



## **MONTHLY MEETING**

**WEDNESDAY, OCTOBER 12, 2022, NOON**  
**WESTVIEW INN, DOWNTOWN WEST SALEM**

***GUEST SPEAKER:***

Coulee  Health  
spine & bodyworks **Ellyn Halley, DC,**  
Coulee Health Spine & Bodyworks

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

### **Monthly Update**

August 10, 2022

Meeting called to order at 12:00 p.m. by President Stephen Cohen. After introductions and lunch, the regular meeting commenced. Guest speakers from Morrie's Auto Group informed the membership of the community involvement of Morrie's and opportunities for engagement.

### Minutes

Motion by Ashley Giese, seconded by Meg Ripp to approve the minutes of the July regular meeting. Approved by voice vote.

### Treasurer's Report

The monthly treasurer's report was distributed. Highlights include reimbursement for many West Salem Bucks turned in to the treasurer and expenditures for the downtown hanging flower pots. A reminder that as businesses receive the West Salem Bucks, they should be submitting those for reimbursement to Treasurer Jodie Curtis.

Motion by Teresa DeLong, seconded by Dave Hundt to approve the treasurer's report as submitted. Approved by voice vote.

### Business Card Binder

Director Jen Hatz supplied a binder for business cards. Members should bring a supply of business cards for inclusion in the binder. This binder will be at each regular meeting so attendees may take a business card for their own use.



### National Night Out

The August 2, 2022, National Night Out was a huge success for its first year in West Salem. The Association Board of Directors met with the West Salem Police Department to review and begin work on the August 1, 2023, event. Participants plan to enhance their offerings and more donations have been promised.

### Membership and Upcoming Events

President Cohen announced there are 101 members, and new members Under the Rust and Sign Dreamers were welcomed. The annual golf outing is September 7, Flags of Honor runs from September 9 through September 11, and Member Contractor Supply is holding a Customer Appreciation event on August 10.

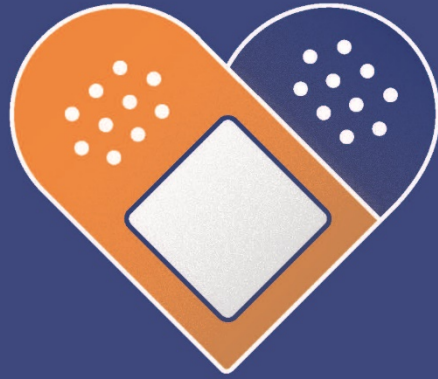
### West Salem Cares

Dave Hundt announced this year's Labor Day Street Dance will benefit a new initiative called West Salem Cares. The new organization will raise funds to benefit families in need in the West Salem community. The Labor Day Street Dance is set for September 4 from 4 to 11 p.m.

Motion by Ashley Giese, seconded by Teresa DeLong to adjourn the meeting at 12:49 p.m. Motion approved by voice vote.

The West Salem Cares logo is a vertical rectangular graphic with a solid orange background. At the top, the words 'WEST SALEM CARES' are written in a large, bold, black, sans-serif font. Below this, the word 'MISSION:' is written in a smaller, bold, black font. Underneath, the mission statement is written in a smaller, black, sans-serif font, arranged in four lines: 'STRENGTHENING OUR', 'COMMUNITY BY FOSTERING', 'GENEROSITY AND', and 'CONNECTING PEOPLE WHO CARE WITH THOSE IN NEED.' To the right of the text is a simple black outline of a heart. At the bottom of the graphic, in a very small font, it says 'WSC is here to offer support to families with ties to the West Salem community.'

Teresa L. DeLong, Secretary/Director



# On-site flu clinics now available

Keep your employees healthy by providing a yearly flu shot at your office

The flu takes a heavy toll on businesses each year, accounting for millions of lost workdays and illnesses. Keep your employees healthy this winter by offering flu shots at your work place. Our Health Mart pharmacy can organize and administer a flu clinic onsite at your convenience.

*Call us to schedule your onsite flu shot clinic today!*



## West Salem Pharmacy



880 N. Mill St  
West Salem, WI 54669

608.786.0210

This pharmacy is independently owned and operated under a license from Health Mart Systems, Inc.



