



### **Monthly Meeting**

**WEDNESDAY, JULY 13, 2011, NOON AT WESTVIEW INN**

***GUEST SPEAKER: Randy Sanford, Project Manager  
For Short Elliott Hendrickson***

***Update on Downtown Revitalization Pathways Project***

**Our meetings offer networking, information, resources, and a relaxed atmosphere where everyone is welcome. Please plan to attend our meetings! Your membership dues cover an excellent buffet lunch for one representative of your business.**

### **Monthly Update**

**June 8, 2011**

Meeting called to order at 12:00 p.m. by President Pete Ames. After introductions and buffet lunch, the regular meeting commenced.

#### **Minutes**

Motion by Gary Zimmerman, seconded by George Baldwin to approve the minutes of the May regular meeting. Motion approved.

#### **Guest Speaker**

West Salem Postmaster Ray Johnson spoke to the membership about the services the United States Postal Service office can provide to businesses through every door bulk mailing pricing.

#### **Committee Reports**

#### **Treasurer's Report**

Treasurer Patty Gjertsen distributed the Association bank balance, and there are currently 102 paid 2011 members. The general association bank balance is \$6,823.62, and the Celebrate West Salem account balance is \$865.28.



Motion by Nikki Vidal, seconded by George Baldwin to approve the Treasurer's report as presented. Motion approved.

Membership and Recognition Committee

Director Jill Hamilton recently sent a welcoming plant to a new business, and she requested anyone with information on a new business, business achievements, and business recognitions should call her for a special recognition on behalf of the Association.

Downtown Flowerpots

Patty Gjertsen informed the group fourteen flowerpots were placed downtown the week of May 16. President Pete Ames informed the Association of a Board of Directors discussion of setting aside funds toward the purchase of flower baskets to hang from the new streetlight poles once the Pathways Project is complete.



Motion by Denise Jones, seconded by Dan Baldrige to set aside \$2,000 in 2011 and \$2,000 in 2012 toward the purchase of downtown flower pots and if the funds are not used for the purchase, the money is to go back into the treasury. Motion approved.

Golf Outing

President Ames has set the annual golf outing date for August 10 at Fox Hollow. Mr. Ames would like assistance in promotions and the structure of the event. Tony Roberts volunteered to assist in the event. The cost is \$25 per golfer for nine holes plus a golf cart. The steak dinner is \$11. Hole sponsors are still available for \$50.

Spotlight Business of the Month



Northwoods Martial Arts was chosen as the Business Spotlight of the Month.

Motion by Steve Plenge, seconded by Nicole Vidal to adjourn the meeting at 12:55 p.m. Motion unanimously approved.

Teresa L. Schnitzler, Secretary

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**The next meeting of the Board of Directors is July 11, 2011, at 11:30 a.m. at Features SportsBar & Grill**

**[www.westsalemwi.org](http://www.westsalemwi.org)**

**Downtown Flowerpots**



The downtown flowerpots look **great** again this year! We would like to again thank all the businesses volunteering to care for a flowerpot or two this summer.

Thanks, Patty Gjertson, for your hard work!

**Golf Outing**

**Mark your calendars for Wednesday, August 10 and prepare for a fun day!**



## BUSINESS “SPOTLIGHT” OF THE MONTH



**NORTHWOODS MARTIAL ARTS &  
GEORGE BALDWIN**  
**124 South Leonard Street  
West Salem**

**Congratulations, Northwoods Martial Arts and George Baldwin—Your business has been “spotlighted” as Business of the Month for July!**

At Northwoods, we specialize in teaching self esteem through self defense. We feel it is important to provide a safe, comfortable environment for our students to learn in. Students learn the fundamentals of Tae Kwon Do and self defense with an emphasis on developing their character and mental focus. We have classes that are broken up by age and rank as well as mixed classes with all ages and all skill levels.

