



August 14, 2019 – Annual Golf Outing!

Therefore, no regular meeting will be held in August

**All door prizes are welcome!
What a great way to get your
business name out to the
attendees.**

Your business will receive lots of recognition and door prizes give you the opportunity to get your business name out there.

**Next Regular Meeting is
September 11, 2019.**

Monthly Update

Regular Meeting – July 10, 2019

Meeting called to order at 12:00 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. Guest speaker Melissa Schultz, Alpha Omega Success, presented information on organization for businesses.

Minutes

Motion by Laurie Noelke, seconded by Ashley Giese to approve the minutes of the May 8, 2019, regular meeting. Approved by voice vote.



Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The flowerpot account balance will not be sufficient to maintain the flowers for the rest of the season. Ms. Gjertsen suggested the membership authorize a transfer from the general Association funds to cover the shortage.

Motion by Denise Jones, seconded by Rick Wilson to authorize a transfer from the Association's general fund of \$400 to pay for downtown flowerpot maintenance. Motion approved.

Motion by Laurie Noelke, seconded by Beth Schultz to approve the treasurer's report as presented. Motion approved.

Golf Outing

The annual golf outing is scheduled for Wednesday, August 14 at Fox Hollow. Flyers have been distributed via e-mail to all members. Attorney Pete Ames is again organizing this year's event. Registration begins at 1:00, shot gun start at 2:00 p.m. and steak and door prizes at 5:30 p.m. Please contact Pete Ames to register and obtain more details.



La Crosse Interstate Fair Hog Raffle

To date, 41 of the 100 available squares have been sold on the hog raffle board. The board will continue to be distributed to businesses, and, if not totally sold out, will appear at the August 14 annual golf outing.

Board of Directors Vacancy

WSBA Board Member Rick Eickmeier has resigned from the Board due to workload. Therefore, this seat is open and another vacancy will be open in February at the annual meeting.

Downtown Village Market

The organizers of the weekly downtown Village Market are looking for corporate sponsors in the amount of \$100.

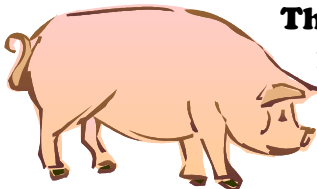
Motion by Denise Jones, seconded by Ashley Giese to adjourn the meeting at 12:46 p.m. Motion approved by voice vote.

Teresa L. Schnitzler, Secretary/Director



Hog Raffle

Thank you, Union State Bank, for bidding on and winning a hog again this year at the La Crosse County Fair on behalf of the West Salem Business Association.



The raffle board is out in the area businesses. \$10.00 per square. It may also be at the golf outing on Wednesday. Good luck!

BUSINESS “SPOTLIGHT” OF THE MONTH FOR AUGUST

**Congratulations, Barber Arms and
Tanya Woolever**



Tanya has owner her own barbershop business for two years and has twenty years in the hair style industry. She regular attends continuing education classes to keep up with her industry trends, and Tanya has a wide selection of services available to her customers, including haircuts, colors, and waxing.

Barber Arms hours are Tuesday and Thursdays, 9:00 a.m. to 7:00 p.m., Friday, 9:00 a.m. to 4:00 p.m., and every other Saturday from 9:00 a.m. to 2:00 p.m. Online booking is available at

https://squareup.com/appointments/book/EF2PPZ2Z7ZRQC?fbclid=IwAR1zCvY7EvV1bXNX_tGewWkgPwTGdcNuEyKEdGqWgpEIVXbHi4y7yIPAOMM

and walk-ins are always welcome.

134 Leonard Street North
West Salem, Wisconsin 54669
(608) 415-3420



Dear Business Owner,

On Thursday, October 24 from 5-8 PM, The Berg Hemker Olson American Legion Post 51 Remodeling Committee is excited to sponsor our second "Wine Walk West Salem". This event will invite up to 250 guests to walk around downtown West Salem to participating businesses and sample wines from several local wineries. With many new and refurbished businesses, this is a great way to have new people walking into your business and seeing all that our revitalized downtown has to offer. Our first walk was a great success!! Guests and participating businesses overwhelmingly asked that we do it again.

How it works—your business agrees to host a "Tasting Table" (with one wine) for \$50. This fee will be used to pay for expenses associated with the event (EA the wine samples, advertising, printing fees and the license for the event). We ask that you provide a table and a snack or appetizer to serve with the wine being sampled at your business. We are required to have a licensed bartender at each sight. If you have or know of someone who would be willing to volunteer at your business, please let us know. If not, we have a list of potential volunteers, but need to know in advance to coordinate this. You will also need someone to help punch the cards of participants. Only guests with punch cards & arm bands are eligible for wine samples. This is part of the law we must function under.

