



MONTHLY MEETING

WEDNESDAY, NOVEMBER 9, 2022, NOON AT WESTVIEW INN
GUEST SPEAKERS



Police Chief Kyle Holzhausen and
School Resource Officer Nate Ganrude
And
West Salem Lion's Club Fundraiser

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.



We Serve

Monthly Meeting Update

October 12, 2022



Meeting called to order at 12:00 Noon by President Stephen Cohen. After introductions and an excellent buffet lunch, guest speaker Morgan Quackenbush from the West Salem DECA and Ellyn Hailey of Coulee Health shared information with the membership.

Minutes

Motion by Steve Berg, seconded by Ashley Giese to approve the minutes of the September regular Board meeting as presented. Motion approved by voice vote.



Treasurer's Report

The month ending September 30, 2022, Treasurer's report was reviewed, noting the Association has a general bank balance of \$13,162.03. Expenses include the golf outing, website membership works fee, and reimbursements for West Salem Bucks.

Motion by Teresa DeLong, seconded by Ashley Giese to approve the Treasurer's report as presented. Motion approved by voice vote.

Association Business

President Cohen announced many upcoming events in the West Salem area, and he encouraged event organizers to post events on the Explore La Crosse website. Dave Hundt announced the West Salem Cares Foundation is ready to donate funds to people who are having medical and financial issues. Future fundraising events are being scheduled to help fund the Foundation.

Scholarships

Motion by Rick Wilson, seconded by Steve Berg to donate an additional \$500 to each of the area high school scholarships. Motion unanimously approved by voice vote.

Motion by Glen Danielson, seconded by Jodie Curtis to adjourn the meeting at 1:00 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director

November and December Association Meetings



The Board would like to remind the Membership that we will continue the November nonperishable food drive collection and the December cash collection for the West Salem Lion's Club.

Please bring a nonperishable food item to the November 9 meeting, and cash donations will be collected at the December 14 social meeting.

NOVEMBER 11TH, 2022

VETERANS DAY

1 FREE MEAL PER VETERAN.
DRINKS AND GRATUITY NOT
INCLUDED.



BREAKFAST 8AM-11AM

EGG PLATTER / 2 EGGS,
BREAKFAST POTATOES,
SAUSAGE LINKS OR BACON AND
TOAST.

CAKES AND MEAT / 2 PANCAKES,
SAUSAGE LINKS OR BACON.

SALEM SCRAMBLE / SCRAMBLED
EGGS, HASHBROWNS, HAM,
ONIONS, GREEN PEPPERS,
TOMATO AND SHREDDED
CHEESE. SERVED WITH TOAST.

BISCUITS AND GRAVY /
2 BUTTERMILK BISCUITS
SMOTHERED IN SAUSAGE
GRAVY.

COUNTRY BISCUITS /
2 BUTTERMILK BISCUITS,
TOPPED WITH SCRAMBLED EGGS,
SAUSAGE PATTIES AND
SMOTHERED IN SAUSAGE
GRAVY.



LUNCH/ DINNER 11AM-8PM

CHEESEBURGER / SERVED WITH
FRENCH FRIES

BEEF TIPS AND GRAVY / SERVED
OVER MASHED POTATOES WITH
A DINNER ROLL

TACO SALAD / CHOICE OF BEEF,
CHICKEN OR CARNITAS PORK,
SHREDDED LETTUCE, SHREDDED
CHEESE, TOMATO, BLACK OLIVE,
SOUR CREAM AND CHIPS.

ULTIMATE FRENCH DIP / SERVED
WITH FRENCH FRIES

2 PIECE BATTERFRIED FISH /
SERVED WITH FRENCH FRIES OR
BAKED POTATO AND COLESLAW.



FEATURES
SPORTS BAR

THANK YOU TO ALL VETERANS, FROM FEATURES WEST SALEM!



DOWNTOWN TRICK OR TREATING – SUCCESS!!!

Each year, more and more children and adults participate in the West Salem Business Association sponsored Downtown Trick or Treating event and Trunk or Treat in the Village Park!

This year was no exception!

Thank you to all who opened their businesses on Monday, October 31 to the children for a safe and fun trick or treating event and for all those who set up in the Village Park to distribute treats!



9th Annual Winter Wonderland

This is your opportunity to connect with your community by sponsoring this holiday celebration! Through the combined efforts of the West Salem Business Association and the West Salem Parks & Recreation Department, and community members, we will again be able to transform Village Park into a Winter Wonderland.

