



MONTHLY MEETING

WEDNESDAY, APRIL 13, 2022, NOON AT
WESTVIEW INN



GUEST SPEAKER
West Salem Police Chief Kyle
Holzhausen and La Crosse
County Captain Marte
Peterson
National Night Out
August 2, 2022

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 Meeting Update

March 9, 2022

Meeting called to order at 12:00 p.m. by President Stephen Cohen. After introductions and buffet lunch, the regular meeting commenced.

Guest Speaker

Clara Gelatt of Wisconsin Women's Business Initiative Corporation (WWBIC) presented information regarding the organization. WWBIC assists individuals who are interested in starting, strengthening or expanding businesses by providing direct lending, quality business and financial capability education and one-on-one technical business assistance.

Minutes

Motion by Jodie Curtis, seconded by Ashley Giese to approve the minutes of the January regular meeting and the February annual meeting. Motion approved.

Treasurer's Report



Treasurer Jodie Curtis Association bank balance report was distributed. The general association bank balance is \$10,695.33, and the Celebrate West Salem account balance is \$611.10. The downtown flower baskets bank balance is \$1,614.08. Mrs. Curtis noted only one high school scholarship has been paid so far.

Motion by Jim Anderson, seconded by Ashley Giese to approve the Treasurer's report as presented. Motion approved.

Annual Banquet

The Annual Banquet was Thursday, February 10, 2022, at the American Legion banquet hall. The event was well-attended, and all agreed the meal and accommodations were excellent.

New Business

President Cohen updated the membership on the survey distributed earlier this year, introduced new members of the Association, updated those present regarding the work in progress on a new Association website, and reported the Board of Directors is working on a new Welcome to West Salem flyer featuring member businesses. The downtown flower pots will again be hung on the street lights and maintained during the work week by the Village public works and recreation department.

Motion by Rick Wilson, seconded by Jodie Curtis to adjourn the meeting at 12:52 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director

Go to the West Salem Business Association



**Facebook page,
“like” us, and check out member business posts!**

American Legion Smelt Fry



Friday, April 22,
2022

5:30 p.m. til gone

\$15 all you can eat



148 South Leonard Street, West Salem



The tradition continues. Once again, the Class of 2022 will present their Senior Exit Projects to a panel of judges on **Wednesday, May 11, 2022**. We would appreciate having you be a part of this experience as a presentation judge.

The commitment for the day would include:

- Judges arrive at the high school at 11:45 a.m. on May 11.
- Lunch will be provided followed by a brief training session on how to judge the presentations.
- Presentations will begin promptly at 1:00 P.M. and conclude by 3:15 p.m.

Please fill out [this form](#) to indicate whether you are willing to judge or not. If you have any questions, please email me at schwier.michelle@wsalem.k12.wi.us or call me at **608-786-1220 ext 2342**.

I hope that you will consider participating in this valuable conclusion to the West Salem High School Class of 2022's education experience. I look forward to seeing your response.

Sincerely,

Michelle Schwier, Paraprofessional
West Salem High School

BADGER BOUNCEBACK

#BadgerBounceback

Welcome to the latest Badger Bounceback weekly update (#27)!

More than a year ago, the American Rescue Plan Act (ARPA) became law. The investments that followed have provided a lifeline to Wisconsin communities and businesses, fueling a strong pandemic recovery, and ensuring that our economy is resilient and works for everyone.

Read on to view the latest initiatives and programs announced by Governor Evers, application information, and more. Check out direct program links to get additional details on specific programs.

Has your business or organization received pandemic assistance that has helped you keep your doors open, or serve more people? Has pandemic relief made a difference for your family?

We want to hear about it - please [share your Badger Bounceback story](#) with us!

Grant Programs Now Accepting Applications:

Wisconsin Help for Homeowners Program Now Accepting Applications



[Wisconsin Help for Homeowners program](#) is providing \$92 million in federal funds announced by [Governor Tony Evers](#) to help folks stay in their homes, catch up on bills, and avoid foreclosure.

