



MONTHLY MEETING

WEDNESDAY, OCTOBER 14, 2020, NOON
WESTVIEW INN, DOWNTOWN WEST SALEM



GUEST SPEAKER:
Ryan Rieber, Superintendent
West Salem School District

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 lunch for one representative of your business. Additional representatives pay a small fee toward the buffet lunch.

**PLEASE ADHERE TO LA CROSSE COUNTY AND CDC
RECOMMENDED COVID-19 PRECAUTIONS!**

Monthly Meeting Recap September 9, 2020

Meeting called to order at 12:00 p.m. by Vice President Trent Jorgenson. After introductions and lunch, the regular meeting commenced. Guest speakers Diane and Tim Groth announced Rediscover West Salem plans and schedule for the upcoming event on September 19.

Treasurer's Report



Treasurer Patty Gjertsen distributed the September Treasurer's Report. The bank balance of the Association is \$5,916.17. The flowerpot account stands at \$338.26, and the Winter Wonderland balance is \$860.75.

Motion by Steve Zeman, seconded by Denise Jones to approve the treasurer's report as submitted. Approved by voice vote.

Membership Dues

At last week's Board of Directors meeting, the Board discussed 2020 membership numbers and the present effects on member businesses and the financial issues associated with the COVID-19 pandemic. The membership currently has somewhere in the range of 85 to 89 paid members. The Board has proposed to reduce the 2021 membership dues for all 2020 paid members to \$45.00. New, 2021 members would pay \$90.00. Dues were proposed to be increased to cover the continued costs of the downtown hanging flower project.

Motion by Rick Wilson, seconded by Patty Gjertsen to increase the annual membership dues to \$90 for all new members and to reduce the 2021 membership dues for all 2020 paid members in good standing to \$45. Motion approved by voice vote.

Rediscover West Salem

The Board of Directors has proposed giving away eight, \$25 gift certificates good for redemption at any West Salem business during the Rediscover West Salem event. The Association would then reimburse the eight businesses when the certificate is redeemed.



Motion by Rick Wilson, seconded by Denise Jones to approve redeeming the eight \$25 gift certificates given away at the upcoming Rediscover West Salem event. Motion approved by voice vote.

New West Salem School District Superintendent Ryan Rieber will be the guest speaker at the October 14 regular meeting.

Motion by Rick Wilson, seconded by Denise Jones to adjourn the meeting at 12:40 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director

DOWNTOWN TRICK OR TREATING CANCELLED!!!!

As with just about every other annual event this year, sadly, the Downtown Trick or Treating Event has been cancelled. Guidance received from the La Crosse County Health Department officials recommends the WSBA not host this event as it concentrates a lot of people in an area at one time for a short period of time. Additional guidance regarding Village-wide, general trick or treating is continuing to be distributed to municipalities.



SATURDAY, OCTOBER 17, 2020 AT 9 AM

FEATURES FALL GOLF OUTING

Features Sports Bar & Grill West Salem

**FEATURES WEST SALEM
FALL GOLF SCRAMBLE**
SATURDAY OCTOBER 17TH, 2020

4 Person Scramble **1st place: \$400**
Tee Times begin at 9:00am **2nd Place: \$140**
River Run golf course in Sparta **3rd Place: \$100**

\$50 per person includes:
18 holes, cart, lunch at Features
and hole events.

FEATURES
SPORTS BAR

Call or text Heather to sign up your team
(608)498-1551



CONGRATULATIONS!!!
to the Lynxx Networks &
[3RT Networks](#)
team of (L-R) Chris Borgen,
Beau Elston, Jim Costello
and Rick Barrett for winning
the 18th annual
[Wisconsin State
Telecommunications
Association \(WSTA\)](#)

Badger/ Pioneer Fall Golf
Outing. They played in less-
than-ideal conditions with the rain and cooler temperatures, but still managed to
come out on top.

 Find us on
Facebook

Buy Local La Crosse – Local Gift Baskets

Supporting small business through the purchase of gift baskets with locally-sourced items.



Why It Matters

We believe that vibrant businesses are the key to a thriving community.

We're inspired by the resiliency and entrepreneurial spirit shown by our neighbors throughout 2020. And we're ready to support them.

Support our **Buy Local La Crosse Gift Basket Program** to keep our money local and ensure that all the places that make Greater La Crosse unique will do more than just survive, but continue to thrive.

CONTRIBUTING BUSINESSES

Get your name into the business community and highlight your locally-produced or locally-sourced product.

- Non-perishable items preferred.
- Option for bulk purchase preferred.

What You'll Receive

- **Your Product** in a gift basket of locally-made products, available for purchase by area businesses.
- **Year-Round Promotion**, as large employers purchase gift baskets for the holidays, retirements, new employees, and other business celebrations.
- **Profit**. The Chamber take a small amount, to cover credit card processing and operations, and the rest of the revenue goes directly back to our small businesses, monthly.

PURCHASING BUSINESSES

Support our community's vital small businesses while you add a local touch to your organization's celebrations.

These baskets work well for holiday parties, annual retreats, retirement or work anniversary commemorations, new employee orientation, and more!

What You'll Receive

- **Curated Gift Basket of Local Items**, assembled and ready.
- **Bulk Order Discount**, when you purchase 10+ baskets.
- **Talent Attraction Advantage**, when potential employees see that you are invested in the health of our local community.
- **New Program Pre-Order Discount**, when you place your order by November 6, 2020.