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. Dates for special events (caroling, hot chocolate and maybe even a visit from Santa) in Winter Wonderland have been distributed. Specific sponsorship opportunities are detailed in brochures available at the West Salem Parks and Recreation Office.



Gov. Evers Announces Additional \$25 Million Investment into Successful Main Street Bounceback Program, Grants Have Already Supported Over 6,600 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 6,600 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/>.

The West Salem Business Association will look back on another year in February 2023. More details to follow.

A promotional poster for the Mistletoe Market event. The background is a stylized, low-poly illustration of a snowy mountain range in shades of blue and white. In the foreground, two pairs of red skis are positioned vertically, with blue ski poles leaning against them. The year '2022' is printed vertically on the left ski. The event title 'Mistletoe Market' is written in a large, dark blue, serif font. Below the title, the event dates and location are listed in a smaller, red, serif font.

Mistletoe Market

*Friday, November 18th 12-6pm
Saturday, November 19th 9-3pm
MGV - West Salem, WI*



DON & CHERYL BRENENGEN BOYS & GIRLS CLUB

Our West Salem BGC is looking for community members and businesses to share their experiences, passions, and careers with our West Salem Youth!

How You Can Get Involved

Host a field trip on a no school day to your business

Volunteer during our after school program

Volunteer to run a health/fitness class or music lessons

Be a sponsor for lunch, snack, or fun event



Contact Information for Don & Cheryl Brenengen BGC

Maggie Solberg | West Salem Area Director
maggie.solberg@bgclax.org

 608-786-5328

 450 N Mark Street
West Salem, WI 54669




FRIDAY, NOVEMBER 11, 2022 AT 5:30 PM – 8 PM
 American Legion Post 51-West Salem, WI 54669

Come in and win your Thanksgiving Turkey. Everyone is welcome to play. Sandwich Menu will be served - Fish Sandwich, Burgers, Onion Rings & Fries

The purpose of West Salem Cares is to provide help and support to area families going through unexpected life challenges. Often medical issues, accidents,

WEST SALEM CARES

MISSION:
 STRENGTHENING OUR
 COMMUNITY BY FOSTERING
 GENEROSITY AND
 CONNECTING PEOPLE WHO
 CARE WITH THOSE IN NEED.



WSC is here to offer support to families with ties to the West Salem community.

or other unforeseen events happen and can spiral a family's life and finances downward.

Our goal is to assist our fellow community members by providing a little help (gas and/or food cards) depending on the need. We will offer support to families with ties to the West Salem community and let them know our community is behind them during difficult times.



Need to do some Christmas shopping while also shopping locally? Join us for our annual Holiday Market!! We will offer wine & kombucha to sip on while you check out the local artists & vendors. Doors will be open from 5-8p!

Vendors include:

1. [@ceekaycreates](#)
2. [@moonchildcollectivewisco](#)
3. [@johanna_artist1](#)
4. [@gr8tfulthread](#)
5. Heather/Madison Odenbach: candles, bees wax items, treats
6. [@canvasbackcoffee](#)
7. [@earthendoula](#)

Customers are projected to spend an estimated \$88 billion in small business shopping this holiday season

New data from an [Intuit Quickbooks Report](#) reveals a unique opportunity for small businesses for the 2022 holiday season. Based on survey data from 5,500 consumers and 1,500 businesses, consumers are planning to spend over 40% of their holiday shopping budget at small businesses — an estimated total of \$88 billion. Small businesses are also projected to hold 70% more revenue in 2022 than in the 2021 holiday season. From these survey responses and projected numbers, it's the perfect time for small businesses to lean heavily into their holiday marketing campaigns and possibly even launch a new product in time for the season of giving. With heightened inflation and supply chain challenges, ensure your business is considering affordable shipping options, providing efficient customer service, and selling products on multiple channels.

MAKE A **BIG** IMPACT, SHOP SMALL



S M A L L B U S I N E S S

S A T U R D A Y.®

NOVEMBER 26

Small Business Saturday

Saturday, November 26, 2022 is Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. This year, we know that small businesses need our support now more than ever as they navigate, retool and pivot from the effects of the coronavirus pandemic. Please join SBA and organizations across the country in supporting your local small businesses by shopping at a small business.

Founded by American Express in 2010 and officially cosponsored by SBA since 2011, Small Business Saturday has become an important part of small businesses' busiest shopping season. Historically, reported projected spending among U.S. consumers who shopped at independent retailers and restaurants on Small Business Saturday reached an estimated \$23.3 billion according to the [2021 Small Business Saturday Consumer Insights Survey](#) commissioned by American Express.