The program is open to individuals and families who live in Wisconsin with overdue housing-related bills, both with and without a mortgage, who meet income and other eligibility requirements, and have experienced a qualified economic hardship since January 21, 2020.

Applications and additional information is available at: <https://homeownerhelp.wi.gov>.

Workforce Innovation Grants: Round 2 Applications Due April 18

Governor Evers previously unveiled 12 regional projects set to [receive up to \\$60 million dollars](#) in Workforce Innovation Grants. These grants will help provide long-term solutions to Wisconsin's workforce challenges for communities across the state.

Round 2 funding will make available up to \$40.5 million to promote local and regional solutions to ongoing workforce challenges, with grants ranging from \$250,000 up to \$10 million. **Applications opened on February 22 and will close on April 18.** More information about the program and the next round of funding is available on the Workforce Innovation Grant Program website: <https://wedc.org/programs-and-resources/workforce-innovation-grant/>.



Main Street Bounceback Grants - Application Period Ongoing

The Main Street Bounceback Grants program has so far provided \$10,000 to more than 3,400 new or existing businesses and non-profit organizations moving into vacant properties in Wisconsin's downtowns and commercial corridors. **The program is still open to new or existing businesses opening a new location or expanding operations in a vacant commercial space as of January 1, 2021.** Grant funds are available as part of the American Recovery Plan Act 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. **Applications are open through June 30, 2022.**

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



Wisconsin Emergency Rental Assistance Program - Help Is Still Available

The [Wisconsin Emergency Rental Assistance Program](#) (WERA) provides up to 18 months of assistance with current or overdue bills to help households that have been impacted by the COVID-19 pandemic avoid eviction. More than 25,000 Wisconsinites have already received help with rent, utilities, and internet or broadband statewide. Help is still available for eligible households through WISCAP agencies and Energy Services. The program is funded by the Federal Emergency Rental Assistance Program and administered by the Wisconsin Department of Administration.



Additional information about the Wisconsin Emergency Rental Assistance Program is available here: <https://doa.wi.gov/Pages/WERA.aspx>.

Recent Announcements

Gov. Evers Announces \$5 Million Investment to Expand Access to Telehealth Services

Gov. Tony Evers, together with the Wisconsin Department of Health Services (DHS), this week announced [a \\$5 million investment](#) to make telehealth services, including mental and behavioral health services, more accessible by bolstering child psychiatry telehealth services and establishing neighborhood telehealth access points. More information about these investments is available on the DHS website here: <https://www.dhs.wisconsin.gov/arpa/behavioral-health.htm>.

Funded by the American Rescue Plan Act, DHS will use \$2.5 million of the investment to create a new grant program for hospitals and health systems to expand and enhance child psychiatry telehealth services. Through this program, up to five one-year grants of approximately \$500,000 will be awarded to hospitals and health systems across the state. Applications are due by 3 p.m., Fri., May 6, 2022. More information to apply is available [here](#).

The remaining \$2.5 million will be used for a grant program for providers to partner with community organizations to establish neighborhood telehealth access points at food pantries, homeless shelters, libraries, long-term care facilities, community centers, and schools for people with limited access to technology and reliable internet service. One-year grants of up to \$100,000 each will be awarded to between 25 and 50 providers across the state. Applications are also due by 3 p.m., Fri., May 6, 2022. More information to apply is available [here](#).

Gov. Evers, WEDC Announce Main Street Bounceback Grants Have Helped More Than 3,400 Small Businesses Open Storefronts in All 72 Counties

Gov. Tony Evers, together with Wisconsin Economic Development Corporation (WEDC) Secretary and CEO Missy Hughes, on Thursday announced that the Main Street Bounceback grant program [has now helped fill vacant storefronts in all 72 counties](#) and has helped more than 3,400 small businesses and nonprofit organizations across the state.

In April 2021, Gov. Evers [announced](#) the state would dedicate \$50 million toward helping small business owners open physical locations and communities fill vacant storefronts. An analysis from November 2021 showed that as a share of federal pandemic aid the state has received and directed by Gov. Evers, Wisconsin ranked second in the country for aid directed to economic development, and first in the country in aid allocated to businesses.