**Trick or Treat,  
Trunk or  
Treat ~ Let's  
give the kids  
something fun  
to eat.**

Submitted by WSBA and West Salem Parks and Recreation Department:

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Monday, October 31 from 3:00 p.m. until 5:00 p.m.**

Every year our numbers have gone up. This year we are anticipating over 1,000 children. That is at least 500 adults who get exposed to your business.

We distribute signs the morning of October 31 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.

As the temperature starts to drop and autumn officially starts, the West Salem Parks and Recreation Department is excited to buckle down and begin planning our 2022 Special Events for the Village of West Salem. This year, we have two major community projects taking place. The first is our tenth annual Trunk-Or-Treat event. The second is our ninth 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.

**10h Annual Trunk-Or-Treat**

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 4:00-5:00 pm on Monday, October 31 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 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 us know by October 17<sup>th</sup> 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 are available in our Fall/Winter brochure or in the email previously sent out to all members.

## 9th Annual Winter Wonderland in Village Park

This is your opportunity to connect with your community by



sponsoring our 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 available on the West Salem Park & Recreation website

or in the information previously emailed out to the membership.





**October 6, 2022**

**FOR IMMEDIATE RELEASE**

Contact: Jim Costello, CEO

**Lynxx Networks<sup>SM</sup> Bringing Fiber Broadband Services to West Salem**

Camp Douglas, Wisconsin – Lynxx Networks<sup>SM</sup> is bringing its high-speed, fiber-optic internet, voice, and TV services to residential and business customers throughout the Village of West Salem.

The company has had fiber to select locations in West Salem since 2015, where it started with services to Allied Cooperative and the Lakeview Business Park. Since then, Lynxx Networks<sup>SM</sup> has expanded its network 16 miles in the village and has invested \$1.8 million worth of fiber infrastructure in the community.

“We started off serving only business customers, but have already begun to serve residential customers in the new housing developments located near the Lakeview Health Center, which is also on our network,” said Lynxx Networks<sup>SM</sup> CEO Jim Costello.

Costello said the company’s mainline fiber network extends down Highway 16 from the far east side of the village to the far west side and includes the businesses along the south side of the I-90 corridor. Approximately 40 businesses in the village are currently Lynxx Networks<sup>SM</sup> customers, including the West Salem School District, the Village offices and Police Department, Vermeer, and Brickl Brothers.

West Salem is also home to Lynxx Networks<sup>SM</sup> wholly-owned subsidiaries, 3RT Networks and Bahr Electric.

“Between our business presence and the amount of fiber that’s already in place, it makes sense to now bring fiber internet services to the entire community,” Costello said.

This expansion will bring multi-gigabit internet speeds to the Village of West Salem.

The Village has entered into a fiber deployment collaboration agreement with Lynxx Networks<sup>SM</sup> for the project. The agreement will assist with promotion and deployment of the fiber network.

“We are excited to be able to work with Lynxx Networks<sup>SM</sup> to give our residents and businesses multi-gigabit services,” said Village Administrator Teresa DeLong.

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**Fiber Internet, Voice, TV**

ww.getlynxx.com  
info@getlynxx.com

**IT Services**

127 US Hwy 12  
Camp Douglas, WI 54618

**Electrical Services**

608-427-6515  
608-427-3438



Bangor • Campbell • Holmen • Onalaska • West Salem

# OCTOBER 2022

For more information about any of these programs, please see our website at [lacrossecountylibrary.org](http://lacrossecountylibrary.org) and click on Youth Programming or Adult Programming.

*Floyde's Senior Moments*

**ONALASKA LIBRARY**

**WEDNESDAYS AT 10 AM**

**OCTOBER 5**  
Wedding Misadventures

**OCTOBER 12**  
Art in the Cemetery

**OCTOBER 19**  
Author Dean Ulland

**OCTOBER 26**  
Cheyenne Valley



**Youth Services Fall Programming**

**FALL MINI READ**  
**OCTOBER 3 - 29**

Stop by for weekly challenges as part of our fall mini read.

 **MESSY KIDS ART**

Join us for a special Messy Kids Art—outdoor Chalk the Walk! October 10 & 12; see website for details.

**FRANKENSTEM**  
with Bright Star Touring Theatre



**OCTOBER 29 at 10 AM**  
**Onalaska Public Library**

Help Dr. Frank N. Stein with his inventions using STEM skills!

*Funding provided by the Ben & Floyd Sias Trust*

*Handmade Book Workshop*

**HOLMEN LIBRARY**

**SAT, OCT 8, 10-1PM**

Book binding class for ages 16+. No experience necessary: step-by-step instruction & all supplies provided. Registration required.



