
- Ensure compliance with contracts, deadlines, and state regulations.

Nanny

2012 – 2024

- Provided full-time, long-term childcare for multiple families.
 - Managed daily schedules, transportation, meals, and activities.
 - Supported children's emotional, social, and developmental needs.
 - Maintained open communication with parents and adapted to evolving family needs.
 - Balanced multiple responsibilities with discretion, reliability, and professionalism.
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Key Skills

- Relationship Building & Client Care
 - Small Business Ownership & Operations
 - Event Planning & Community Engagement
 - Time Management & Organization
 - Sales & Negotiation
 - Marketing & Social Media
 - Problem Solving & Adaptability
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Education

College of the Holy Cross, B.A. in Anthropology
University of York, M.A. in Funerary Archaeology

References

Available upon request.