

West Salem Business Association

October 12, 2016

Meeting called to order at 12:00 p.m. by President Aaron Dienger. After introductions and buffet lunch, the regular meeting commenced. Executive Director of the La Crosse County Convention & Visitors Bureau A. J. Frels spoke with the membership on the County-wide tourism collaboration and the benefits to the West Salem area.

Minutes and Treasurer's Report

Secretary Teresa Schnitzler's minutes of the September meeting were distributed, and Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$6,228.94. Celebrate West Salem bank balance is \$1,129.97, flowerpot account balance is \$1,637.19, and Winter Wonderland balance is \$12.57 after expenses. There are currently 94 paid members.

Patty Gjertsen noted that the last squares were filled on the hog raffle board by inserting the West Salem Food Pantry. The hog raffle board would not have been completed otherwise. Amy Molling won both halves of the hog. The Association made about \$17 on the raffle.

Motion by Jerry Beyer, seconded by Rick Wilson to approve the minutes and the treasurer's report as presented. Motion approved.

Celebrate West Salem

Due to the resignations of Dan Eoriatti and Eric Bauer as co-chairs of the Celebrate West Salem event, Brenda Osterlie and Teresa Schnitzler have volunteered to be co-chairs now of the annual event. The Committee will have its first meeting on October 26 at Noon at Union State Bank.

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 pm on Monday,

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 by October 17 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.

Junior Achievement

Motion by Dan Eoriatti, seconded by Denise Jones to donate a total of \$1,000 to the Junior Achievement local program. Motion unanimously approved.

November Regular Meeting

President Dienger reminded the membership the Association will collect food and funds for the West Salem Food Pantry at the November 9 membership meeting.

Business After 5

Bethany St. Joseph Mill Street Manor and Salem Terrace will hold Business After 5 on Wednesday, November 16, 2016. The Heider Center and the West Salem School District will hold a Business After 5 on Wednesday, December 7.

Spotlight of the Month

Mill Street Manor and Salem Terrace was chosen as the November business of the month.

Motion by John Reusch, seconded by Nicole Vidal to adjourn the meeting at 12:52 p.m.

Teresa L. Schnitzler, Secretary/Director