The highly successful team of SBA, Women Impacting Public Policy (WIPP), and American Express will be kicking off the 2022 holiday season by encouraging consumers to support our nation's nearly 32 million independent businesses this Small Business Saturday and all holiday season long.

How You Can Participate

For shoppers: Find [participating small businesses](#) in your area

For small business owners: [Get free Small Business Saturday marketing materials](#) - including sample posters, and social media resources

For partner organizations: [Follow SBA on social media](#) for all the latest updates on #ShopSmall

NOVEMBER 2022

For more information about any of these programs, please see our website at lacrossecountylibrary.org and click on Youth Programming or Adult Programming.



TEEN TIME

HOLMEN & ONALASKA

FRI, NOVEMBER 4
ONALASKA 2:30-4 PM
HOLMEN 3-4:30 PM

Teens in grades 6-12 ... drop in for hands-on projects, new teen books and more. No registration required; win door prizes!

Paul Bunyan
A MUSICAL STORY



ONALASKA LIBRARY

SAT, NOVEMBER 5, 10 AM

This program introduces young listeners to a variety of musical genres as Paul & Babe travel down the Mississippi.



LEGO® at the Library



THREE LOCATIONS

4:30 - 5:30 PM
ONALASKA: MON, NOV 7
HOLMEN: MON, NOV 14
WEST SALEM: MON, NOV 21

Kids of all ages are welcome! Have fun free building, or be inspired by our suggested theme.

Floyd's Senior Moments

ONALASKA LIBRARY


WEDNESDAYS AT 10 AM

NOVEMBER 2
Upper Mississippi Wildlife Refuge

NOVEMBER 9
Couleecap

NOVEMBER 16
Native American Place Names

NOVEMBER 30
Holiday Memories

JIGSAW PUZZLE BATTLE
AND FREE DONUTS

WEST SALEM LIBRARY

SAT, NOVEMBER 5, 10 AM-1 PM

Teams will race to finish a 300-piece puzzle first. The winning team will receive a **\$30 gift card to Culvers!** Registration required; limit 8 teams.

Beginner Stretch Class




WEST SALEM LIBRARY

MON, NOVEMBER 14, 10 AM

Register for this full body stretch class with instructor Sean Vigue. Class will focus on breathing, releasing tight muscles and feeling your very best.


Free Brain Check-Up




HOLMEN LIBRARY

MON, NOVEMBER 14
BY APPT 9:30 AM - 4 PM

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




Cheesecake & Carvas



WEST SALEM LIBRARY

THURS, NOVEMBER 17, 6:30 PM

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




Fall Movies

ALL LOCATIONS

FREE MOVIES ON THE BIG SCREEN!

Check the Adult Programming page of our website for movie titles, locations, and times.



CLOSED DATE: All library locations will be closed on November 24 & 25 for Thanksgiving.



Rave On – Tribute to Buddy Holly

Rave On! celebrates the music and the man that started it all. Audiences will be transported back in time to experience all the thrills of the original rock ‘n’ rollers in this electrifying, high-energy, concert extravaganza featuring Billy McGuigan and the Rave On Band.

Tickets: \$26 for adult, \$24 for senior citizens, and \$15 for students

Doors open 30 minutes before show time. All Covid-19 safety protocols are followed for this event.

Something for Everyone at the Heider Center in West Salem, WI

Some of the best shows in the Midwest are offered in the Heider Center’s [Mainstage Series](#). Shows which educate and entertain, [perfect for school groups and children](#) of all ages, are featured in the Educational Series. [Mainstage Plus Performances](#) round out the quality art and theater programming at the Heider Center. We have something for everyone to enjoy, and look forward to seeing you at curtain time!



**Marie W. Heider Center for the Arts
405 E. Hamlin Street
West Salem, WI 54669**

FEATURES
SPORTS BAR

A N N U A L

BLACK FRIDAY *EVENT*

NOVEMBER 25th, 2022

FROM 9:00am-1:00pm

MARK YOUR CALENDER!

▲ *Coors* LIGHT ▲ *Coors* LIGHT ▲





www.westsalemwi.org

DON'T FORGET!

Please remember to bring a non-perishable food item to
the
November 9 regular Association meeting. All items
donated will be delivered directly to the West Salem
food pantry



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