

West Salem Business Association

September 12, 2018

Meeting called to order at 12:00 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. West Salem High School DECA students spoke with the membership on their organization and the benefits to the West Salem community.

Minutes and Treasurer's Report

Secretary Teresa Schnitzler's minutes of the July meeting were distributed, and Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,595.77. Celebrate West Salem bank balance is \$1,404.58, flowerpot account balance is \$161.83, and Winter Wonderland balance is \$1,375.70 after expenses. There are currently 101 paid members. Under Pete Ames organization of the golf outing, a total of \$1,793.01 was made on last month's golf outing. This results in two, higher than last year high school scholarship awards. Ms. Gjertsen also reported the flowerpot fund will have a negative balance after paying Mr. Romskog to water the flowers for the month of September. Ms. Gjertsen recommended \$250 be transferred from the general fund to the flowerpot fund.

Motion by Nicole Vidal, seconded by Denise Jones to transfer \$250 from the general fund to the flowerpot fund to offset costs of watering the flowers and to approve the minutes and the treasurer's report as presented. Motion approved.

Celebrate West Salem

Planning will begin for next year's Celebrate West Salem event at an organizational meeting scheduled for Wednesday, October 17, 2018, at Noon at Hunter's Last Chance. In order to keep this event a success, volunteers are needed. Please consider attending this first meeting.

La Crosse County Fair Livestock Auction

The Association purchased and had process a pig at the La Crosse County Fair in July. Total spent for purchase and processing was \$945.15. There are still squares open for purchase for a chance at half a hog.

Annual Downtown Trick or Treating and Trunk or Treating Events

This free community event will provide a safe and unique trick-or-treating experience for families. Costumed children, age 12 and under, will trick-or-treat outdoors from 3:00-5:00 p.m. on Wednesday, October 31 by going between downtown businesses on Leonard Street and booths set up in West Salem Village Park to get their bag filled with goodies.

South Leonard Street from Hamilton to Elm Street will be closed to vehicular traffic from 3:00 to 5:00 p.m. Businesses and organizations are encouraged to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe and centralized location for kids to go. As safety is a

prime concern, we would like to aid in getting kids off the street and into the park, away from traffic. This option will also provide businesses with small offices the ability to reduce congestion at their place of work. If your business is interested in participating in this event with a booth in Village Park, please let the Recreation Department know so we can reserve a spot for you. Picnic tables will be provided around the park for you to utilize, however, you are more than welcome to bring along any of your own booth supplies to promote your business and make your spot your own. Additional details will be mailed to each participating organization prior to the event, including directions and setup times.

Business After 5

New member 3RT Networks will be hosting an open house and Business after 5 at its location at 103 South Leonard Street on Tuesday, September 25, 2018, from 3:00 to 7:00 p.m.

Downtown Benches and Garbage Can Update

Four downtown businesses have requested benches, and eight garbage cans were requested. Mikayla Fechner will be working on the twelve requests as part of her SEP project and Girl Scout Gold Award project.

Upcoming Events

- September 21 – West Salem Boys & Girls Club Open House and Dedication
- September 22 - West Salem Middle School Open House and Dedication and Badger Party at West Salem American Legion
- September 25 – Business After 5 at 3RT Networks
- September 28 – West Salem High School Homecoming

West Salem Boys & Girls Club

The West Salem Boys & Girls Club Campaign Committee has requested a \$180 donation from the West Salem Business Association for its capital campaign.

Motion by Rick Wilson, seconded by Laurie Noelke to approve a \$180 donation to the West Salem Boys & Girls Club capital campaign. Motion unanimously approved.

Spotlight of the Month

Noelke Team Realtors was chosen as the October business of the month.

Meeting adjourned at 12:55 p.m.

Teresa L. Schnitzler, Secretary/Director