

West Salem Business Association  
Regular Meeting  
July 13, 2022

Meeting called to order at 12:00 Noon by President Stephen Cohen. After introductions and an excellent buffet lunch, guest speakers from Explore La Crosse Haleigh Doyle and A.J. Frels discussed the economic benefits of tourism in La Crosse County, event posting and advertising via the Explore La Crosse website and publication, and marketing goals and priorities. Vicki Markussen, Community Connector, CEO, and Founder at Engage Greater La Crosse was presented with a plaque for her extensive and time-consuming work on the new West Salem Business Association website.

Treasurer's Report

The June 30, 2022, month-end Treasurer's report was reviewed, noting the Association has 100 members and a general bank balance of \$12,619.75. Expenses include website creation expenses, the June Dairy Days kick off luncheon, livestock donation, and office supplies.

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

Association Business

President Cohen announced the Association's newest members Ripp Distributing and Brightstar Care. National Night out is August 2, 2022, and booths are still available. This is going to be a huge event, and volunteers are always welcome.

Upcoming events include: Contractor Supply's customer appreciation – August 10, 2022; Beer and Wine Tasting Sundays at Horstmann Homestead – August 21, September 18, and October 6; Flags of Honor is September 9 to September 11; and WSBA Annual Golf Outing is September 7 at Fox Hollow.

Dave Hundt announced the Labor Day Street Dance scheduled for Sunday, September 4, 2022, from 4:00 to 11:00 p.m. The street dance will benefit the new West Salem Cares Foundation. The new Foundation is meant for people who are having medical and financial issues. Future fundraising events are being scheduled to help fund the Foundation.

The new WSBA advertising and tourism flyer is in the final revision stage and will be sent to print soon. The flyer will be available for distribution at the August meeting.

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

Teresa L. DeLong, Secretary/Director