

West Salem Business Association
Regular Meeting
January 12, 2022

Meeting called to order at 12:00 Noon by President Stephen Cohen. After introductions and an excellent buffet lunch, guest speakers from Job Center of Wisconsin, Workforce Development, and Workforce Connections presented various employment services and business programs available.

Minutes

Motion by Denise Jones, seconded by Steve Berg to approve the minutes of the December regular membership meeting as presented. Motion approved by voice vote.

Treasurer's Report

The December 31, 2021, month-end Treasurer's report was reviewed, noting the Association has 115 members and a general bank balance of \$4,924.99.

Motion by Steve Berg, seconded by Denise Jones to approve the Treasurer's report as presented. Motion approved by voice vote.

Association Business

President Cohen reminded those present of the survey distributed last month, and the Board is still looking for more responses. A survey link was included in the January newsletter and is also available on the Facebook page. Rayus Radiology was recognized as a new member. President Cohen announced that membership renewal letters were emailed late December. The renewal form is available on the website, and he brought copies to the meeting as well. The Board has been working on updating the WSBA website so look for this new and improved page in the coming months.

Downtown Hanging Flowerpots

President Cohen asked for input on the downtown hanging flowerpots. The project is well-received by the membership and visitors to the downtown area. However, lack of volunteers to maintain the flowers throughout the growing season continues to be an issue. Board members have received comments about the flowers longevity and often negatively compare West Salem's with other communities. The Board is seeking member input on how to overcome the obstacles to continuing this annual project.

After much discussion, motion by Denise Jones, seconded by Steve Berg to look into the cost of large hanging banners instead of the flowerpots. Motion approved by voice vote.

Motion by Teresa DeLong, seconded by Denise Jones to adjourn the meeting at 1:00 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director