**Cookies & Canvas**

**ONALASKA LIBRARY**

**TUES, OCT 11, 6:30 PM**

Painting class for ages 16+. Step-by-step instruction & all supplies provided. Registration required; limit 20. *Sponsored by the Friends of the Onalaska Library.*

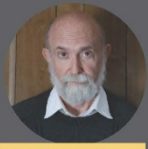
**Gary F. Jones**

Local Author

**BANGOR LIBRARY**

**THURS, OCT 13, 6:30 PM**

Author Gary F. Jones will be discussing his new medical thriller, *The Iceman's Curse*, and signing copies.



 **Fall Movies**

Check the Adult Programming page of our website for movies and times.

**WISCONSIN SCIENCE FESTIVAL**

**ASTRONOMY DAY!**



**ONALASKA LIBRARY**

**SAT, OCT 15, 10 AM - 2 PM**

La Crosse Area Astronomical Society is bringing their telescopes and will teach us about what we see. For all ages; no registration required.

**Lydia Niebuhr**

Local Author

**ONALASKA LIBRARY**

**WED, OCT 19, 2 PM**

Lydia Niebuhr is the author of The Thad Wheeler Detective Cozy Mystery Series. *Sponsored by the Friends of the Onalaska Library.*



**Free Brain Check-Up**

Monday, October 10  
By appt 9:30 AM to 4PM  
Onalaska Public Library

Call ADRC at 608-785-5700 to schedule an appointment.

**SALE** Friends of the Onalaska Library Book Sale  
Oct 6, 7, & 8!

We'll be partnering with community organizations for Halloween events ... see our website for details!



LACROSSECOUNTYLIBRARY.ORG  
608.399.3390



## Gov. Evers Announces Additional \$25 Million Investment into Successful Main Street Bounceback Program, Grants Have Already Supported Over 6,000 Businesses & Nonprofits



Gov. Tony Evers recently announced that [an additional \\$25 million](#) will be invested into the Main Street Bounceback Grant Program, bringing the governor's total investment into the program to \$100 million.

Gov. Evers' Main Street Bounceback program, which provides \$10,000 to recipients to help them move or expand into vacant commercial spaces, has now supported more than 6,000 small businesses and nonprofits in communities in all 72 counties in Wisconsin. **The deadline to apply for a Main Street Bounceback Grant has been extended to December 31, 2022.** Grants will be awarded on a first-come, first-served basis until all the funds are disbursed.

Grant funds are available as part of the American Recovery Plan Act (ARPA) and distributed by the Wisconsin Economic Development Corporation (WEDC) [regional partners](#). Businesses must apply through the partner organization for the region in which they are located. The program is open to new or existing businesses opening a new location or expanding operations in a vacant commercial property where the lease commences, or sales contract closes, on or after January 1, 2021 and on or before December 31, 2022.

Additional information about the Main Street Bounce Back Grants is available here: <https://wedc.org/programs-and-resources/mainstreet-bounceback-grants/>.

A screenshot of a Facebook post. At the top left is the profile picture of Marie W. Heider Center for the Arts, which features a colorful logo with the letters 'M', 'H', and 'C'. To the right of the profile picture is the name "Marie W. Heider Center for the Arts" and the timestamp "October 5 at 10:38 AM" with a globe icon. The main text of the post reads "Roll on - Tribute to Alabama coming to the Heider Center, Saturday, October 29th at 7:30pm Get your tickets now!". Below the text is a photograph of a group of seven people (six men and one woman) standing outdoors in front of green foliage. They are all wearing black t-shirts and blue jeans. At the bottom of the photograph, the words "ROLL ON" are written in large, white, serif font, with "A Tribute To ALABAMA" in a smaller, white, serif font underneath.





# A Celebration of Native American Culture & Heritage

## TWO PERFORMANCES

### October 16, 2022



### An experience that will touch your heart

Come join Rock Greendeer and his family in an intimate celebration of the Ho-Chunk Nation. Through the rhythm of the drum, sounds of native song and the beauty of the dance, you will feel the love, joy, kindness and generosity of the Native American Spirit. After the dance, enjoy a bowl of homemade soup and treat yourself to some delicious frybread.

Performance happens outdoors. Bring your own chair or blanket. Performance will be moved indoors in the event of rain.

