46th Annual Meeting and Banquet

February 8, 2024

The Annual Meeting was called to order by President Cohen, and after announcements, a buffet dinner was hosted by the American Legion Auxiliary.

President Cohen gave an update on the Association projects and activities in 2023. In addition to the annual banquet, the Association participated in and/or sponsored the following initiatives and projects:

¨ West Salem Bucks Certificates

¨ June Dairy Days Kickoff Lunch

¨ West Salem Scholarship Awards

¨ La Crosse County Fair Support

¨ National Night Out

¨ Annual Golf Outing for student scholarships

¨ Downtown Trick-or-Treating

¨ Food Drives

¨ Winter Wonderland

¨ Financial Support for:

¨ West Salem Bicycle Playground

¨ Explore La Crosse Day at the Brewers

¨ West Salem Lion’s Club Christmas Baskets

¨ West Salem Cares

¨ Bike Rodeo

¨ Website for Business Association Members

¨ Informative Speakers & Discussions (Monthly)

¨ Facebook page with regular updates and highlights of member businesses

The 2024 West Salem Business Association Board of Directors was presented:

President, Jennifer Hatz, River Valley Media Group

Vice President, Dave Noelke, Century 21 Affiliated

Secretary, Teresa DeLong, Village of West Salem

Treasurer, Jodie Curtis, Union State Bank

Director, Rick Wilson, Magnum Media

Director, Ashley Giese, La Crosse County Library

Director, Glen Danielson, Signarama La Crosse

Past President, Stephen Cohen, Edward Jones

Motion by Paul Giese, seconded by Vern Romskog to elect all officers as presented. Motion approved by unanimous voice vote.

Director Teresa DeLong presented the Citizen of the Year award to Attorney Pete Ames. Director Rick Wilson presented the Business of the Year Award to La Crosse Fairgrounds Speedway. Finally, President Jennifer Hatz presented the Past President’s Award to Stephen Cohen.

The annual meeting was then adjourned.

Teresa L. DeLong, Secretary/Director