At Northwoods, we offer a safe and friendly environment with experienced instructors. There are no sign up fees and no contracts. There is no required equipment, and we do not charge testing fees. At Northwoods, you pay for your training—you earn your belt.

For more information about our programs, call today at (608) 612-0712 or visit us online at [www.northwoodsmartialarts.com](http://www.northwoodsmartialarts.com).

## West Salem Business Association Annual Golf Outing

**Wednesday, August 10, 2011**



**EVERYONE** is invited to the WSBA annual golf outing and steak fry on Wednesday, August 10, 2011, at Fox Hollow Golf Course. The grill your own steak fry will

begin at 5:30 p.m. You can grill right away or enjoy a cocktail first to avoid the rush.

Registration begins at 2:00 p.m. with a 2:30 p.m. shotgun start (scramble). Teams will consist of no more than four people. You can make your own team of four, or sign up individually and we will pair you up. Whether you are a pro or an amateur, this is a fun event in which people can enjoy some camaraderie. If you are coming just for the steak fry, just show up around 5:30 p.m.

Please send registration and checks payable to West Salem Business Association by July 20, 2011, to:

**PETER AMES, P.O. BOX 843, WEST SALEM, WI 54669.**

The prices for the golf outing are as follows:

Golfers .....\$25.00 per golfer  
Steak Fry.....\$11.00 per person

Come out to this fun event and enjoy some camaraderie with other WSBA Members and the Community!

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## **Neshonoc Lake District Fundraising and Appreciation Event Postponed**

**Submitted by: James Leicht, Lake District Chair**

The Neshonoc Lake District has postponed their Fundraising and Appreciation Event scheduled for August 6 at Swarthout Park.

The Lake District ran into several logistical problems with the pancake breakfast and another use issue in the Park.

The District would like to thank the West Salem Volunteer Fire Department for offering to host the pancake breakfast, Jerry Beyer who was going to prepare his Big Boar BBQ for the event, and Jolivette's for agreeing to make sweet corn that day. With so many other festivals going on later this summer, the District will investigate possibly hosting this type of event in 2012.



**West Salem Business Association**  
**Board of Directors**  
June 6, 2011

Meeting called to order at 11:30 a.m. by President Pete Ames. Directors in attendance were: Sue Ahles, Patty Gjertsen, Troy Gunderson, Jill Hamilton, and Teresa Schnitzler. Also present: Tony Roberts.

Minutes

Motion by Patty Gjertsen, seconded by Troy Gunderson to approve the minutes of the May regular Board meeting as written. Motion unanimously approved.

Treasurer's Report



Patty Gjertsen reported the bank balance is \$6,689.62, and there are 101 paid members to date. Total membership in 2010 was 112 members.

Motion by Pete Ames, seconded by Troy Gunderson to approve the treasurer's report as presented. Motion approved.

Mrs. Gjertsen reported 48 people attended the June Dairy Days Breakfast on June 3.

Guest Speakers

The June speaker will be West Salem Postmaster Ray Johnson, and the scheduled July speaker is now Randy Sanford to update the Association on the Pathways Project.

Annual Golf Outing

President Ames reported the golf outing is set for Wednesday, August 10. Registration begins at 2:00 with a shotgun start at 2:30 p.m. The steak dinner is at 5:30. Hole sponsors are still needed.

Downtown Flowerpots

Patty Gjertsen reported fourteen flower pots were placed downtown. The Board discussed setting aside funds toward the purchase of flower baskets to be placed on the new streetlight poles. The Board discussed setting aside \$2,000 in 2011, and another \$2,000 in 2012. Teresa Schnitzler will contact Sharon Fuller to let her know of the Business Association's plan.

Motion by Troy Gunderson, seconded by Pete Ames to adjourn the meeting at 12:25 p.m. Motion approved.

Respectfully submitted,

Teresa L. Schnitzler, Secretary



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West Salem Business Association  
P. O. Box 84  
West Salem, WI 54669