Click here for more info!

<https://www.lacrossechamber.com/buy-local-la-crosse-gift-baskets/>

WE ARE OPEN! STOP IN AND CHECK OUT OUR MATERIALS & SERVICES.

Theme 2 Oct. 12-24
Theme 3 Oct. 26-Nov. 2



Enjoy our new self-guided Story Times for Youth and their Grown-ups. **Story Time in the Stacks** features stories, movement activities, creative book displays, and grab-n-go bags to take home. Every 2 weeks there is a new theme. Ages 2-8.



Themes change every 2 weeks.

Kits are available at the Item Pick-up Locations, while supplies last!

ENJOY THE LAST STORY TIME STROLL FOR THE SEASON

Enjoy a Story while you take a Fall Stroll outside our Campbell, Holmen, Onalaska & West Salem locations.



JOIN US ON FACEBOOK
Oct. 23rd at 10:30 am
[facebook.com/lacrossecountylibrary](https://www.facebook.com/lacrossecountylibrary)



Find Your Way Back
to the
La Crosse County Library

Need a Library Card?
Stop in & get one today!

Bring in a proof of current address
or use the online option on our website.

OCTOBER 2020



Call us: (608) 526-9600
or (608) 399-3390



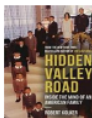
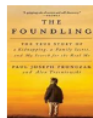
Email: libraryprograms@lacrossecounty.org
Website: [lacrossecountylibrary.org](https://www.lacrossecountylibrary.org)
twitter.com/CountyCrosse
[facebook.com/lacrossecountylibrary](https://www.facebook.com/lacrossecountylibrary)



"I was just Reading..."
Adult Non-Fiction Book Talk
with Sherri Sinniger

This Month's Theme is
DNA Mysteries

Available on our Website
[lacrossecountylibrary.org](https://www.lacrossecountylibrary.org)



Make an Appointment to use our Computers for an hour!

JOIN US ON FACEBOOK
Oct. 21st
[facebook.com/lacrossecountylibrary](https://www.facebook.com/lacrossecountylibrary)

Graphic Novels & Beginning Readers

NEED HELP?
Ask a Reference Librarian



Our Reference Team has now centralized services from our Onalaska Location.
Call (608) 781-9568 extension 3

All of Us The Precision Medicine Initiative
THE FUTURE OF HEALTH BEGINS WITH YOU

GUNDERSEN HEALTH SYSTEM.

Informational Video under our Website Programs Tab



234 Leonard Street North
West Salem, WI 54669
(608) 612-0600
Kristina Sage - Sole Ownership



Orange Thumb
& STEMS

Congratulations, Orange Thumb on your new location at 124 Leonard Street South

Monday:
CLOSED
Tuesday:
10:00 AM - 4:00 PM
Wednesday:
10:00 AM - 4:00 PM

Thursday:
10:00 AM - 4:00 PM
Friday:
10:00 AM - 4:00 PM
Saturday:
10:00 AM - 4:00 PM
Sunday:
CLOSED





The Berg Hemker Olson American Legion Post 51, West Salem is hosting its last Drive-Thru Chicken Q for the year on

**Saturday, October 10th
11am - 2pm or until gone.
Village Park**

Presale Chicken Q tickets will be available at The First National Bank (West Salem branch), Nick's in Barre Mills, Union State Bank and The West Salem American Legion Post. The cost is \$10 and includes 1/2 chicken with sides & water. Presale meals will only be held until 1pm.



FRIDAY, OCTOBER 16, 2020 AT 5:30 PM – 8 PM

Is it your night to cook? Come down to the West Salem Legion and have a great tasting, relaxed and affordable dinner. Fish, Shrimp, Burgers, salad bar and more and don't forget the Onion Rings!

[#Fishfry,#Shrimp, #Burgers, #Onionrings](#)





The 51st Oktoberfest Race Weekend commences on Thursday Night, October 8th, 2020, at the La Crosse Fairgrounds Speedway, in West Salem Wisconsin.

Race Fans will get to see all of the favorite short track stock car action on the 5/8th mile track, including the ARCA Midwest Tour's Championship Oktoberfest 200, the Dick Trickle 99 Super Late Model Race, The Big-8 Series, Midwest Trucks, The Futures Super Late Model Race, Mid American Stock Car Series, La Crosse Speedway's Late Models & Sportsmen, The Midwest Dash Series, Area Sportsmen, CWRA Late Models, Gandrud Chevrolet Cratetoberfest, and Vintage Cars. Plus, on Thursday night, the 1/4 mile action track includes the La Crosse Speedway's Hobby Stocks, Hornets, Street Stocks, and the legendary Double-O Race on Both Tracks.

Racing Start Times:

Thursday - Oct. 8 - 6:00

Friday - Oct. 9 - 5:30

Saturday - Oct. 10 - 5:00

Sunday - Oct. 11 - Noon

Online Ticket Sales and driver registration coming soon. For more information, visit the Oktoberfest Race Weekend Facebook page, or visit the event website at OktoberfestRaceWeekend.com



www.westsalemwi.org

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Announcements and Happenings!
Regular Meeting Minutes



West Salem Business Association
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