



MONTHLY MEETING

WEDNESDAY, OCTOBER 13, 2021, NOON
WESTVIEW INN, DOWNTOWN WEST SALEM



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 lunch.

West Salem Bike Playground

The village of West Salem would like input from community members about a bike and wheeled sports playground. A skills park would cater to all wheeled sports and abilities in such a way that a toddler and skilled rider would each have an enjoyable experience. Examples of these playground can be found all over the country and the world, but also locally in neighboring communities here in the Coulee Region. Please take the survey below.

<https://www.oratrails.org/ws-playground/?fbclid=IwAR1s1lfJm8m9-LBS1AaEhWr0HytCOjSibx3ab7ac5wuywkKccsDFc7IT7o0>



2021 TRUNK-OR-TREAT EVENT REGISTRATION FORM

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 3:00-5:00pm on Friday, October 29th in conjunction with the West Salem Business Association Downtown Trick-Or-Treating night. Families will be able to stop by various downtown businesses on Leonard Street as well as at booths set up in West Salem Village Park to get their bag filled with goodies.

Business/Organization Name

Address

Primary Contact Name

Primary Phone

Primary Email

Please check one of the following:

☐ I am interested in hosting a Trunk-or-Treat Booth in Village Park

☐ I will be providing my own table

☐ I will need a picnic table

☐ I would like to request the use of power

*Unfortunately power is limited & will be available to the first 6 businesses to request it

Additional details will be mailed to each participating organization prior to the event, including directions, setup times, parking, etc.

☐ I am interested in participating in Downtown Trick-or-Treating out of my business from 3:00-5:00pm.

☐ I am not able to participate in 2021, but please ask us again next year

☐ I am not interested in participating - please remove us from your mailing list

**Please fill out and return to West Salem Park & Rec. Dept.
by October 15th.**

Downtown Trick or Treat

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Friday, October 29, from 3:00 p.m. until 5:00 p.m.**



Every year our numbers have gone up. This year we are anticipating over 800 children. That is around 300 adults who get exposed to your business.

We distribute signs the afternoon of October 28 to all of the participating businesses welcoming the Trick-or-Treaters in, and when you are done or out of candy treats, simply pull your sign out of your window.

The West Salem Business Association will **close South Leonard Street from Hamilton Street to Elm Street for the safety of trick-or-treaters.**

Any business that does not have a store in downtown can still participate! The West Salem Recreation Department is again sponsoring **Community Trunk-Or-Treat in the Village Park! Mill Street and Memorial Drive will also be closed to traffic.**

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 Friday, October 29 by going between downtown businesses (on Leonard Street) and booths set up in West Salem Village Park to get their bag filled with goodies.



We are encouraging businesses and organizations to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe central 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 West Salem Park & Recreation Department know **by October 15** so we can reserve a spot for you. The phone number is 786-0222. Forms were sent by direct mail last month, is included in this newsletter, and information is available on the www.westsalemwi.com website.

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, setup times, etc.

The community enjoys a safe place to send their children and we love to promote the business community.

facebook

Find us

To Whom It May Concern:

After an interesting 2020 we are excited to get back to hosting our fall and winter annual community events. The first is our 9th annual Trunk-Or-Treat event. The second is our 8th annual Winter Wonderland in Village Park. Below you can find a brief description of both of these events, along with ways for you to partner with us to make them the best they can be for our community.

- 9th Annual **TRUNK-OR-TREAT**

At this time we are still planning to host our 9th annual Trunk or Treat event in 2021. If something were to change due to COVID-19 that would require us to cancel this event, we would let you know ASAP. 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 3:00-5:00pm on Friday, October 29th by going between downtown businesses on Leonard St. and booths set up in West Salem Village Park to get their bag filled with goodies.

We are encouraging businesses and organizations to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe 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 us know by October 15th 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, setup times, etc.

- 8th Annual *Winter Wonderland* in Village Park

This is your opportunity to connect with your community by sponsoring our 8th annual holiday celebration! Through a combined effort of the West Salem Business Association, the West Salem Parks & Recreation Department and community members, Village Park will be transformed into a Winter Wonderland for families to enjoy at their leisure. Your organization's investment will help spread joy this holiday season to the local community. Making a contribution provides a great marketing opportunity for your organization, while helping to create lasting family memories for years to come! Specific sponsorship opportunities are detailed in our Winter Wonderland brochure.

