

47th Annual Meeting and Banquet

February 6, 2025

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

President Hatz gave an update on the Association projects and activities in 2024. In addition to the annual banquet, the Association participated in and/or sponsored the following initiatives and projects:

- “ West Salem Bucks Certificates
- “ Village-Wide Cleanup
- “ 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
- “ Lewis Point Rain Garden and Walking Trail
- “ Food Drive
- “ Financial Support for:
 - “ West Salem Bicycle Playground
 - “ La Crosse County Library Programs
 - “ Explore La Crosse Day at the Brewers
 - “ West Salem Lion’s Club Christmas Baskets
 - “ West Salem Cares
 - “ American Legion Women’s Softball
 - “ West Salem Historical Society
 - “ West Salem Police K-9 Program
 - “ West Salem Emergency Medical Team
 - “ Winter Wonderland
- “ Website for Business Association Members
- “ Informative Speakers & Discussions (Monthly)
- “ Facebook page with regular updates and highlights of member businesses

The 2025 West Salem Business Association Board of Directors was presented:

President, Jennifer Hatz, River Valley Media Group
Vice President, Rick Wilson, Magnum Media

Secretary, Teresa DeLong, Village of West Salem

Treasurer, Jodie Curtis, Union State Bank

Directors

Ashley Giese, Hazel Brown Leicht Memorial Library

Glen Danielson, Signarama La Crosse

Alex Wegner, TDS Telecom

Amber Blomquist, Fire Protection Specialists

Motion by Nikki Vidal, seconded by Jim Anderson to elect all officers as presented.
Motion approved by unanimous voice vote.

Director Teresa DeLong presented the Citizen of the Year award to Stephen Cohen. Director Rick Wilson presented the Business of the Year Award to Big Boar BBQ and Catering.

The annual meeting was then adjourned.

Teresa L. DeLong, Secretary/Director