**Sunday, October 16**

#### Two performance opportunities:

1:00pm - 2:00pm

3:00pm – 4:00pm

**Location: Maple Grove Venues** (W4142 Co. Hwy B, West Salem, WI)

**Purchase Tickets Day of Event: Cash or  Cash App**

\$30.00 – Adult

\$ 5.00 – Children 12-18

Children under the age of 12 - Free

Ticket sales will help to pay for the event. Funds in excess will be used to host future dances.

**Sponsored By: MGV Maple Grove Venues**

**Questions:** Contact Event Coordinator: Ann Hess 608-575-3472

# You are Invited

Bring your business cards

Questions? Contact Niki Bergler  
608-385-9448, Suite 203

WBN is a community of women in business who support each other's professional and personal growth.

Wednesday, Oct 19, 5pm- 6pm  
200 Main st, Suite 203  
Presenter: Rose Lilla, Arbonne



Women's Business Network

# WBN



The  
**SHERIE GRASS**  
Team presents...

FRIDAY  
OCTOBER 21ST  
4PM TO 7PM

THE SECOND ANNUAL

## NOT SO SCARY

Trick or Treat Trail

MAPLE GROVE VENUES  
W4142 CO HWY B  
WEST SALEM, WI

RE/MAX  
RESULTS



# Neigh N' Bray Autumn Bazaar

jumpstart your holiday shopping!

*Join us for a morning of shopping, supporting local vendors, live music and feel good vibes while supporting a local equine rescue.*

234 Leonard St. N  
West Salem, WI 54669

Saturday, October 29, 2022

9:00am till 1:00p

Live music with Quenten Brown  
11:00am - 1:00pm



100% of proceeds from bazaar  
go directly to Neigh N' Bray

Can't make the bazaar but still want support the rescue and follow their journey? Like and follow us on facebook.

[www.Facebook.com/neighnbray](http://www.Facebook.com/neighnbray)



**4<sup>th</sup> Wine Walk West Salem  
November 3, 2022  
5:00 to 7:30 p.m.  
Raffle Drawings at 8:00 p.m.  
Berg-Hemker-Olson American  
Legion Post 51  
148 Leonard Street South  
Downtown West Salem**



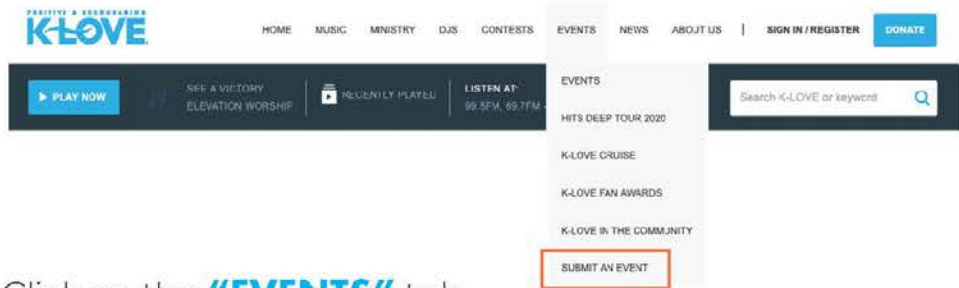
# **GROUNDBREAKING CEREMONY**

**TUESDAY, OCT. 25 2022  
4:30 P.M. @ VILLAGE PARK**

**CORNER OF HAMILTON & MILL  
STREETS WEST SALEM, WI**

*Step*  
**1**

Go to **KLOVE.com**



*Step*  
**2**

Click on the **"EVENTS"** tab and then **"SUBMIT AN EVENT."**

*Step*  
**3**

Fill out the **event details.**



All event requests are reviewed on a first-come, first-served basis before they are approved which takes approximately 2 weeks. Events less than 2 weeks from today may not get approved.

*Step*  
**4**

Click on **"Submit Event"** at the bottom of page.

You will receive a confirmation email when your event has been submitted.

All event requests are reviewed on a first-come, first-served basis before they are approved which takes approximately 2 weeks.

Events submitted less than 2 weeks from submission may not get approved.

If any details of your event should change after it gets posted to our website, such as a change in time, location and or the cancelation of your event, please notify us ASAP so we can remove or update the details on our website.



[www.westsalemwi.org](http://www.westsalemwi.org)

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Downtown Trick or Treating!



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