Funds for the Main Street Bounceback Grant Program are provided by the federal American Rescue Plan Act. The program is still open to new or existing businesses opening a new location or expanding operations in a vacant commercial space as of January 1, 2021. Additional information about the Main Street Bounce Back Grants is available here: <https://wedc.org/programs-and-resources/mainstreet-bounceback-grants/>.

Gov. Evers Announces \$8 Million to Help Wisconsinites Access Civil Legal Services Needed to Recover from Pandemic

Gov. Tony Evers this week also announced [an \\$8 million grant](#) to support Wisconsinites who need legal assistance to recover from the COVID-19 pandemic. The grant will be made to the [Wisconsin Trust Account Foundation Inc. \(WisTAF\)](#) to fund civil legal aid organizations statewide and to build a Wisconsin Law Help website, a user-friendly online legal assistance portal that will help Wisconsinites access accurate legal information.

The grant will allow WisTAF and its partner organizations to furnish civil legal aid interventions to Wisconsinites who face foreclosure, eviction, and other housing-related problems due to COVID-19; need legal assistance to access unemployment benefits, workforce opportunities, or health coverage; or still struggle with other economic hardships related to the pandemic.

More than \$57 Million Awarded Through Diverse Business Assistance Program



Gov. Tony Evers last week announced [\\$57.6 million in grants](#) were awarded through the Diverse Business Assistance Grant Program to 24 chambers of commerce and nonprofit organizations providing assistance to small businesses.

These grants will support the work of chambers of commerce across the state in providing coaching and mentoring, technical assistance, equipment and internet services, digital literacy, online marketing and social media training, financial aid, and financial literacy support, as well as networking and educational opportunities for new business owners and emerging entrepreneurs. A list of grant awardees and additional information can be found on the [program website](#).

\$28 Million Allotted to Community Development Financial Institutions

Gov. Tony Evers last week also announced another [\\$28.8 million in grants](#) were awarded through the Diverse Business Investment Grant Program to nine Community Development Financial Institutions (CDFIs).

These CDFIs support micro and small businesses not only through lending and providing access to capital and credit, but many also support programs that provide additional technical assistance, coaching and mentoring, and credit counseling. These grants will help these institutions continue to bolster and ignite economic and business growth in Wisconsin. A list of grant awardees and additional information can be found on the [program website](#).



\$50 Million Investment for Safer Communities

Gov. Tony Evers last month announced more than [\\$50 million investment for community safety](#), \$36 million of which will go to statewide programs to support local and Tribal law enforcement agencies and funding to help alleviate the pandemic-related backlog of criminal cases. All local and Tribal law enforcement agencies will be able to receive funds for eligible costs. A breakdown of the allocations can be found [here](#).

This brings the governor's overall investment into violence prevention and public safety to more than \$100 million, including a [\\$45 million investment](#) announced last year to support violence prevention efforts and crime victims.

SHRED EVENT

Safe Destruction Of Outdated Sensitive Documents

- Up to 3 boxes/bags per person (100 lbs) can be shredded
- This event is open to the public
- Shredding is free in exchange for a non-perishable food donation that 1st CCU will donate to a local food pantry

Saturday, April 23rd
8:30-11:30 AM

1ST COMMUNITY CREDIT UNION
West Salem Branch Parking Lot
located at 1410 W. Highway 16
(corner of Hwy 16 and County M in West Salem)



ANNUAL SHRED EVENT

Union State Bank,
1405 West City Highway 16,
West Salem

We are having our Annual Free Shred Day on Saturday, May 7, 2022 at our Hwy 16 location in West Salem for our customers and community.

Things you need to know:

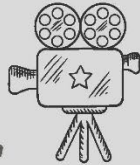
- 1) Up to 3 boxes (100 lbs.) per person
- 2) All types of papers with staples, paper clips or rubber bands may be shredded.
- 3) Please remove any butterfly clips, 3 ring binders and hanging file folders.