"Check In" will begin at 4PM at the Legion. Each guest will have their ID checked, get a wristband, glass and punch card. On the punch card, participating businesses will be listed with a punch spot. As guests stop at each business, they receive a measured wine sample and have their card punched.

We are working with local vineyards for this walk and will be bringing in a new assortment of wines per the request of our previous guests. There will be no bottles for sale at your site, but wine will be available for purchase by the bottle at the American Legion. After guest complete the walk, we ask that they bring their punch cards back to the Legion to be entered in a gift basket drawing.

Once again, we have heard from businesses outside the "downtown corridor" that are interested in participating but are not within "walking distance". If you have enough space and are willing to have another business sponsor a "Tasting Table" at your location, please let us know. We do have a legal maximum of 20 samples per person, so will honor the first 20 businesses with their registration completed and fee paid. Sept 15th will be the last date we will accept registrations. You may email your desire to be included to: melody.schmitz@charter.net but it will not be official until your fee is paid. You may send your registration & fee to Berg Hemker Olson American Legion Post 51, Wine Walk, PO Box 104, West Salem, or drop it off in person on a Friday night (148 S Leonard St).

The American Legion remodeling committee is excited to again sponsor this event and after our last "sellout", we have increased the number of possible participants to 250. We want to ensure a positive experience for everyone. We hope you will join us for the fun! Feel free to contact any of us with question.

The Wine Walk West Salem Committee-
Jim Jenks Melody Schmitz Nikki Vidal Rita Schmitz
Karen Schaller-Wolf Vickie Degenhardt

Yes, I/we would like to participate in Wine Walk West Salem on Oct 24, from 5-8 PM. My \$50 fee is enclosed.

Name of Business: _____

Contact Name: _____

Address: _____

Email: _____

I have extra space and could host another table for a business not in walking distance.

I have a licensed bartender available. **I need help with a licensed bartender**

I will donate an item for the gift basket giveaways



**JOIN THE FIGHT FOR
ALZHEIMER'S FIRST SURVIVOR**



REGISTER. RECRUIT. FUNDRAISE.

WALK TO END ALZHEIMER'S® - LA CROSSE

September 14, 2019

8:00am Registration Open | 9:00am Ceremony

HOLIDAY  VACATIONS



Azura Memory Care

Lakeland Care

REGISTER TODAY!
800.272.3900 | alz.org/walk

NATIONAL PRESENTING SPONSOR

Edward Jones®



Stuff The Bus with school supplies

Saturday, August 17, 2019

Hansen's IGA West Saler

9:00 AM -1:00 PM

Drop off donations and purchase a Pork Chop/Brat Sandwich



School Supplies List

- Baby Wipes
- Bags of Flour
- Colored Pencils
- Dry Erase Markers
- Earbuds
- Elmer's Glue
- Erasers
- Food Coloring
- Glue Sticks
- Highlighters
- Instant Chocolate Pudding
- Markers (thick & thin)
- Paper Plates (big & small) uncoated
- Pencil Boxes
- Pencil Cap Erasers
- Pencils
- Pens (other than black & blue)
- Q tips
- Scissors
- Sharpies Fine Point
- Shaving Cream
- Sticky Notes
- Table Salt
- Twistable Colored Pencils
- Velcro

Thank you for your support.
All moneys donated are used to purchase supplies in bulk at a school rate.

Any moneys left goes into "Random Act of Kindness" account which School Councilor can purchase supplies or other need students may have throughout the school year.

- All donations benefit:
- *West Salem School District
 - *Christ Lutheran School
 - *Coulee Christian School



920 WI-16, West Salem, WI 54669 – 612-0777

Randi Whiteaker
Office Manager
[Coulee Health](#)



**Rosebud CBD Infused
Yoga Nidra
August 21st at 6:30pm**



Please See Dates, as some Fridays have no market. Memorial Drive and Mill Street South

Stop in every Friday from 3-6PM and find pottery, fine art, granola, soap, plants, cookies and more!! Each week we have different vendors so stop in and see what you find!

VILLAGE WIDE RUMMAGE SALE

September 13 and 14

Contact Errol Kindschy at (608) 786-1675 to be included on the official listing and map





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