Attached is a registration form for both of these events. If you are interested in participating in one or both of these events, please fill out the form and send it back to our office by their appropriate dates (Trunk-Or-Treat: Oct. 15, Winter Wonderland: Nov. 5). Additionally, if you have questions concerning either of these two events, please call the Parks & Recreation Department at (608)786-0222 or email us at parknrecstaff@westsalemwi.com.

Thank you for your time and consideration,

Cierra Wannemuehler
Assistant Director
West Salem Parks & Recreation Department

Upcoming Events:



American Legion Post 51-West Salem
SATURDAY, OCTOBER 23, 2021
AT 11 AM – Village Park

Final Drive Thru Chicken Q of 2021

Join the WS American Legion building fund committee for some of our famous grilled chicken dinners. There are NO PRESALE tickets so chicken will be served until it is gone. So you will want to get in line for your chicken early to make sure you get one (or ten) before it is sold out.

****IMPORTANT****

This is a drive-thru event, so stay in your car and give your order to one of our fabulous volunteers, and they will bring it to your vehicle.

Dinner includes a 1/2 chicken and fixings all for \$10 each. All proceeds go to The Legion Remodeling Fund.



<https://explorelacrosse.com/region-guides/>

OCTOBER 2021: JUMP INTO FALL FUN & ACTIVITIES!



Hazel Brown Leicht Memorial Library
702 Industrial Drive
West Salem, WI
(608) 786-1505

Monday through Thursday
10:00 am to 8:00 pm
Friday 10:00 am to 5:00 pm
Saturday 9:00 am to 2:00 pm



Call us: (608) 399-3390
Email: libraryprograms@lacrossecounty.org
Website: lacrossecountylibrary.org
Facebook: [facebook.com/lacrossecountylibrary](https://www.facebook.com/lacrossecountylibrary)
Instagram: [instagram.com/lacrossecountylibrary](https://www.instagram.com/lacrossecountylibrary)
goodreads.com/lacrosse-county-library
YouTube: [La Crosse County Library channel](https://www.youtube.com/LaCrosseCountyLibrary)

Friends of the Onalaska Library
Annual Fall Book Sale
Onalaska Public Library
741 Oak Ave. South

Thursday, October 7th
1:00 to 7:00 pm
Friday, October 8th
9:00 am to 5:00 pm
Saturday, October 9th
9:00 am to Noon
(Bag Sale Day)

This is an inside event. Masks are required.

Questions? Call the Library at (608) 781-9568

A Map into the World by Kan Kalin Yang and Son Kim
© 2019

CHALK THE WALK

Virtual Read Aloud & In-Person Chalk Art Event
OCTOBER 11-16
All 5 Locations!

- Tune in anytime Oct. 11-16 on our YouTube channel to watch Miss Jess share a reading of *A Map into the World*.
- Youth 0-18 can stop in at one of our 5 locations and create a piece of sidewalk chalk art (Chalk is provided, artwork must stay in the designated area)
- Stop inside to enter a chance to win a copy of the book.
- Entries are limited to one location and one per child.
- Winners will be announced October 18th.

LC
LA CROSSE COUNTY

How would you spend \$23 million to make La Crosse County Better?

Take our 5 minute survey on La Crosse County's American Rescue Plan Act (ARPA) Allocation

Three ways to participate:

1. Go to survey.monkey.com/r/countryarpa
2. Ask a librarian for a printed copy of the survey
3. Scan this QR code:

Join Us at Community Halloween Events

Trick or Treat at the Library
Wed., Oct. 27th 4:30 to 6:30 pm
Holmen Library
121 West Legion Street

West Salem Trunk or Treat
Friday, Oct. 29th 3:00 to 5:00 pm
West Salem Village Park

Floyde's Senior Moments
Onalaska Public Library
10:00 am Wednesdays

Oct. 6th Children's Museum
Anne Snow

Oct. 13th Ghost Stories
Michael Scott

Oct. 20th Onalaska Fire Dept
Fire Dept. Staff

Oct. 27th Clearwater Farm
Shari Collas

OCTOBER 18th
ADULT COLORING BOOK EVENT
ONALASKA LIBRARY
6 to 8 pm

OUTDOOR STORY TIME

BANGOR 10:15 am
October 4th, 11th, 18th, & 25th

HOLMEN 10:15 am & 6:30 pm
October 5th, 12th, 19th, & 26th

CAMPBELL 6:30 pm
October 7th, 14th, 21st, & 28th

ONALASKA 10:00 am
October 1st, 15th, 22nd, & 29th

ONALASKA 6:30 pm
October 4th, 11th, 18th, & 25th

WEST SALEM 10:15 am & 6:30 pm
October 6th, 13th, 20th, & 27th

Waking up White Regional Read Book Chat
October 23rd 10:00 am Holmen Library
Topic: From Bystander to Antiracist

