

West Salem Business Association

April 13, 2022

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

Guest Speakers

West Salem Police Chief Kyle Holzhausen and La Crosse County Captain Marte Peterson presented information regarding the upcoming National Night Out event scheduled for Tuesday, August 2, 2022, from 5:00 p.m. to 8:00 p.m. in the Village Park. National Night Out is a free event and is taking place in West Salem for the first time. The event is to encourage law enforcement and the community to gather together to build relationships and have fun. Donations and volunteers are welcome, and businesses willing to participate should contact Police Chief Holzhausen or Village Administrator Teresa DeLong.

Minutes

Motion by Rick Wilson, seconded by Denise Jones to approve the minutes of the March regular meeting. Motion approved.

Treasurer's Report

Treasurer Jodie Curtis distributed the treasurer's report. The downtown flower baskets bank balance was \$1,614.08. The 2022 membership dues were increased \$10 to help fund the downtown hanging flower pots. There are now 100 members, and \$900 has now been transferred to the flower pot bank account. This balance is now \$2,514.28.

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

New Business

President Cohen reported the 2022 La Crosse County Dairy Breakfast will be held at Jenelle and Rick Oldenburg's farm on Pleasant Valley Road. The membership was asked if the West Salem Business Association should contribute funds to this event as it is in close proximity to the West Salem community.

Motion by Jennifer Hatz, seconded by Denise Jones to donate \$500 toward the La Crosse County Dairy Breakfast. Motion unanimously approved.

President Cohen updated those present regarding the work in progress on a new Association website. Members should review their business on the current site and update any information and any pictures, if desired, logos, social media links, etc. The Board of Directors is continuing work 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. Volunteers are still needed to water the flowers on weekends and holidays. President Cohen also suggested the Business Association logo be revitalized. It was suggested the West Salem Schools may be interested in working on this project again.

Motion by Rick Wilson, seconded by Jodie Curtis to adjourn the meeting at 12:50 p.m. Motion approved by voice vote.

Ashley Giese, Director