

# **West Salem Business Association**

March 14, 2018

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

## Minutes

Motion by Denise Jones, seconded by Ashley Giese to approve the minutes of the January and February regular and annual meetings. Motion unanimously approved.

## Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,676.47. The downtown flowerpot account balance is \$1,486.38, which is approximately \$400 short of what is needed to pot and maintain the hanging flower baskets for 2018.

Motion by Callie Stanhope, seconded by Denise Jones to approve the treasurer's report as presented. Motion approved.

## Announcements

Joel Schultz was present to announce Jim Dandy's has reopened. Heidi Tumerman announced Yarn Cakes is expected to open in June. The West Salem Lions Club will be collecting eyeglasses and cell phones at Celebrate West Salem. The new, revamped website is up and running at [www.westsalemwi.org](http://www.westsalemwi.org), and members were asked to review their listings for changes, updates, and revisions. Altra Federal Credit Union and Union State Bank are both offering shred days April.

## Board of Directors – Term of Service

There is still one Board member post open, and if anyone is interested in serving, please contact President Vidal or any Board member. The Board has discussed extending the President and Vice President terms to two years instead of one year, and President Vidal asked the membership for input on this discussion.

## Annual Banquet and Events

The annual banquet was held on February 3, 2018. The membership was asked for opinions on how to increase attendance at the banquet, Businesses After 5, and regular monthly meetings. It is noted that attendance is consistently declining, and President Vidal asked what the Board can do to increase interest in WSBA events. Guest speaker suggestions are always welcome.

Celebrate West Salem

The Celebrate West Salem event is Sunday, March 18, and there are still a few booths available if a business would like to reserve one.

Annual Honor Student Banquet

The West Salem Business Association is sponsoring Taylor Jones and Hunter Wakefield at the April Honor Student Banquet.

Spotlight of the Month

Richard Clements and Fairway Outdoor Advertising was chosen as the April Spotlight Business.

Motion by Dan Eoriatti, seconded by Denise Jones to adjourn the meeting at 1:00 p.m.

Teresa L. Schnitzler, Secretary/Director