To register and for more information go to lacrosselibrary.org/events

Let's Watch a Movie
Masks are Required
Limited Seating
No Food or Drinks

West Salem 2:15 pm
Oct. 7th: Just Mercy
Oct. 21st: 1917
Onalaska 6:30 pm
Oct. 14th: Just Mercy
Oct. 21st: 1917
Holmen 6:00 pm
Oct. 11th: Just Mercy
Oct. 25th: 1917

Oct. 12th the Campbell Book Group meets the second Tuesday of the month at 6:00 pm.

Oct. 13th the West Salem Afternoon Book Club meets the second Wednesday of the month at 1:30 pm.

Oct. 18th the West Salem Evening Book Club meets the third Monday of the month at 7:00 pm.

Oct. 21st the Onalaska Book Club meets the third Thursday of the month at 1:15 pm.

ONLINE all month the GOODREADS BOOK CLUB meets. (Book selections are posted on our web page lacrossecountylibrary.org)

8th Annual Winter Wonderland

West Salem Village Park
November 27 - January 2

General Information

This is your opportunity to connect with our community by sponsoring this holiday celebration! Through a combined effort of the West Salem Business Association, the West Salem Park & Rec. Department and community members, Village Park will be transformed into a Winter Wonderland for families to enjoy at their leisure from Thanksgiving until the New Year.

Your organization's investment will help spread joy this holiday season to the local community. Making a contribution provides a great marketing opportunity for your organization, while helping to create lasting family memories for years to come! Specific sponsorship opportunities are detailed below.

Below is a sponsorship form for this event. If you are interested in participating, please fill out the form and mail it back by November 5th. Additionally, if you have questions, please call the Parks & Recreation Department at (608)786-0222 or email parknrecstaff@westsalemwi.com.

Sponsorship Commitment Form

Please mark your desired sponsor level, fill out the information below and mail, with a check, to:
West Salem Park & Rec. Dept., 175 S. Leonard St., West Salem, WI 54669

Please make checks payable to: West Salem Business Association

☐ **STAR (\$500.00)**

Sponsorship of lights on trees and structures throughout park as well as pathway lighting with business name on large lit group sign near park entrance & individual business sign near gazebo.

Name of Business: _____

Contact person: _____

Mailing address: _____

City/State/Zip: _____

Phone: _____

E-Mail: _____

☐ **ORNAMENT (\$250.00)**

Sponsorship of lights throughout park with business name on large lit group sign near park entrance & individual business sign near gazebo.

☐ **SNOWFLAKE (\$100.00)**

Sponsorship of pathway lighting with individual sponsor sign near gazebo.

☐ **OTHER \$ _____**

General donation to this program.

☐ **VOLUNTEER** to help with set up and/or tear down of lights. We will email you additional details as they become available!

TOTAL: \$ _____

**Please make sure checks are written to
West Salem Business Association!**

**In order to be included in all marketing
materials, your sponsorship must be confirmed
by November 5th!**

Holiday Market

SATURDAY, NOVEMBER 20, 2021, AT 9 AM - 3 PM



Join us for our annual Holiday Market at B's Place Event Venue. Holiday Gifts, Soaps, Candles, Purses, Jewelry, Wood Decor, Original Artwork and MORE!

Also, we will be serving the area's BEST Bloody Mary's along with other

refreshments at the bar. Don't depend upon Amazon this year... buy local from true artists! Free Admission!

B's Place LLC
102 Leonard Street North
West Salem, WI 54669



3RT Networks

If you've got a problem, yo, we'll solve it.

(Name that 90s song... anyone?) and find out how our staff comes alongside yours when you need it most.

<https://www.3rtnetworks.com/.../supp.../incident-management/>



www.westsalemwi.org

IN THIS ISSUE:

Monthly Meeting Reminder

Upcoming Events

Downtown Trick or Treating!

West Salem Business Association

P. O. Box 84

West Salem, WI 54669