*Where Customers and
Community Come First*

SPRING MOVIES

Free movies
on the big screen



Bangor Public Library

Purple Rain (R)

Thursday, April 21, 2:30pm & 6 pm

Campbell Public Library

American Underdog (PG)

Friday, April 22, 1:15 pm

Holmen Public Library

The Good Liar (R)

Monday, April 4, 2:15 pm

Spencer (R)

Monday, April 18, 2:15 pm

Onalaska Public Library

King Richard (PG-13)

Thursday, April 7, 6:30 pm

In the Heights (PG-13)

Thursday, April 21, 6:30 pm

West Salem Public Library

The Hundred-Foot Journey (PG)

Thursday, April 7, 2:15 pm

King Richard (PG-13)

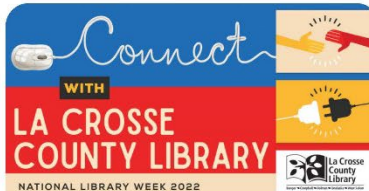
Thursday, April 14, 2:15 pm

Little Women (PG)

Thursday, April 21, 2:15 pm

The Longest Ride (PG-13)

Thursday, April 28, 2:15 pm



CELEBRATE WITH US

Stop by any of our five locations during April 6-9 and receive a free treat in honor of National Library Week!



Onalaska Public Library

Saturday, April 23

10:30 am - 12:30 pm

The winning team will receive a \$30 gift card to Culvers! Register your team (1-4 people) by Friday, April 15th to participate. Complete details under the "Adult Programming" tab of our website. **FREE DONUTS!**



BOOK MASQUERADE

Photo contest for all ages

Vote for your favorite April 4-8!

"Like" the La Crosse County Library on Facebook. During the week of April 4-8, vote by "liking" your favorite entry on La Crosse County Library's Facebook page.



MARCH 14 - APRIL 22

Register online or in person

Back in
April & May!

Community
Sticker
Mosaics



*Floyd's
Senior Moments*

Learning and entertainment
for older adults

Select Wednesdays at 10 a.m.
Onalaska Public Library

APRIL 6 - Beer by Bike Brigade

APRIL 20 - Dementia Friends

APRIL 27 - The Extraordinary
Aprons of Evelina Grimes

SPONSORED BY THE FRIENDS OF THE
ONALASKA LIBRARY

AUTHOR VISIT & BOOK SIGNING

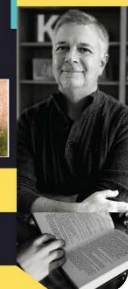
• Kevin Kluesner

Wisconsin author of:
The Killer Sermon



Saturday, April 2, 11am to 1pm
Book signing begins at 12pm

Onalaska Public Library
741 Oak Avenue South
Onalaska, WI



CLOSED DATES: All library locations will be closed on Tuesday, April 5 and Friday, April 15.



The West Salem Fire Department will be doing a charcoal chicken Q drive-thru on Saturday, April 30th at the fire station. Serving from 11:00am - 2:00pm or gone.

Dinner price is \$10 for 1/2 chicken, baked beans, coleslaw, and a dinner roll. See any WSGD member for pre-sale tickets to guarantee yourself a dinner. We will have a limited number of dinners available for walk up service. Pre-sale dinners must be picked up by 12:30 to guarantee a dinner.



FRIDAY, APRIL 22, 2022 AT 5:30 PM – 8 PM

Smelt Fry

American Legion Post 51-West Salem, WI 54669
Smelt night is back! Dinner includes AYCE
Smelt, baked beans, coleslaw, and bread!

Make sure you put it on your calendar, we serve 5:30 until gone.

CHICKEN QUE!!!!

[American Legion Post 51-West Salem, WI 54669](#)

Village Park

May 14, 2022 – 11:00 a.m. til gone!



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 proceeds go to The Legion Remodeling Fund.





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BADGER BOUNCEBACK

#BadgerBounceback

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